



FASHION BUSINESS INTERNSHIPS ABROAD

Internship Opportunities in Sydney, Milan, Florence, London,
New York, Paris, & Barcelona

Prepared by: Emily TahaBurt, Admissions Counselor

SYDNEY, AUSTRALIA

Internationally Recognized Fashion Company

This established Australian fashion company has multiple retail stores focused on a mid-priced market. The selected intern(s) will get an excellent overview to many aspects of fashion business, retail, publicity and general operations. Students will work with their in-house staff on marketing, PR, as well as help plan for new seasonal launches. They will contribute to website content.

Internship tasks may include:

- Support the team and day to day tasks
- Help with social media management, PR requests,
- Assisting with the build of emails and our longer term email project
- Support on photo shoots, and other team admin
- Conduct marketing and competitor analysis research regularly. Ad hoc help on photo shoots.

Fashion Business and Marketing with a Growing Sportswear Brand

This company is a designer and manufacturer of fresh, wearable women's clothing for the 20 - 35 yr old market. This cool office is located in the inner city of Sydney and offers students an opportunity to build their skills in a serious growing fashion company.

Internship tasks may include:

- Marketing- work on images for their online store
- Update and promote brand through social media
- Work on design and delivery of mass mailings
- Work with retailers on give-aways, online promotions;
- Work on orders and stocking and produce appropriate spec sheets for forward season and new season styles
- Liaise with our PR team on new collaborations, stories and PR opportunities
- Trend research and forecasting
- New season photo shoot
- New collection in terms of styling / detail / print / color.

Fashion Business with a Passionate, Artistic Fashion Label

This company is inspired by artistic movements, motivated by the influences of culture and crafted on the idea that beauty manifests in multiple forms. Through a passion for music, joy and life both in Australia and across the globe, their designs are dedicated to an urban lifestyle, encompassing edgy



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work wear dresses and skirts, street basics and statement pieces for their customers to take center stage at their next event.

Internship tasks may include:

- Assisting in the picking and packing of orders (wholesale and online)
- Booking couriers for orders (wholesale and online)
- Maintaining stock control
- Maintaining quality control
- Receiving stock
- Helping with warehouse maintenance
- Assistance with clearance projects
- Training in specialized fashion system (Niche Garments)
- Merchandising and maintaining the showroom
- Managing social media content
- Working with brand managers

Fashion Design for a Sustainable Fashion Line

Founded in 2015, this design label strives to be a pioneer in design-led, sustainable and ethical fashion. They promise to be at the forefront of sustainable designer fashion globally, by consciously sourcing every material and component. This ethos goes into every design they create to minimize the impact on the planet's natural precious resources. Their positioning on ethical and eco-friendly material sourcing is based on two fundamental pre-requisites: traceability and non-hazardous materials. By designing with integrity and with the future in mind, this company is committed to creating modern and seductive design-led fashion that has high frequency desirability, longevity and 'mend-ability' rather than creating short-lived disposable fashion.

Internship tasks may include:

- Creating sketches using Adobe Illustrator
- Measuring and cutting samples
- Hand-sewing
- Entering data using Microsoft Excel

Artistic, Cultural Fashion Design

This company is inspired by artistic movements, motivated by the influences of culture and crafted on the idea that beauty manifests in multiple forms. Through a passion for music, joy and life both in Australia and across the globe, their designs are dedicated to an urban lifestyle, encompassing edgy



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work wear dresses and skirts, street basics and statement pieces for their customers to take center stage at their next event.

Internship tasks may include:

- Ensuring garment quality control
- Measuring samples
- Creating spec-sheets
- Assisting with trend forecasting
- Producing trade sketches
- Assisting with garment fittings



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MILAN, ITALY

Authentic Milan Showroom Experience

This is one of the most renowned multi-brand showrooms in Milan. It's an elegant example of converted industrial space, situated right at the center of a trendy fashion and culture hub in Milan. The team works hard to promote the important and historic Italian fashion brands, as well as cultivate new brands and emerging trends.

Intern tasks may include:

- Assisting vendors in sales and buying
- Managing social media on all social platforms
- Working with clients and growing business relationships
- Merchandising and executing displays
- Contacting buyers and clients, as well as designers to be featured in the showroom
- Scouting fashion trends

Fashion Business with Fashion Marketing Company

This internship is in the business, marketing, and foreign sales departments of a large showroom. The company's main goal is to develop an international distribution and trade network. They offers high-end, price-conscious, and respected brands for men and women, combining technology, quality, and sourcing to provide superior products.

Intern tasks may include:

- Working in showroom behind the scenes as well as on the floor with clients and management
- Assisting with all marketing for the showroom
- Helping with branding for new products that come into showroom
- Creating content and managing social media on all platforms

Fashion, PR, and Marketing in Milan

This fashion marketing company was born from over ten years of experience in public relations, image consulting, and communications within the fashion industry. With a dynamic and contemporary approach using both traditional strategies and digital PR, the staff offers respected and sought-after PR and marketing services in Milan.

Intern tasks may include:

- Writing press releases
- Marketing via social media on all platforms



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- Working with clients on business proposals and campaigns
- Assisting with strategic planning for communications and marketing
- Helping organize and host events

Fashion Business for Successful Fashion Distributor

This is a distributor and showroom of high-end fashion. Originating in Torino, they now operate in Milan and offer a wide variety of brands and designers.

Intern tasks may include:

- Working with English speaking clients
- Working on English language proposals
- Contacting designers and clients
- Helping manage orders and incoming business
- Working on and setting up showroom floor
- Editing content for social media and other marketing tasks

Showroom Internship

This is a fashion company that is involved in the entire production of the fashion line from pre-sales, to distribution and public relations. It is a true Italian showroom experience with an international flair! Interns here will assist the buyer during the sales campaign and perform various marketing activities and PR activities to increase brand recognition and create a buzz among the fashion industry.

Intern tasks may include:

- Working directly with the buyers and showroom staff
- Participating a special project for the showroom relating to business/marketing
- General showroom management and best practices
- Working and building relations with clients on the floor
- Behind the scenes work learning how to manage a successful showroom



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FLORENCE, ITALY

Fashion Business/Merchandising/Marketing Placement with European Consulting Group

This European consulting group is an international network, enhancing performance and increasing excellence for luxury brands all over the world. Their extensive experience in the industry and their team of noted luxury and fashion experts provides them with an unparalleled knowledge of the global luxury marketplace. Their services are retail sourcing, brand development, market assistance, export and more, all selected and customized for their clients. This company helps their client's growth and performance by evaluating, recommending and implementing business strategies in the luxury industry. Their mission is to help brands define their conditions for performance, therefore strengthening not only the overall brand message, but also commercial results.

Internship tasks may include:

- Partaking in fashion buying and merchandising
- Assisting in preparing for Milan fashion week
- Working and building relations with clientele
- Sourcing new clients
- Managing social media on all platforms
- Creating content for social media

Fashion Business Placement with Undergarment Company

The company was founded in 1989 as a licensee of a famous luxury brand for the production and distribution of underwear and beachwear lines; in a few years the company expanded to become one of the world's leading companies in matters of manufacturing and marketing of fashion lingerie and swimwear collections.

Internship tasks may include:

- Marketing on social media on all platforms
- Partaking on a website development project
- For the website project, the intern will take on all aspects of working on this new initiative, from brainstorming to marketing to seeing the project through to completion
- Additional tasks will be added based on intern's interests and company's needs

Earthy, World-Wide Fashion

Born from the clever fusion of art and craft and already part of the world of high fashion that has always been synonymous with elegance and class, this company begins its activity with the



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manufacturing of bags based on the use of raw materials of high quality and fashion images never excessive.

Internship tasks may include:

- Assisting in the planning and development of the new year sale campaign
- Partaking with merchandising endeavors
- Optimizing marketing and PR platforms
- Establishing connections and working with various clients and buyers
- Tasks will be customized to both intern's and company's needs

Fashion Business Placement Focused on High-end Shoes

This shoes company is based in Florence and was founded by two people who shared the same dream to bring new international brands into Italy. Their core business involves importing, exporting and displaying shoe brands. They monitor the global market for new and developing brands. develop the market for new brands and cultivate high end shoe sales. Their expert buyers have an eye for finding the newest trends that the Italian market has not yet seen and they are very proud to have some of the world's most iconic brands in their portfolio.

Internship tasks may include:

- Assisting in the displaying of the merchandise
- Helping with the customers in the showroom
- Participating in fashion fairs
- Meeting the clients
- Meeting the buyers
- Helping scout new trends and report back to the buyers
- Assisting buyers on all tasks relating to new trends and purchases for the brand



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LONDON, ENGLAND

Fashion Business & Marketing w/ Trendy Fashion Organization

This company is a pioneering creative agency combining a global online trend research platform with an innovative design studio and consultancy service. Their expertise is in translating trend concepts into commercially successful products, ensuring products and campaigns are on trend and relevant to target consumers.

Internship tasks may include:

- Providing general support of the commercial team through ad-hoc sales and marketing related tasks including; researching of prospective clients providing email marketing support.
- Undertaking database updates whilst gaining experience of working with different databases and CRM platforms.
- Observing and understanding the inner workings of a creative and trend forecasting agency.
- Developing strong research skills and a deeper understanding of commercial aspects of creative work and trend forecasting.
- Working with and supporting Account managers, Account Directors, Marketing Department and Client Services Team.

Wildly Popular Fashion Label

Since its humble beginnings, this company has grown into a global label with a following to match. Think wearable, fashion-forward pieces, hand-perfected and with a cool girl aesthetic. Get set to mix feather light with rock n' roll! This company is a young, fresh and inspired East London based women's fashion wear label. Defined as a fashion-forward yet wearable brand, Drapers Magazine describes them as 'young, flirty and fun', proving itself consistently irresistible to their global network of fashionable clients. The boutique label has soared from its modest roots and onto the radar of the fashion elite.

Internship tasks may include:

- Assisting with the concession reports for the meeting
- Helping to call the Topshop managers, our concessions staffs to get updates from stores
- Helping arranging the stock delivery and the stock return from stores
- Monitoring sales figures and give idea to raise sales.
- Giving ideas and suggestions of visual merchandising in each store and reviewing stock package
- Helping generate barcodes for topshop.com
- Presenting in our staff meeting and giving creative ideas.

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- Filing the spreadsheets/reports in folders
- Assisting the merchandising team for the best sellers report.
- Researching the high street trends and customer desires
- Assisting in newsletter sending out
- Giving creative ideas for the team.
- Helping to arrange samples/stock back to warehouse

Couture, Ready-to-Wear, and Bridal Fashion Designer

This designer won Sky 1's reality TV show "Project Catwalk", establishing himself "as one of the most exciting young designers around". This success led to a contract an online retailer and the launch of his self-named line. Interns with this design house will immerse themselves in the fast paced world of London fashion in a business and marketing capacity.

Internship tasks may include:

- Planning, developing and implementing PR strategies
- Planning promotional strategies and keeping target audience in mind
- Liaising with company directors
- Liaising with and answering inquiries from media, individuals and other organizations
- Researching, writing and distributing press releases to targeted media
- Collating and analyzing media coverage about the designer and its competitors, the PR intern has to be well aware of the cutting edge competition in the market and should have up-to-date information on the ongoing condition of the market
- Writing and editing in-house press, updating Facebook, twitter, and blogs
- Preparing the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs
- Devising and coordinating photo opportunities
- Organizing events including LFW, PFW, press conferences, exhibitions, open days and press tours
- Maintaining and updating information on the organization's website
- Sourcing sponsorship opportunities



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NEW YORK CITY, UNITED STATES

Fashion Business Internship With Showroom

This company is a multi-branded showroom which assists brands in connecting their digital image and e-commerce solutions. Through innovative, digital experiences they drive consumer engagement and awareness towards rapid business growth and measurable results. In addition, their operations also includes experiential marketing, sales, and complete in-house support. With a unique and personalized approach, each project takes on its own life and builds momentum for a brand. They lead their operations from their office in the heart of Soho, New York City.

Internship tasks may include:

- Assisting in overall operation of business across departments
- Assisting with the invoices for shipments
- Checking in and merchandising the new collections
- Researching potential clients to work with
- Updating call logs
- Running reports
- Assisting in marketing and outreach efforts

Styling for E-Commerce Fashion Company

This company provides members with access to the runway's most rarefied and coveted pieces— all of which can be borrowed when needed, without the hassle of dry cleaning, storage, or that age old question: "When will I ever wear this again?" That's the beauty of this company; you don't have to. Comprised of an elite team of fashion insiders, they officially launched in April 2016 through a mobile app, e-commerce platform, and a New York City showroom.

Internship tasks may include:

- Assisting in all showroom appointments alongside Lead & Freelance Stylists
- Ensuring client's needs are met with pre and post appointment follow ups
- Maintaining showroom: checking garments and overall visual display
- Sourcing events clients attend & proactive outreach

Production & Design Internship with Well-Known Designer

This dressmaker was born in the heart of New York City; a city marked by rich culture and diverse aesthetic. With inspiration around every corner, this company has adopted its' intoxicating energy by incorporating it into every stitch of each collection. With the perfect combination of sophistication and



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versatility, they provide a curated mix of designs that express, enhance, and elevate each woman's individual identity as she celebrates the most important and memorable moments in her life.

Internship tasks may include:

- Opening & recording all our packages from overseas that contains development samples, production samples, swatches, and beading.
- Inspecting all items
- Assisting in putting together 3 complete lines for our big trade show in Atlanta, this is where we launch our new Spring line
- Working in excel as this is where we do most of our work.
- Assisting in placing purchase orders, checking packing lists and preparing invoices for payment

Fashion Showroom Merchandising Internship

This fast moving New York showroom bridges the gap between exclusive high end labels and department stores and boutiques in the greater New York area. A small, intimate setting, this showroom offer interns an amazing opportunity to gain firsthand merchandising, buying, event planning and marketing skills, assisting in many aspects of day to day operations. The roles and responsibilities include but is not limited to: working alongside all the Brand Managers in assisting in all task associated with client services; working trade shows (including on a weekend, as necessary) working with press in pulling for stories, organizing the showroom and closets (which includes organizing hangers and stock), merchandising the showroom to ensure it looks its best at all times, faxing, filing, running samples and other errands and generally everything and anything it takes to help the showroom run efficiently. There are road trips are a necessary and exciting part of the internship. You will be asked to accompany our brand managers on trips to see clients on location in their stores. These trips may start early and end late. Please be aware that interns will have to be flexible with respect to going on these road trip during their tenure. The intern should have knowledge of merchandising and buying. Showroom atmosphere requires interns to have a base knowledge of fashion designs (ability to pick a piece from the rack), and to be independent. At least 2 years of fashion coursework or previous showroom experience is ideal.

Merchandising for Exclusive Bridal Designer

There are two positions available for a famous fashion design showroom in the heart of New York City. This brand is well know and consistently adorns celebrities on the red carpet. They are looking for fashion merchandising and marketing interns to help in a variety of tasks including model casting, visual display, press, event planning, dinners, contributing to the website, writing, sending out

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pictures, and sales assistance. This is a fast paced environment for experienced fashion merchandisers, and an incredible "foot in the door". Roles and responsibilities for this internship are casting, visual display, press, event planning, dinners, web work, writing, sending out pictures, and sales assistance. The ideal candidate is a Junior (3rd year student) or older at school, majoring in Fashion Merchandising or Marketing. Previous experience is ideal for this demanding position.



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PARIS, FRANCE

Behind the Scenes Fashion Business Placement with Major Fashion Warehouse

For 15 years of dealing with branded clothing, this company is in the top 5 of quality fashion brands warehouses in France and abroad. Since 2001 they have been distributing the most well known and famous brands of clothing and accessories to more than 2 000 outlets, shops, website and warehouses.

Internship tasks may include:

- Assisting in various stages of Fashion business
- Managing social media on all platforms
- Assisting in inventory control
- Partaking in behind the scenes fashion work
- Additional tasks will be added based on intern's interests and company's needs

Premiere Bridal Store in the Heart of Paris

This internship is with a unique Parisian multi-label concept store offering luxury cocktail and evening dresses as well as wedding gowns, accessories, jewelry and shoes. This is a fabulous store in the middle of the fashion district in Paris. The intern will be mainly based in the store itself and will work alongside two experienced fashion professionals, working with customers and assisting with merchandising and store layout. Those interested in understanding how a luxury store functions will enjoy this well-rounded placement. In the beginning the intern will be assisting the staff, and specifically assisting with the bridal wear section, but may progress to work independently in this section.

Internship tasks may include:

The intern in this placement will be mainly based in the store itself and will work along side two experienced fashion professionals, understanding how a luxury store functions. In the beginning the intern will be assisting the staff, and specifically assisting with the bridal wear section, but may progress to work independently in this section. The intern may also be able to spend a few days shadowing the founder with the behind the scenes areas of managing a luxury concept store.

Online Fashion Marketing for Global Company

This online fashion company based in Paris offers a unique insight into the European and French fashion industry. Interns will have the opportunity to work side by side with those leading customer



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service and marketing design. There is the opportunity to contribute to the editorial department if the intern possesses strong writing skills and an interest or background in fashion journalism.

Internship tasks may include:

- Participate to the website optimisation to continuously improve the shopping experience
- Help in marketing initiatives: newsletters, customer surveys, customer enrollment and loyalty programs and other initiatives
- Market watch
- Provide support to clients by phone and email: understanding client needs, advisory, taking orders, managing returns and exchanges, dealing with issues, and monitoring results.
- Objective is to deal with any client request and resolve issues within 24 hours
- Deliveries: following client orders and tackling delivery issues
- Provide feedback to the marketing team and contribute to campaign development

Marketing with a Unique Fashion Brand

This company showcases international artists and designers, as well as young, local Parisians in the field. Its multi-purpose space is used in a creative variety of ways. It's a gallery featuring contemporary pieces; it's a designer boutique showcasing prêt-à-porter styles, jewelry, leather goods and decorations; it's an events and co-working space with a bar/café and popup expositions. The versatility is endless.

Internship tasks may include:

- Assisting with communication and marketing efforts
- Helping with business development and strategy
- Posting to the boutique's social media pages
- Assisting with event planning and sales
- Greeting clients and store visitors

Marketing, PR, & Journalism with a Fashion Consulting Company

Founded in 2017 by the American and the Parisian editors of a French fashion and lifestyle magazine, this fashion marketing and PR company aims to act as a sort of "friend" who knows all about Paris and can share destinations to discover quintessential Parisian chic items and who will tell you where to find such gems hidden around the City of Lights. They produce a magazine focusing on upcoming designers, special exhibitions, boutique and shop openings, portraits of interesting people. Additionally, they develop customized fashion-themed programs for clients wanting to discover



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elegant offerings found off the beaten path.

Internship tasks may include:

- Writing articles about fashion, beauty, style and trends, focusing on upcoming designers, special exhibitions, boutique and shop openings, portraits of interesting people
- Assisting with the development of programs for customers, including style and fashion seminars, Parisian fashion itineraries, personal style coaching
- Exploring and vetting new venues for Paris fashion tours
- Assisting potentially with the production of local trunk shows



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BARCELONA, SPAIN

Events and Fashion Business

This designer was born in Barcelona and has always been attracted to the art and culture of Andalusia with a focus on flamenco dresses. With a background in fashion design and fashion styling from the School of Design Felicidad Duce, she decided to re-enter the world of fashion after a long career in the financial sector. She is dynamic, entrepreneurial, empathetic, and creative with an enthusiasm for flamenco fashion, and become publicly known at the International Flamenco Fashion Show.

Internship tasks may include:

- Assisting with client bookings, event bookings, and client services
- Creating new lead generation and market research
- Managing social media outreach by increasing online presence, and marketing promotional materials
- Taking photos and recording videos during events for marketing purposes
- Coordinating and hosting the Flamenco events that take place weekly

Marketing and Business Development in Holistic Skincare Company

They provide skincare fundamentals for all skin types, genders and ages, which can then be easily mixed and adapted for individual or occasional needs, reducing the need for unnecessary additional products. Their skincare range and their brand are driven by creativity, curiosity and the pursuit of quality, simplicity, happiness and mindfulness. They create totally natural, mixable products that are pure, crafted with the utmost care and attention to detail, and set a new standard in botanical, vegan and cruelty-free skincare. They strive to produce holistic skincare. Botanicals are the best way to look after your skin, but they want their products to work in tune with mind and body, and incorporate aromatherapy principles into our research. They also want their products to be beautiful – inside and out – and value design and presentation just as highly. By rejecting the kind of synthetic fillers and chemicals often found in skincare, they create products that are naturally effective, and blend botanical elements for synergistic impact on skin. Working with small, local producers in Barcelona, and integrating mixability, they have developed a range of the upmost quality and integrity.

Internship tasks may include:

- Supporting the Marketing lead with all aspects of executing the marketing plan, to include coordination with beauty bloggers and influencers, content production (video, photos, text), newsletter creation.



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- Supporting the sales lead, research and contact new global beauty retailers.
- New product development, researching and benchmarking latest developments in global beauty trends.