

A group of people are gathered around a table, engaged in a collaborative activity. The table is covered with various items: a laptop, several sheets of paper with diagrams and charts, numerous colorful sticky notes, and a container holding pens and pencils. One person is pointing at a document, while others are looking on. The scene suggests a workshop or a team meeting. The text 'THREAD' is overlaid in the upper center of the image.

# THREAD

## Real-World Collaboration and Active Learning

# Meet the Team



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# What is THREAD?



Transformative **H**ands-on  
**R**ead-world **E**xperiential  
**A**cademic **D**evelopment



Bridges academic theory  
and industry practice



Embeds brand  
collaborations into  
graduate courses



Prepares students for  
career success

# Why THREAD?

## THREAD VS. Traditional

- Real-world relevance
- Professional exposure
- Career readiness
- Critical thinking in context
- Portfolio-worthy work
- Feedback that matters







## Mentimeter Activity – Live Poll



### Instructions:

1. Join via [menti.com](https://menti.com) | Use Code XXXX
2. Responses will form a word cloud
3. Group discussion follows

**Prompt:** What do you think the top skills you will need when collaborating on real-world projects?



# THREAD in Action

## **FASHION MERCHANDISING**

- Weatherproof Vintage
- Polo Ralph Lauren socks

## **LICENSING**

- Nicole Miller
- Laura Ashley
- Nadri
- Joester Loria Group

## **ADVANCED STRATEGIC MARKETING**

- Nadri

## **DIGITAL MARKETING COMMUNICATIONS**

- Saga Fur
- Mercado Global
- Urbody
- Evins PR/Communication

## **GLOBAL LUXURY BRAND MARKETING**

- IFDA
- Underfashion Club
- Jack Victor
- INFOrm



# Nicole Miller/Licensing Class

**Goal:** Introduce mature brand to young consumers through collaboration with NYC Taxi & Limousine Commission activation during NYC Fashion Week.



# Nicole Miller/Licensing Class

**Goal:** Increase brand awareness through creation of a cookbook, collaborating with trending restaurateur.

nicole miller<sup>x</sup> **CARBONE**

- Combines Nicole's love of cooking and her NYC aesthetic
- Fashionista meets foodie
- Together, Miller and Carbone could create the perfect cookbook that captures their love of cooking and makes recipes that any busy New Yorker can master





# International Furnishings and Design Association

**Goal:** Create a brand identity for the IFDA



Colors



# The Underfashion Club

**Goal:** Rebrand the Underfashion Club



## TEALS/

Harmony  
Trust  
Loyalty

Growth  
Balance  
Stability

## INDIGO/

Royalty  
Wisdom  
Creativity

## LIGHT ORANGE/

Dynamism  
Motivation  
Warmth



#5FD1B6

#62B6B4

#155765

#5E3E74

#FAB25C

#333333



# MARKETING

"A Knot Above the Rest"

**Subtle Branding**  
embroidered knot



## JACK VICTOR



A Knot Above the Rest

[www.jackvictor.com](http://www.jackvictor.com)

**Entry Product**  
Pocket Square  
\$78 USD



## JACK VICTOR

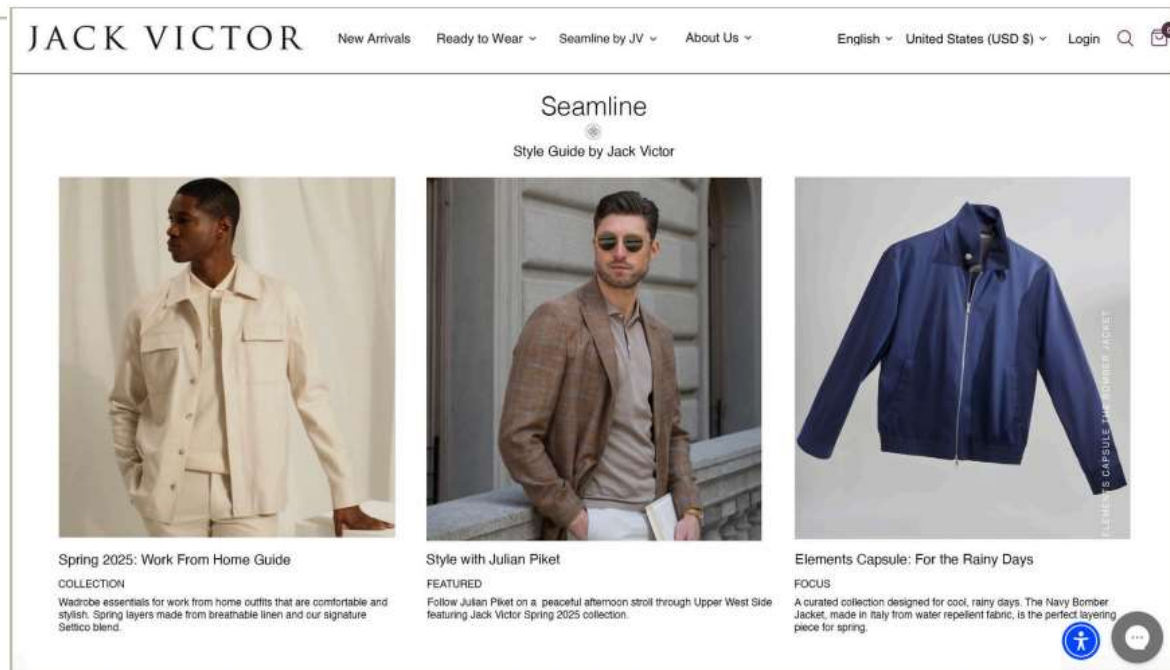
**Goal:** Create direct to consumer relevance

# JACK VICTOR

**Goal:** Create direct to consumer relevance



Style Guide Website Mockup





*"Where Style Ages Well."*

# JACK VICTOR

**Goal:** Create direct to consumer relevance



## Runway Show:

- Models in Jack Victor's Spring Collection walking through the vineyard.



## Wine Tasting

- Curated selection of fine wines served in a sophisticated lounge setting.



## Fabric & Craftsmanship Display

- Interactive station showcasing premium materials, tailoring techniques, and suit personalization options.



## Heritage Installation

- A storytelling corner featuring Jack Victor's history, iconic designs, and brand evolution.



# Down-the-Hall

**Objective:** Mini marketing challenge – provide Weatherproof Vintage consumer profile and digital solution for Merchandising Class





# Weatherproof Vintage/Merchandising Class

**Proposal:** Attract a younger consumer to this traditional brand through visual merchandising and social media presentations



- Quality - fit, softness
- Must-have basics
- Versatility

Styling Opportunities:

## Aesthetics





# Weatherproof Vintage/Merchandising Class

**Proposal:** Expand visibility of women's **line** through in-store tech in men's department.

## Proof of Concept & Future Growth

- Leverage the concept's success to advocate for Weatherproof® Vintage Women's in Macy's
- Test and learn through AR mirror to fine-tune the strategy
- Aim for a dedicated Women's Pad in Macy's stores nationwide



**VIRTUAL TRY-ON**

# Challenges

- Students
- Industry
- Resources
- Scheduling







# How THREAD Works (for you)

- Real-world brand partnerships embedded in coursework
- Project-based, multi-class collaboration
- Faculty co-teaching or coordinated planning

# Think-Pair-Share Activity

## Instructions:

1. Think individually (1 min)
2. Pair and discuss (2-3 min)
3. Share insights with the group

## Prompt:

Identify a course and industry partner for a THREAD project.

How would the partnership benefit students and the organization?







# Key Takeaways

1. Industry Collaboration Enhances Curriculum Without Sacrificing Rigor
2. Student Engagement Skyrockets When Work Feels Purposeful
3. You Don't Have to Do It Alone
4. Real-World Work Builds Transferable Skills
5. Faculty Learn Too—About Industry Trends and Pedagogical Innovation
6. THREAD Is Flexible and Scalable





Thank You!  
Questions?