A group of people are gathered around a table, engaged in a collaborative activity. The table is covered with various documents, including charts, graphs, and sticky notes. Some sticky notes have handwritten text like 'BRAND', 'SEARCH', and 'MARK'. There are also several pens, pencils, and a laptop on the table. The background shows a person in a grey sweater and another in a light blue shirt. The overall scene suggests a workshop or a team meeting.

THREAD

Real-World Collaboration and Active Learning

Meet the Team



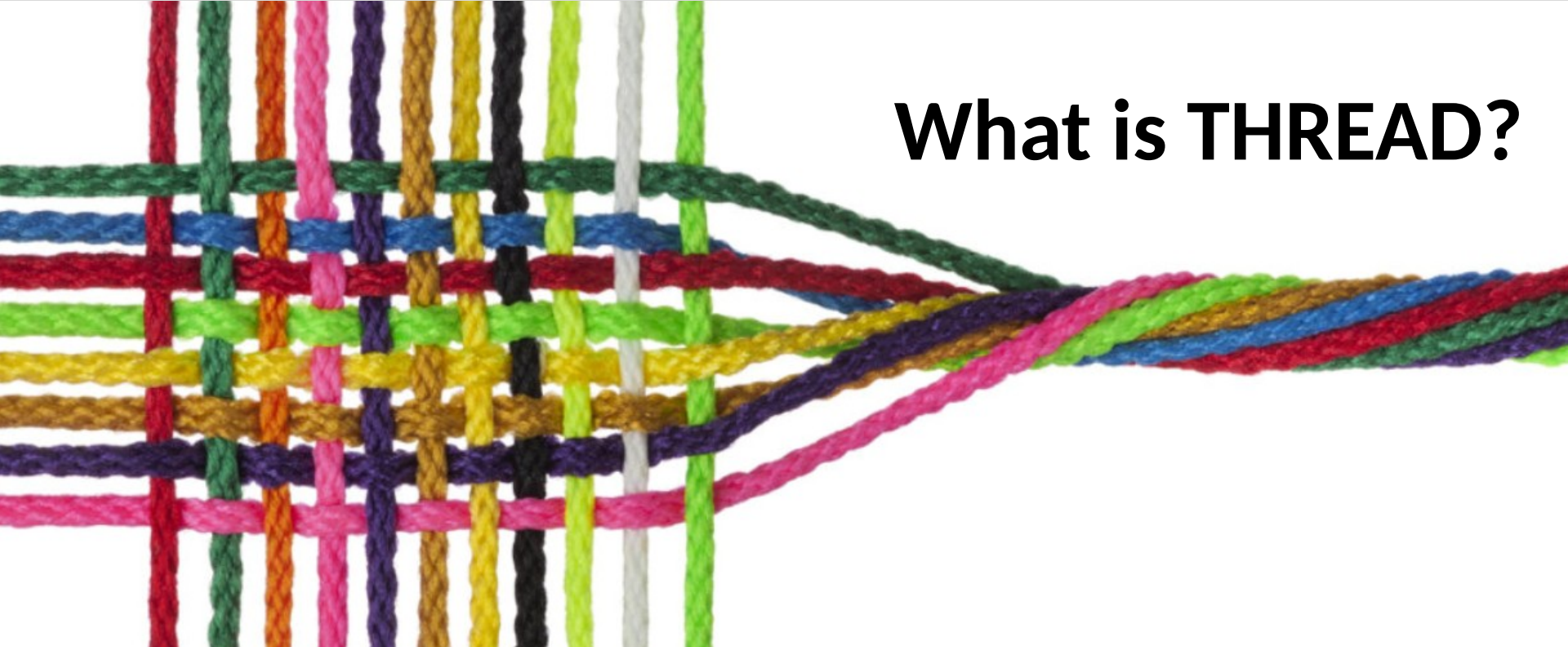
Dr. Eda Sanchez-Persampieri
Dean of Graduate Studies/Associate Professor
Eda.SanchezPersampieri@limcollege.edu



Jeanine Polizzi
Assistant Professor Graduate Studies
Jeanine.Polizzi@limcollege.edu



What is THREAD?



Transformative **H**ands-on
Real-world **E**xperiential
Academic **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





THREAD in Action

FASHION MERCHANDISING

- Weatherproof Vintage
- Polo Ralph Lauren socks

LICENSING

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

DIGITAL MARKETING COMMUNICATIONS

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

GLOBAL LUXURY BRAND MARKETING

- All Saints
- IFDA
- Jack Victor
- Microglams
- Timberland
- UGG

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.

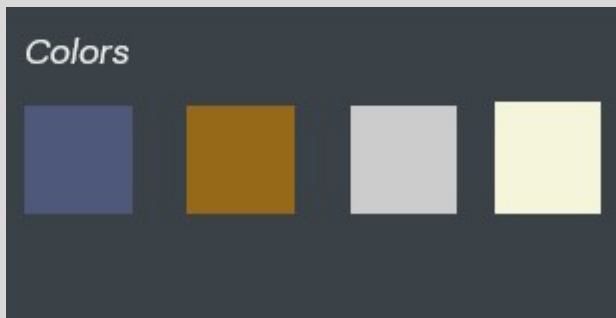
nicole miller ^x **CARBONE**

- 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



MARKETING

“A Knot Above the Rest”

Subtle Branding
embroidered knot



JACK VICTOR



A Knot Above the Rest

www.jackvictor.com

Entry Product
Pocket Square
\$78 USD

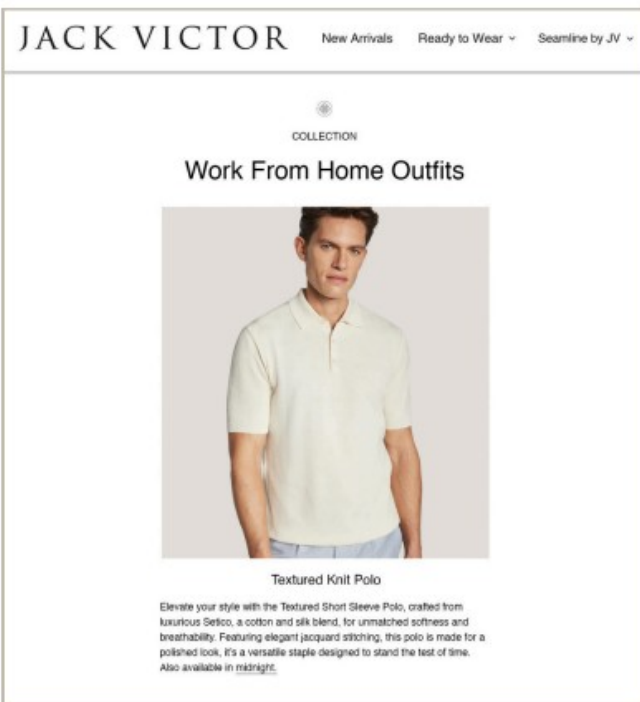


JACK VICTOR

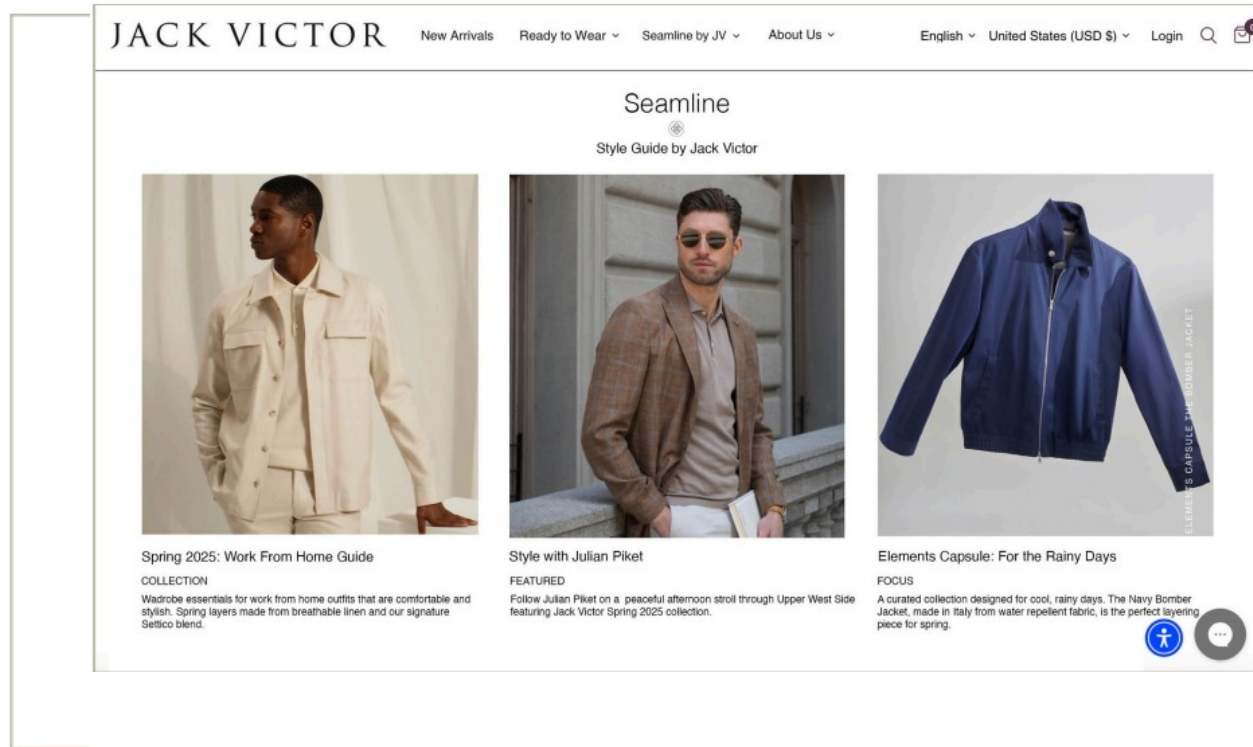
Goal: Create direct to consumer relevance

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.





GROW YOUR GLOW
Beauty That Begins at the Seed

#SeedtoSkin



ROOTED
IN RESULTS

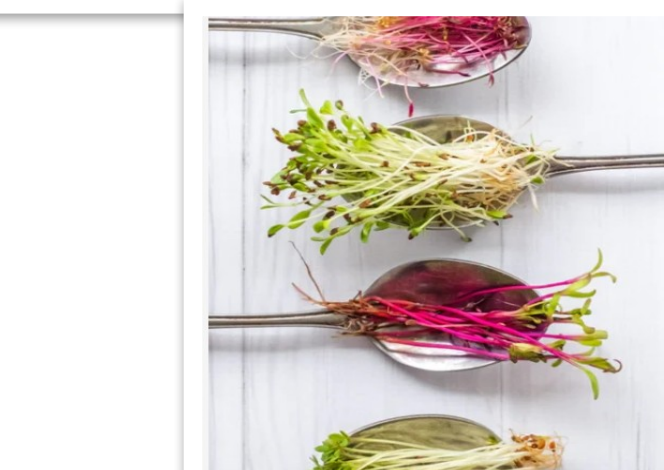
Back to
ROOTS
Glow with wisdom

MPSM600 Fashion Marketing Management
Presented by Khalia Gans, Riddhi Kuthiala, Srishti Bagaria

MICROGLAMS

Goal: Brand Launch Strategy

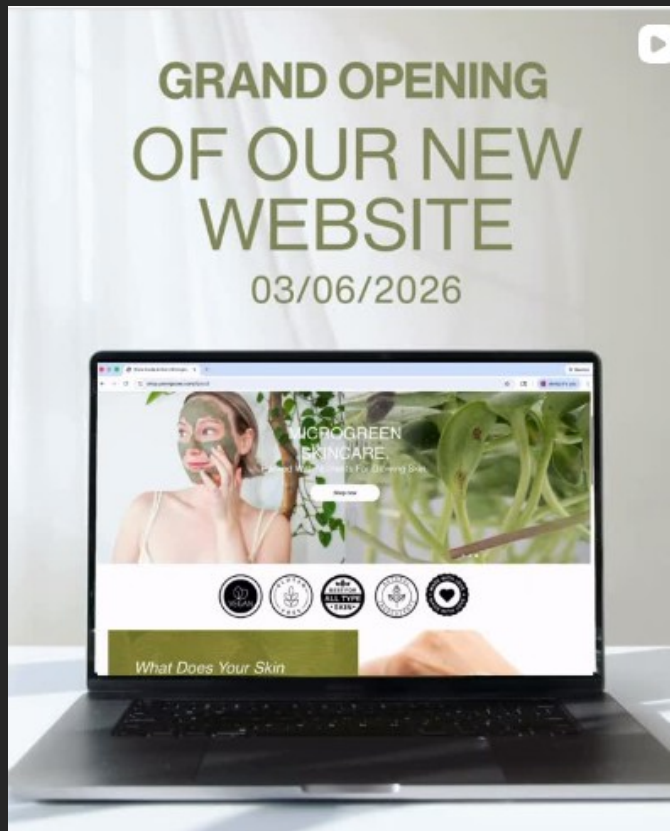
FIND YOUR GLOW
FROM WITHIN, FOR YOUR SKIN



Regenerative Beauty

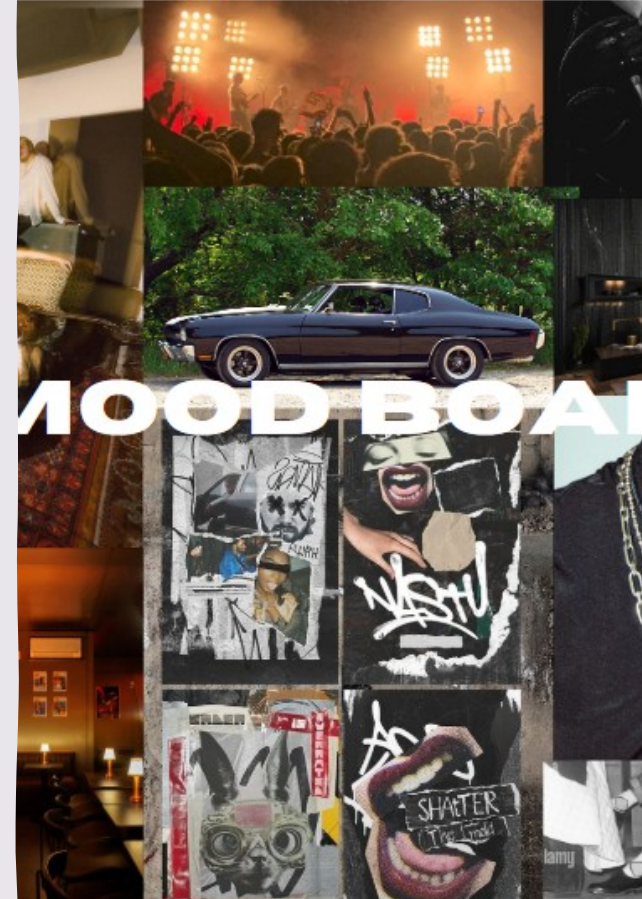
*Feed Your Skin Like You Feed
Your Body.*

MICROGLAMS



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?





Thank You!
Questions?