

INDUSTRY PARTNERSHIPS

FIDM has a long list of incredible industry partners, including many of the top companies in our key industries. We collaborate with the Disney Store, North America; Pacific Sunwear; Mattel, Inc.; American Film Institute (AFI); Fender Guitars; and Cotton, Inc. (just to name drop a few!) to make sure FIDM Students learn from—and have direct access to—the very best in the businesses!

“If I have seen further than others, it is by standing upon the shoulders of giants.”

Issac Newton, Mathematician and Physicist

Both our Students and Alumni benefit from exciting Industry Partnerships like the ones listed here.

LEE, WRANGLER & PACSUN International Manufacturing & Product Development Program Students worked closely with VF Corporation, owners of Lee and Wrangler brand jeans, as they created their own clothing line. In another project, students created a line of surf and skate lifestyle apparel, including new uniforms for PacSun’s Pre-Pro Surf Team.

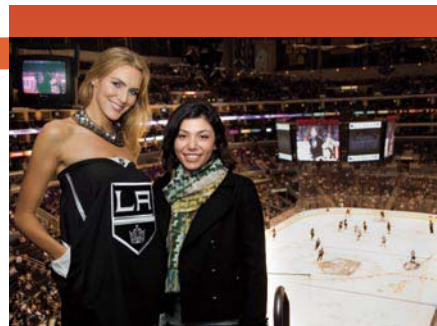
L. A. KINGS FIDM Fashion Design Students were given the opportunity to design alternative hockey jerseys for the L.A. Kings.

VESPA, FRINGE & FENDER GUITARS Graphic Design Students created exclusive designs for special order Vespas in San Francisco, a new look and brand for San Francisco Bay Area action sports company FRINGE, and graphics for Fender Guitars, which were sold at auction.

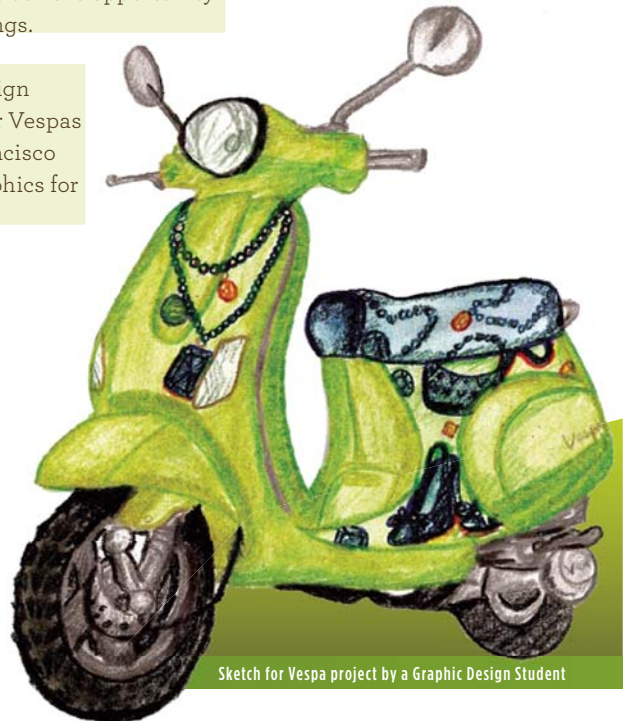
COTTON, INC. In an exclusive contest for FIDM Students only, Cotton, Inc. awarded \$30,000 in scholarship funds to Merchandise Marketing program students.

FULL CIRCLE CONSULTING GROUP Interior Design Students designed actual luxury lofts in Downtown Los Angeles, working with Full Circle Consulting Group.

AMERICAN FILM INSTITUTE (AFI) Film & TV Costume Design Students collaborated with AFI, creating costumes worn in AFI student films.



Fashion Design students made clothes using L.A. Kings new hockey jerseys.



Sketch for Vespa project by a Graphic Design Student



Textile Design students at Marimekko



FIDM Grad Leanne Marshall's design for "Project Runway: Season 5"

BARNEYS Visual Communications Students worked on window displays for high-end department store Barneys in San Francisco, while designs by Fashion Design Students were shown in Barneys windows and auctioned off to a charitable organization.

BURBERRY, ED HARDY, BCBG, ZARA & OLD NAVY Over 300 representatives from 180 top companies attended a recent Portfolio Days series.

MATTEL™ BARBIE Advanced Study Fashion Design Students and Mattel™ teamed up to celebrate Barbie's 50th anniversary with a life-sized collection of designs for Barbie's imaginary world tour. The collection was shown on the runway as part of the *Debut 2009 Runway Show & Gala*.

LIONSGATE FILMS FIDM Graphic Design Students developed the Los Angeles portion of a movie campaign for *The Spirit*. The 20' x 30' hanging banner they designed was held aloft by a crane in Downtown Los Angeles to promote the film. (see page 113)

TARRANT APPAREL GROUP Product Development Grads accepted into FIDM's intensive nine-month International Manufacturing & Product Development Program worked closely with Tarrant Apparel Group, a private label clothing company that owns American RAG CIE and supplies clothing to apparel companies including Macy's, J.C. Penney, and Chicos.

CRATE & BARREL & MARIMEKKO Crate & Barrel has provided FIDM Fashion and Interior Design Students with Marimekko fabric, which they used to design matching fashion and chairs for the *Chairing Styles* project.

PROJECT RUNWAY The popular reality TV series chose FIDM as its West Coast Location and several FIDM Alumni have appeared on the show as contestants.

This is just a partial list. FIDM works closely with numerous top companies in our industries to develop the Industry Partnerships that are most beneficial to our students and alumni.