



3 DAYS OF FASHION
PARENT PROGRAMS & TOURSAGENDA
San Francisco Campus

Day 1 – Monday, June 29, 2009

- 10:00 a.m. – 11:00 a.m. **PARENT INFO ZONE** (*No pre-registration required.*
Continental breakfast on the *first day only.*)
Parents, this is your perfect opportunity to learn more about FIDM, the programs the college offers, and ask any questions you may have. Find out about the surrounding areas of the campus, including housing, industry, and entertainment.
- There are several Parent Info Zone times during **3 Days of Fashion** to fit your schedule.
- 11:00 a.m.– 11:30a.m. **PARENT TOUR** (*Pre-registration required. Please complete the reservation form below.*)
TRAVEL TO THE HISTORICAL FERRY BUILDING MARKETPLACE on vintage streetcars and trolleys, San Francisco’s famous “museums in motion.”
- 11:30 a.m. – 12:30p.m. **SHOP THE FERRY BUILDING MARKETPLACE**
Built in 1898, the Ferry Building and its 240-foot tall clock tower is the iconic landmark of the San Francisco waterfront. The dramatic heart of the building is a three-story tall, sky-lit hall known as the Nave. Dozens of specialty local food producers, such as a chocolate-maker, a pastry shop, and an olive oil merchant, have shops that line each side of the "street" of the Nave, showcasing the very best of the Bay Area's world-renowned food community.
- 12:30 p.m. – 1:00p.m. **LUNCH AT TAYLOR'S REFRESHER**
Enjoy lunch in this sleek, urban version of the original roadside eatery on Highway 29 in St. Helena that was founded in 1949.
- 1:15 p.m. – 4:00p.m. **BARBARY COAST - WALKING TOUR OF SAN FRANCISCO**
Take a California Street cable car ride, a walking tour of Chinatown, and North Beach, best known as San Francisco's Little Italy, with its high density of restaurantes, caffès, and Old World delicatessens. It is also a popular pilgrimage for fans of the Beat movement seeking the old haunts of Kerouac and Ginsberg. Continue to Jackson Square, known for its interior design studios, and then return to the famous Union Square shopping district, home to the FIDM campus.



4:00p.m.

RETURN TO FIDM

*Pre-registration required; print reservation form below, complete it, and mail it along with a check payable to **FIDM**. Cost for complete tour, including lunch is **\$40 per person**.*

Tours are for parents/adults of **3 Days of Fashion** students only. Please wear comfortable shoes. You must be able to walk 2½ hours for the San Francisco walking tour.

3:00 p.m. – 4:00 p.m.

PARENT INFO ZONE *(No pre-registration required.)*

Please refer to the Parent Info Zone description above.

Day 2 – Tuesday, June 30, 2009

10:00 a.m. – 11:00 a.m.

PARENT INFO ZONE *(No pre-registration required.)*

Please refer to Day 1 for information.

3:00 p.m. – 4:00 p.m.

PARENT INFO ZONE *(No pre-registration required.)*

Please refer to Day 1 for information.

Day 3 – Wednesday, July 1, 2009

10:00 a.m. – 11:00 a.m.

PARENT INFO ZONE *(No pre-registration required.)*

Please refer to Day 1 for information.



Parent Tour Reservation Form

San Francisco
Monday, June 29, 2009

Please RSVP by Monday, June 15, 2009

Parent/Guardian's Name: _____

Parent/Guardian's Name: _____

Student's Name: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Cell Phone: _____

E-mail: _____

Total Cost: **\$40.00per person**(lunch is included).Make checks payable to: **FIDM**

Please make your lunch selection, one per person, from the following:

(Mark '1' or '2' next to your choice(s))

____ Hamburger, French fries, and drink (soda or bottled water)

____ Veggie burger, French fries, and drink (soda or bottled water)

____ Chinese chicken salad and drink (soda or bottled water)

____ Chicken Club (chicken, Swiss cheese, bacon, romaine & pesto mayo on grilled sourdough) and drink (soda or bottled water)

____ Classic B.L.T.,French fries, and drink(soda or bottled water)

Please mail payment and reservation form to:

FIDM/The Fashion Institute of Design & Merchandising
3 Days of Fashion
17203 Ventura Blvd. Suite 3
Encino CA 91316

For more information contact Katherine Gajete at 800.262.3436 or email kgajete@fidm.edu.