



LYNN  
UNIVERSITY

## Chic and trendy

The fashion and retail program places a strong emphasis on fashion marketing from conceptualization to commercialization.

### About Lynn

Lynn University is one of the most innovative, international and individualized small universities in America. We are a young and forward-thinking organization located alongside South Florida's booming business centers and beautiful beaches, and we are focused on one thing: **preparing students for success.**

Our professors concentrate on the art of teaching—making good students great and great students remarkable.

Our award-winning, tablet-based learning initiative puts a transformational learning companion into the hands of students.

And our graduates? They've gained the intellectual flexibility and global experience to take the lead in an ever-changing world.

561-237-7900 | 1-800-888-5966

[lynn.edu/businessprograms](http://lynn.edu/businessprograms)



# Make a name for yourself

Contribute to the fashion industry immediately after graduation.

**COLLEGE OF BUSINESS AND MANAGEMENT**

Fashion and Retail (B.S.)



### Distinguished School

Recognized by Apple as a distinguished school for innovation, leadership, and educational excellence.

Lynn University does not discriminate on the basis of race, color, gender, religion, nationality, ethnic origin, disability and/or age in administration of its educational and admission policies, scholarship and loan programs, athletic and/or other school-administered programs.

Lynn University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate, masters and doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Lynn University.

The College of Business and Management is accredited by the International Assembly for Collegiate Business Education (IACBE).

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### It's what's "in"

Each year Lynn fashion students are an integral part of new and innovative fashion and retail events. You will have the opportunity to plan a large-scale formal runway fashion show as well as attend and work behind the scenes of fashion events around the country, giving you a hands-on action learning experience.

Your cutting edge curriculum includes fashion marketing, retail buying and inventory replenishment, the evolution of fashion change, styling and fashion forecasting. Additionally, you'll have the opportunity to enroll in a basic garment construction course where you'll learn the essentials of product development. We have excellent industry contacts from South Florida to New York, and even Los Angeles, to ensure you acquire an internship where you'll be able to apply the concepts and applications you learned in the classroom to a real-world setting.

Best of all, the fashion and retail program at Lynn will provide you with a business degree, so when you graduate you'll be knowledgeable in all areas of business...making you an asset to any organization.

### Style in the marketplace

The business experience you'll acquire at Lynn will complement as well as accessorize the expertise you'll develop as a student in the fashion and retail program. Our specialized degree program will assist you in applying for such job titles as:

- assistant buyer
- visual display and design coordinator
- marketing and event coordinator
- social media specialist
- account executive
- fashion stylist
- brand representative
- store or department manager

### Alumni "in the know"

Upon graduation from the fashion and retail program at Lynn, you'll join the ranks of an elite class of fashionistas who have the experience, qualifications and expertise to take on a competitive role with national and international brands. In fact, our alumni have started careers with companies including:

- Henri Bendel
- Versace
- Nordstrom
- BCBG
- LF Stores
- The North Face
- Calypso St. Barth's
- Vince Camuto
- Steve Madden, Latin America
- Kyle by Alene Too
- Boston Proper
- Bloomingdale's
- Ralph Lauren
- Tommy Hilfiger
- White House/Black Market

### Begin your career in fashion now!

Fashion and Retail Program Coordinator Lisa Dandeo is happy to answer any questions you may have regarding the fashion and retail program at Lynn. **Call or email her at 561-237-7001 or [ldandeo@lynn.edu](mailto:ldandeo@lynn.edu).**

**Or reach out to our Office of Admission at:**  
[admission@lynn.edu](mailto:admission@lynn.edu)  
561-237-7900  
[Lynn.edu/admission](http://Lynn.edu/admission)

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Preparing students for success.**

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