



WHY FASHION?

- Fashion is a huge subcomponent of the larger entertainment industry. With the increase of cross promotional marketing campaigns, music artists and actors are joining the ranks of the fashion elite. Brands are increasingly looking for new avenues to create buzz and they often harness the power of the entertainment industry rather than through sports, music or film.
- Fashion in the United States is a \$42 billion industry. As a result, U.S. fashion houses have begun to understand the importance of retaining legal expertise within their businesses. In addition, the possibility for expansion of fashion design rights has garnered significant political attention as a result of the Innovative Design Protection Act (IDPA) and its previous iterations.
- The “Business of Fashion” is a concept that is bandied about with much affection at blogger conferences and in industry literature. Both the “Business of Fashion” and Fashion Law are disciplines that should have established networking capabilities within the Dartmouth community.
- We live in a digital world and the fashion industry constantly seeks to be at the forefront of innovation. Fashion has so many overlaps with other disciplines. A lack of a Dartmouth network is a lost opportunity to help both creatives and technical individuals amplify their abilities for advancement within the industry.

WHY NOW?

- There are a growing number of Dartmouth alumni and students that are pursuing opportunities in Fashion, however, there is no way for them to network with each other.
- Dartmouth Alums are fashion designers, fashion editors, fashion bloggers, models, and even fashion tech entrepreneurs. Much of the fashion networking that currently occurs is random and by referral.

For example: this week Diahna James '05 contacted me to ask me to do a fashion feature on my fashion site on ShopRagHouse.com, a fashion tech company co-founded by Bridgette Holton '06. Last year, I helped procure a fashion internship for a graduating senior at Dartmouth through a sorority LinkedIn group. In the past few years I have chatted and networked among the fashion minded Dartmouth alums but it was largely with individuals already within my network.

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- The time for the Dartmouth fashion community to come together has never been more necessary. The fashion industry is growing leaps and bounds with the increase of social media integration and growth of e-commerce.
 - Los Angeles is a fashion mecca and is largely discussed as a secret fashion capital of the United States. California houses the nation's denim industry as well as the large numbers of showrooms that feed the continuous need for brands to place their latests designs on Hollywood's celebrities and into the hands of wardrobe stylists for television and film. More companies are choosing Southern California as a place of business for factories and workshops due to the relatively cheap skilled labor and affordable real estate prices in comparison to setting up shop in New York City.
 - It is a known fact that the fashion industry can be cut throat and difficult to infiltrate. Having a support system within the Dartmouth network allows students to pursue opportunities within the industry with stronger confidence and it also creates opportunities for those who are looking to change career paths or work within the industry in various capacities.
 - DAEMA is the perfect vehicle to nurture those seeking careers or already established in the field.