

Fashion Business Management's FIELD project a success

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Winning team pictured (left to right): Alicen Gomes, Michael Ferreira, Mariana Lunova, Mariia Nestoruk

Third year students from Seneca's Fashion Business Management program are responsible for delivering a capstone project called the Fashion Industry Educational Exchange and Leadership Development (FIELD).

Now in its thirteenth year, throughout the duration of the project, for a period of seven months, students work in teams to deliver a creative and strategic business solution for a real client. Every team is responsible for developing a marketing plan, product assortment and digital promotional strategy, all while promoting sustainability. The culmination of the project sees teams present their idea before the client, a panel of industry judges, their peers, friends, family and faculty in a gala celebration.

This year's client, INLAND and the judging panel were so impressed with the presentations that the deliberations to determine a winner went into overtime! Ultimately, the students behind the concept, 'WE/ART' were crowned the winners.

Congratulations to the entire Fashion Business Management class for bestowing an impressive display of innovation, teamwork and knowledge amongst industry professionals.

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