

Academic Reflection

My Journey (word count 505)

I have always been intensely interested in the inner workings of the fashion industry. Fashion Range development instantly appealed to me as a subject I could further my knowledge about the behind-the-scenes operations. Working in partnership with Caprice and gaining actual insight into how a fully functioning fashion business works has been a unique and insightful experience.

Initially, I was very hesitant about completing a three-part group assignment throughout the entire semester. During my first year of studying Fashion Enterprise group projects were often a complete disaster, people would rarely co-operate and a majority of the work would be left up to 2-3 members of the larger group. However, I was pleasantly surprised at how amazing my group was. We all worked very well together, despite one of our members deferring her university studies after completing our first assignment. Lily, Ella and myself each took our own roles and responsibilities, divided work evenly, communicated well and produced our assignments to a high standard. This experience taught me how I can work collaboratively and affectively with my peers and will be a standard I set for future university group projects. This will be useful not only going forward with my university degree but will also help within workplace settings when group and collaborative work is often required, such as; range development, buying or merchandising roles.

Having the assignments as a three part project was really helpful for me as it meant I was able to take the time to develop and refine my ideas and understandings throughout the entire semester. Breaking the process down into three parts allowed me to gain an in-depth understanding of each developmental step. Before ultimately fine-tuning the final product once I had a complete understanding and overview. This concept of dividing each step is a valuable learning tool for me and will change the way I approach development projects in the future.

At first I was terrified of working with a prestigious industry partner such as Caprice. Although initially it was an intimidating experience it worked to booster my self-confidence and the knowledge the Caprice team imparted was invaluable. As well as assessing our assignments the industry speakers every week during our lectures further facilitated and cemented my understanding of the fashion industry. Most specifically I learnt of potential pathways into the industry, and steps I never knew of, such as the many approvals required from clients and licensors along the way. Receiving real-time feedback from industry experts allowed me to sharpen my analytical thinking to improve and clarify our groups concept and ideas. Moving forward I will always seek to get feedback from teacher, peers and other professionals (where possible) in order to take on constructive criticism and ultimately make a project or product better. The willingness and drive to accept and act upon feedback will

be paramount within a workplace setting and whilst starting my career within the fashion industry. This new ability will also be useful while finishing my degree, helping me with both individual and group assignments.

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Skills Development Reflection

The four main skills I strengthened during this project are;

- Public Speaking
- Innovation
- Critical thinking
- Adaptability

Public Speaking

I used my public speaking skills to deliver a range development project in a clear and concise manner to industry professionals and cohort. My dynamic presentation and exceptional delivery helped my team achieve a perfect score for our 'presentation delivery'.

(word count 40)

Innovation

My innovative skills have allowed me to collaborate with my peers to develop a teenage clothing range and marketing concept with industry professionals. My creativity and original thinking saw us explore a valuable and unutilized target consumer for our client.

(word count 40)

Critical thinking

Critical thinking allowed me to re-imagine and refine a clothing range and concept with the input of a reputable industry partner. Using my ability to analyze the feedback given to us objectively, I helped my team to produce a unique clothing line within the clients guidelines that achieved a distinction grade.

(word count 51)

Collaborator

I collaborated harmoniously with my peers in order to work to a deadline and produce high-quality work that industry partners classified as a distinction.

(word count 24)