

# STEPPING BEYOND THE CATWALK

## HUMBER DEGREE FOCUSES ON BIZ SIDE OF FASHION

Toronto is one of the major fashion centres in Canada and a vibrant environment in which to pursue fashion management education.

Humber's Fashion Management degree is designed for students interested in the business side of fashion and offers a distinctive array of fashion management courses. This is a business degree, built on the platform of a solid business education — marketing, accounting, economics and law, with emphasis on preparing you for the fashion industry with solid business management skills.

Norma Ouellette, program coordinator for the Fashion Management degree program, says, "The first two years are totally focused on business courses. They do their accounting, finance, economics and law courses in the first two years. They get a very good, solid business background and then they specialize in years 3 and 4."

And in those two years, you will work toward your fashion management



HUMBER COLLEGE PHOTO

specialization. "Even in their specialty in fashion, we focus more on some of the creative areas — brand product development, the store planning, and advertising. But they also do export management, international business, and wholesale management, so they have a very broad understanding of a good business background, but also a

very good understanding of all the areas where fashion pops up in business," says Ouellette.

Sylvie Alexandre, after two years working in the industry, decided that in order to reach her career potential as a decision-maker and executive in the fashion industry, she would need a degree. "I got a lot of knowledge that a

regular business major would be getting. For me to get ahead in my job and to get promoted, I feel like the education that I got definitely helps me be a very good competitor for any job."

After completing her internship and graduating, Alexandre was immediately hired as a merchandise assistant by TJX, the parent company of Winners.