

THE BUSINESS OF FASHION

Master of Professional Studies

In-Person/Online

Are you ready to take your fashion career further?

This 30-credit, one-year program gives you the flexibility to “build your own degree” by tailoring your course of study to meet your needs and goals. To be eligible, you must have: an undergraduate major in a fashion-related field, plus two years of post-graduate corporate fashion experience; or a bachelor’s degree in any field, plus five years of post-graduate corporate fashion experience.

“I was looking for a college that would really understand my past academic work and offer me courses to take my next desired step. LIM’s master’s in the Business of Fashion was exactly what I needed!”

KASTURI KALE, MASTER’S CLASS OF 2021
Retail Development/Amazon Coordinator, Paramount

READY TO GET STARTED? CONTACT US:

LIM College | 216 East 45th Street, New York, NY 10017
(212) 752-1530 | (800) 677-1322 | limcollege.edu



SAMPLE COURSES

- Fashion Marketing Management
- Logistics Management
- Strategic Digital Communications in the Fashion Industry
- Sustainable Sourcing
- Marketing Metrics
- Advanced Fashion Merchandising

SAMPLE CAREER FIELDS

- Merchandising
- Marketing
- Global Sales
- Operations
- Production

LEARN BY DOING

Students in this program have completed internships at companies such as:

- Erin Walsh Studio
- Hugo Boss
- Milly
- Nordstrom
- Oscar de la Renta
- Rebecca Taylor
- Scotch and Soda
- Williamson PR



FASHION MARKETING

Master of Professional Studies

In-Person/Online



Learn how to bring strategy, creativity, and new technologies together to help brands create relationships with consumers and impact their purchasing decisions.

This 30-credit, one-year immersive program has **two available specializations (starting in Fall 2024): Digital Media Marketing or Strategic and Digital Marketing.** Your coursework will teach you how to predict trends, build and maintain brands, and keep customers engaged.

**This will be a STEM-designated program starting in Fall 2024.*

"My coursework included exercises that directly reflected industry responsibilities, such as creating mock marketing campaigns, using MailChimp, or studying pivot strategies for brick-and-mortar businesses."

DANTÉ JOHNSON, MASTER'S CLASS OF 2021

Senior Licensing Coordinator, Hard Goods, Major League Baseball Players Association

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SAMPLE COURSES

- Marketing Metrics
- eCommerce and mCommerce Marketing
- Advanced Web Analytics and SEO
- Global Luxury Brand Marketing
- Strategic Digital Communications in the Fashion Industry

SAMPLE CAREER FIELDS

- Advertising
- Brand Management
- Digital Marketing
- eCommerce
- Media
- Public Relations

LEARN BY DOING

Students in this program have completed internships at companies such as:

- Bloomingdale's
- Christian Louboutin
- Hermès
- Interview Magazine
- Tommy Hilfiger USA
- Tory Burch
- Salvatore Ferragamo
- Vera Wang

INTERNATIONAL STUDENT INFORMATION

- **This is a STEM-designated program. Graduate students on an F-1 visa who receive a STEM degree can apply for a 24-month extension of their post-completion OPT if they have a job/job offer from an E-Verify employer and meet the required criteria.***
- **Students in this program may apply to do CPT starting in their first semester.**

*Final determination to approve or deny post-completion OPT and the 24-month extension is made by U.S. Citizenship and Immigration Services.



FASHION MERCHANDISING AND RETAIL MANAGEMENT

Master of Professional Studies

In-Person/Online

Become a leader who can make critical business decisions in the fast-paced, and increasingly complex, business of fashion.

This 30-credit, one-year program offers **four different specializations (starting in Fall 2024): Product Development and Sourcing, Buying and Operations Management, Sustainability in Fashion, and Fashion and Lifestyle.** You can gain the practical and theoretical knowledge you need to succeed in areas such as vendor management, trend analysis, inventory management, store management, pricing, licensing, and more.

"My classes have helped me realize my passion for visual merchandising and connecting with customers in-store. I love how hands-on the program is. A lot of my classes involve going out into the industry."

ASHELY MILLER, MASTER'S CLASS OF 2020

Senior Business Development Representative at The RealReal

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SAMPLE COURSES

- Advanced Fashion Merchandising
- Fashion Retail Management
- Technology in Fashion Merchandising and Management
- Merchandising Metrics
- Advanced Spreadsheet Modeling
- Product Development in Fashion

SAMPLE CAREER FIELDS

- Buying
- Demand Planning
- Licensing
- Visual Merchandising
- Wholesale and Retail Operations
- Sales Management
- Merchandising
- Product Development

LEARN BY DOING

Students in this program have completed internships at companies such as:

- Christian Louboutin
- John Varvatos Enterprises
- Kleinfeld Bridal
- Max Mara USA
- Michael Kors
- Nike
- Thom Browne
- Valentino



GLOBAL FASHION SUPPLY CHAIN MANAGEMENT



Master of Science

In-Person/Online

(MS launching in Fall 2024)

People worldwide have learned all about the critical role that supply chain plays in production and retail, across sectors. And this master's program in Global Fashion Supply Chain Management covers all components of the business cycle, from production to fulfillment.

This 30-credit, one-year program offers advanced knowledge of the inner workings of the supply chain and logistics, as you learn about what it takes to manage a global sourcing and production network.

"LIM really prepared me for all aspects of supply chain work, in addition to giving me an opportunity to take high-level electives and learn about different focuses. I took product development courses and an advanced Excel course to best prepare for the industry."

CAMILLA OLESEN, MASTER'S CLASS OF 2021

Logistics Specialist, FullBeauty Brands

SAMPLE COURSES

- Global Supply Chain Software
- Logistics Management
- Operations and Supply Chain Metrics
- Supply Chain Analytics
- Sustainable Sourcing

SAMPLE JOB TITLES

- Materials Manager
- Inventory Control Specialist
- Logistics Manager
- Category Analyst
- Supply Chain Specialist

LEARN BY DOING

Students in this program have completed internships at companies such as:

- Alexander Wang
- Brooks Brothers
- Iconix Brand Group
- Michael Kors
- Nordstrom
- Rick Owens

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CONSUMER ANALYTICS

Master of Science
In-Person



Fashion brands and retailers react to consumer demand, but how do they know what consumers want? The answer is data.

Data collection and interpretation are what drive business decisions across the fashion industry. In turn, the demand for employees with data skills is currently exceeding the number of candidates who possess them. This 30-credit program can be completed in one year. You will learn how to use data analysis to solve complex problems, improve organizational efficiency, and gain hands-on software skills and marketing knowledge that can be applied within and beyond the fashion industry.

"At every step of the way, our professors help us connect how what we learn in class is used in a work environment. They also teach us using materials from real-world cases, and our assignments push us to think like a consumer analyst, not just like a student."

POONAM MATTAPPILLIL, MASTER'S CLASS OF 2023

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SAMPLE COURSES

- Strategic Marketing Management
- Data Visualization and Communication Graphics
- Advanced Marketing Metrics
- Research Design and Applications for Data
- The Customer Experience

SAMPLE CAREER FIELDS

- Consumer Insights Analysis
- Marketing Research & Insights
- Strategic Analysis
- Corporate Strategy
- Fashion Retail Management
- Data Science in Fashion and Retail
- Fashion and Retail Marketing

LEARN BY DOING

Students in this program have completed internships at companies such as:

- Clarins USA
- ICER Brands
- Luxury Marketing Council

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A FEW PLACES WHERE OUR GRADUATE ALUMNI WORK

Bloomingdale's

Calvin Klein

Carolina Herrera

Google Shopping

Lacoste

L'Oreal

Louis Vuitton

Major League Baseball Players Association

Ralph Lauren

Saks Fifth Avenue

Splendid

The Financial Times

Tory Burch

Unilever

Walmart



OF THE CLASS OF
2022 WERE WORKING
THE BUSINESS
OF FASHION AND
LIFESTYLE OR
CONTINUING THEIR
EDUCATION WITHIN
6 MONTHS OF
GRADUATION.

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