

SOP Sample for MBA in Fashion Management
MBA Fashion Management- International Fashion Academy, Paris, France

If my memory serves me correctly, I have had an inquisitive bent of mind towards all things fashion since I was a young lass. The cover pages of various fashion magazines laying emphasis on celebrities and brands used to mesmerize me to the core. As far as I can recall, I have always been very passionate about shopping and every time I used to visit the clothing stores, I would get awestruck just by looking at the well-dressed mannequins. From tip to toe, all the mannequins were dressed with such exquisiteness that I could not take my eyes off of them. It was during that period of time that I thought to myself that one fine day, I will certainly own my personal fashion brand. With the elapse of time, my fanaticism towards fashion effervesced and fashion for me became more than just dressing up; basically, it became a form of expressing myself. By the time I completed my Matriculation, I became affirmative about leading a flourishing career in the realm of fashion and when the time came for me to get myself enrolled in a bachelor's program, I made the most out of the opportunity and admitted myself to the program of Fashion Media Communication. The reason why I chose fashion communication is that it is a massive study field offering a plethora of opportunities to the learners. Besides, fashion designing was not an area where my penchant laid as I was not looking forward to learning about garment making and all the technical parts related to it, thus I kept fashion designing away from my career options. At present, my undergraduate studies have concluded and my vehemence to delve deep into the convolutions of the fashion world has intensified to such an extent that now I wish to continue my higher education in the same domain. Hence, after performing in-depth research, I have come to the decision of pursuing **MBA in Fashion Management** from the meritorious **International Fashion Academy, Paris, France**.

If I have to sum up my thus far scholastic affair, I will regard it as a highly fruitful joyride as it paved the way for my endeavors in the offing. Subsequent to finishing my Intermediate education, I right away got enrolled in the Pearl Academy where I studied B.A. (Honors) in Fashion Media Communication. Here, I got acquainted with assortments of concepts pertaining to magazine design, fashion styling, fashion photography, branding and packaging for luxury brands, and the making of fashion films, to name a few. While fashion magazine taught me about content writing, graphic designing involving layouts and fonts, fashion photography, and fashion and product styling; the area of fashion film made me understand all about costumes, video editing, storyboarding, casting, art direction, set design, and a lot more. Along with it, I also learned about advertising and PR as well as event management and budgeting, to be precise. It is worth noting that while I was studying fashion communication, I also was pursuing B.A. in Sociology from the Mumbai University.

In compliance to incur hands-on experience, I undertook a research project which was basically a Thesis on Final Design. Here, I created an app {Named} wherein art meets fashion. I also designed various AR filters that were based on diverse art movements. All these filters could be made use of in this very app. Apart from that, there were gifs, stickers, layouts, backgrounds influenced by art; all of which could also be used in the app. It is specifically constructive for developing editorial shoots, facilitating it in becoming exceptional and artistic. Such art components add to the facet of storytelling while offering learnings regarding every art movement prior to the examination of the filter by the user. Every such element generates a mischievous and amusing experience for the users while simultaneously making it attractive for all the art fanatics. For this project, I received the Most Promising Start-Up Idea Award. All in all, my project helped me imbibe meaningful insights, to say the least.

In compliance to procure the first-hand experience under my belt, I hopped into the professional milieu of Femina Magazine, Mumbai, where I worked in the department of Fashion Styling & Editorial Styling. Here, I got familiar with the procedure of styling that involved preparing the brand list, sourcing, and a lot more. I also got entrusted with the duty of styling various models and celebrities and also was fortunate to attend the Nykaa Femina Beauty Awards where I got the opportunity to commune with a number of celebrities. Working at Femina Magazine undoubtedly peppered me with valuable practical learnings and skills. Thereafter, I joined House of Shikha, Mumbai, in the Fashion Styling & Branding department as a Freelancer. Next, I worked on a short film called {Film Name} in Mumbai which was directed by {Director's Name} and where I worked as an Assistant Costume Designer & Stylist. As I am immensely interested in Graphic Designing, I stepped into Aromatan – Dukhni & Aromafume, Mumbai, in the capacity of a Graphic Designer. Herein, my job responsibilities had me work on Google ads, Amazon ads, Instagram ads, product videos, branding & packaging, social media creatives, product look books, and many more. My so far professional exposure has unquestionably helped me gain critical-thinking abilities while bestowing upon me the chance of attending topmost events such as Lakme Fashion Week and IIFA Awards {Year}, to name a few.

Having accumulated notable learnings in my repertoire of knowledge, I still am devoid of the requisite skills that will boost my career in the fashion industry. Therefore, I believe studying a MBA program in **Fashion Management** at the venerated **International Fashion Academy**, France, is the best decision I could make for my career. I am assertive that this very study program will impart me the knowledge of management in the fashion industry/management of luxury brands. I also eagerly look forward to exhaustively learn about how to start a business, launch a brand, and market the products along with brand strategy, marketing & communication, and business development. Besides, the International Fashion Academy boasts a world-class learning infrastructure with avant-garde technology that is all I necessitate in order to give flight to my aspirations. To add, being a fashion hub, the France encompasses some of the best fashion houses with the help of which I can possess first-class knowledge and expertise regarding the fashion industry on an international scale. The polyethnic ambiance of the France is another appealing element that makes the France one of the topmost study destinations for international students.

While I pursue my MBA program, I am optimistic that I will be inculcated with quality learning experiences that will widen my pool of knowledge in the fashion world. With the amalgamation of my innate and incurred abilities, I will certainly become a well-adroit fashion professional, able to take my ship of dreams beyond the horizon. Post winding up my Post-Graduate studies, I ideate getting back to India and working with some of the biggest luxury fashion brands of the world namely Prada, Chanel, Versace, Dior, and a lot more. Over the long haul, I reckon on launching a fashion brand of my own, in the next 8 to 10 years, to be precise.