

Fashion Retail Academy News Round Up 2007/2008

Level 3 Paris Trip

Level 3 students were recently taken to Paris for a day trip to explore how France delivers fashion retailing. It was an early start for all, catching the 08.30 from London St Pancras direct to Paris Gare du Nord. A coach then took us to the Champs Elysees where students spent time looking at the various retailers and how they merchandise and layout their stores.

A competition was set where students could win Â£250 for photographing the best window and explaining why they had chosen this particular store. After a spot of lunch, students were then taken to Boulevard Haussman to see how Parisians shop! Students were given time to look around the department stores Galeries Lafayette and Au Printemps and their inspirational windows.

The trip was designed to give a flavour of French fashion and to support students with their final major projects looking at layout and visual merchandising. There was even time for a quick look at the Eiffel Tower before catching the train home!



Sir Philip Green meets with work placement students

16 of our Level 3 students got the opportunity to personally meet Sir Philip Green on the 27th February 2008. The students were in their last week of a 3 week work placement at BHS Head Office, where they were placed in a range of the different departments such as Buying, Homeware, Merchandising, Childrenswear, Bathrooms.

Sir Philip Green came in to chat with the students about their work experience and their future aspirations in the retail industry. Chloe Ludford, Quality Advisor Associate in Childrenswear & Menswear said, "the students that we have had at BHS on childrenswear have been fantastic! They've really got stuck in and helped us out loads!"

One of the students, Chloe Trowbridge commented on the meeting, "It was great ! Was really good to actually talk to him in a smaller environment and he is such a people person - opportunities wise."

