

# FRACAREERS MAGAZINE

FASHION  
RETAIL  
ACADEMY

July 2022

FASHION RETAIL ACADEMY

Issue 03



## WELCOME TO THE 2022 ISSUE OF FRACAREERS MAGAZINE

*All the latest news for students, parents, guardians, carers and stakeholders  
from the FRACareers team at the Fashion Retail Academy*

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TERESA  
CHAMBERS

CAREER SERVICE MANAGER

# WELCOME FROM THE FRACAREERS TEAM

This has been a bumper year for FRACareers, now in our 4th year of delivery we have achieved much, but have so much more to offer in the coming year. This academic year was our first full year back in the FRA in person since the pandemic and seeing students in person has been great for us and them. We will continue to work remotely with students too as this offers a far wider reach and students are able to book to see us on days they are not in college. We have managed to support the students leaving us and going off to university, we have seen a jobs market that is so much more buoyant than predicted,

and are constantly supporting our leavers with fantastic industry opportunities. Our industry partners work with the FRA to secure a talent pipeline stream and we are excited at the prospect of being able to do this with our talented and enthusiastic students.

If you are a student that is leaving us this year do not forget that we are here to support even after you leave us. Joining our alumni will ensure that you still have access to the service and individualised support (if you haven't already joined then please see the alumni

section of this magazine for the QR code).

If you are continuing your studies then there will be much more in the next academic year to support your career and study aspirations. If you are reading this as a new joiner in the next academic year then enjoy the read and see all the ways in which we are here to support your career journey. For now, it just leaves me to say, have a great and successful Summer.

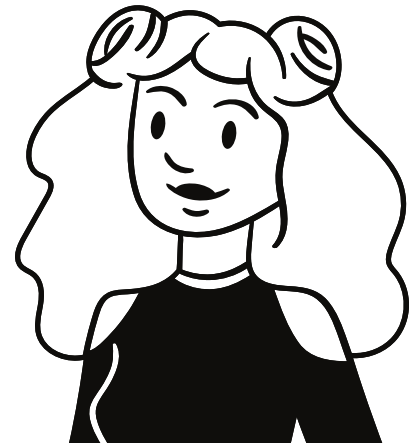


Teresa

# FRACAREERS 2021/22 FACTS & FIGURES

We've had another really busy year on the FRACareers platform with students across all courses logging on and undertaking a wide selection of assessments and activities across a huge range of careers-based content.

\*all stats correct as of 07/06/2022



"Thank you for the careers talk you provided us with! It's always very interesting, informative, and helpful when you visit."

## C.H - L3 Fashion Retail



The FRACareers team undertook over 183 hours of 1-2-1 coaching with students.

# 12,592

logins on the FRACareers platform.

### Top activities:

1. Job search engine
2. CV360
3. Career Pulse
4. Career Assessments
5. Interview360

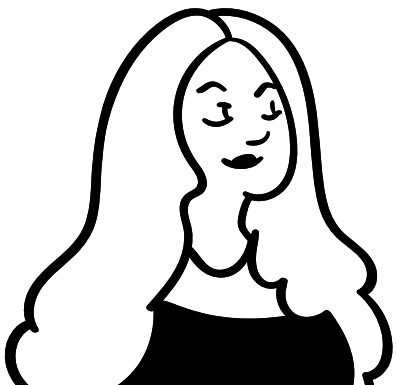
# 38,198

FRACareers platform activities completed by students.

### Top Activity Topics:

1. Leadership
2. Teamworking
3. Interviews
4. Networking
5. Personal brand

# WHAT OUR STUDENTS SAID ABOUT FRACAREERS



"Thank you for the feedback on my personal statement. I've read through it all and made the changes that you have suggested, it was very helpful."

**H.M - L3 Fashion Retail**

"Thank you so much for that teams meeting, it was super helpful and made me feel a lot more comfortable when finishing at the FRA and going into the industry. "

**M.D - L4 Fashion Retail**



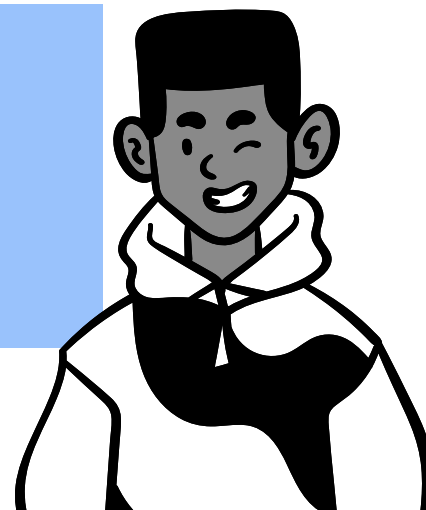
"Honestly it has been amazing! Teresa in particular has been so incredibly helpful and encouraging! She really helped give me the confidence to throw myself out there :) "

**N.B - L4 Garment Technology**



"Thank you for your help...I really appreciate it, it has given me a clearer vision regarding my next steps."

**E.B - L3 Fashion Retail**



# FRACAREERS AND THE GATSBY BENCHMARKS

## WHAT ARE THE GATSBY BENCHMARKS?

The Gatsby Benchmarks are a framework of standards that ensure every young person receives high-quality guidance in order to make the most informed decisions regarding their futures. These benchmarks were put in place to standardise the services offered in education across secondary schools and FE colleges while also acknowledging the importance of strong and consistent careers guidance for social mobility.

### 1) A stable careers service

Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils parents, teachers and employers.

### 2) Learning from labour market information

Every student, and their parents, should have access to good quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make the best use of available information.

### 3) Addressing the needs of each pupil

Students have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A careers programme should embed equality and diversity considerations throughout.

### 4) Linking curriculum learning to careers

All teaching staff should link curriculum learning with careers. For example STEM subject teachers should highlight the relevance of STEM subjects for a wide range of career paths.

### 5) Encounters with employers & employees

Every student should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment opportunities including visiting speakers, mentoring and enterprise schemes.

### 6) Experiences of work placement

Every student should have first-hand experience of the workplace through work visits, shadowing and/or work experience to help their exploration of career opportunities and expand their network.

### 7) Encounters with FE and HE

All Students should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.

### 8) Personal guidance

Every student should have opportunities for guidance interviews with a Careers Adviser, who could be an internal (a member of staff) or external, provided that are trained to an appropriate level. These should be available when significant study or career choices are being made. They should be expected for all students but should be timed to meet individual needs.

## FRACAREERS AND COMPASS

Compass is a free tool for schools and colleges in England, that quickly and easily allows us to evaluate our careers activity and intervention against the eight Gatsby Benchmarks.

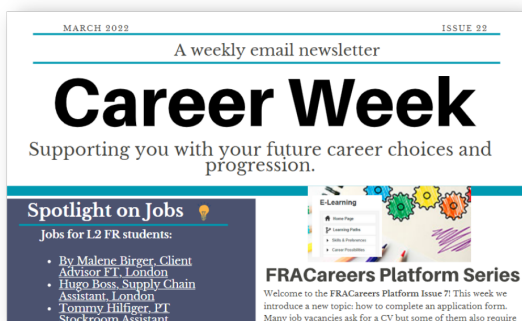
FRACareers has been using Compass in order to self-assess against the benchmarks to look at our service and what we offer to all FRA students and is proud of the work we continue to do within these guidelines. We have experienced an increase in our Compass scores across the majority of the benchmarks and will continue to use this tool to reassess our service moving forward.

## OUR NEWSLETTER

# CAREER WEEK

### OUR WEEKLY NEWSLETTER DELIVERED STRAIGHT TO OUR STUDENTS' FRA EMAIL INBOX

Throughout the 20/21 academic year Career Week has continued to offer an array of information. Arriving in our student's inbox every Friday afternoon it focuses on jobs, internships, apprenticeships and professional & personal development. Regular features in career week are:



- Spotlight on Jobs, bringing the latest job vacancies from the industry tailored to each course and level.
- Industry Insights has up to date news on all things fashion and retail related, giving insights for a career in fashion.
- Brand Awareness series highlights different stories from industry makers shaping the impact on the industry

### CAREER WEEK ARCHIVE

Students will never miss an issue of Career Week as we archive all of our past issues on our careers platform. This is a great reference resource that supports your development.

### FRACAREERS DIRECTORY



## FRACAREERS DIRECTORY

AN A-Z DIRECTORY

The Careers Directory is an A-Z guide of recommended websites that spotlights Fashion and Industry related job roles, signposts you to other FE and has a wealth of information on HE and UCAS. The FRA Directory has been developed for both our current students and alumnus.



"This college has opened up so many opportunities."

**A.S - L3 Fashion Design**



# FRA STUDENTS

## AND CV360

CV360 is an amazing feature on our platform that allows our students to upload their CV and receive instant developmental feedback ensuring your CV is able to pass industry-standard ATS (Applicant Tracking System) checks. We benchmark a great work-ready CV at a score of 85% or above, meaning it is a really strong tool for supporting students into the workplace.



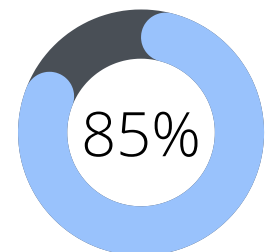
Above you can see the most commonly used terms and attributes our students used on their CVs throughout the 2021/22 academic year, impressive for sure!

# 2327

CVs uploaded to CV360 in the 2021/22 academic year



a 8% overall score increase for uploaded CVs.



average score for student CVs.



14) JOHN  
40 years old, Male  
Dentist

15) SARAH  
22 years old, Female  
College student  
Studying the environment

16) CHAF  
30 years old, Male  
Famous Actor  
Known for...

18) BIG JOHN  
38 years old, Male  
Pilot and Astronaut  
Has the flu

19) STELLA  
29 years old, Female  
Botanist (studies trees and plants)

20) ARM  
49 years old, Male  
Governor of California

22) KATE  
30 years old, Female  
Cook who owns her own restaurant

23) BOB  
10 years old, Male  
Farm Worker

24) SAPP  
60 years old, Female  
Astronomer

26) ASTRA  
49 years old, Female  
Aircraft Mechanic

27) LOLA  
22 years old, Female  
Singer, Dancer, Actress, smoker.

28) TROY  
28 years old, Male  
Professional Basketball Player

30) ARABELLA  
28 years old, Female  
Psychologist and Counsellor  
Scared of flying

Here are the profiles of the 30 hopefuls for the NASA rocket to the new planet. Remember you can only choose 10 people for the repopulation mission.

# FASHION RETA ACADEMY

## YOU 2.0 EMPLOYABILITY BOOTCAMP

### GETTING YOU INDUSTRY-READY

Ever wondered how brands decide who gets the job? Well, that can often be decided at an Assessment Centre. Here at the FRA, we recognise how brands might be recruiting future talent and are giving you the opportunity to show us what you are made of at the YOU 2.0 Employability Bootcamp.

We offer students from a wide range of our courses the opportunity to attend one of our mock assessment centres and receive personal, developmental feedback on their performance. This is a great way to students to showcase their talents even if work isn't the next step as students are assessed on key skills for life.

### WHAT'S INVOLVED?

Students are put through a series of real-life assessment centre tasks from a group discussion to completing a subject-specific individual task. It's fun, informative and really sets them up for the future.

### WHAT IS IMPORTANT TO REMEMBER FOR A FUTURE REAL-LIFE ASSESSMENT CENTRE?

In a real assessment centre, it's important to:

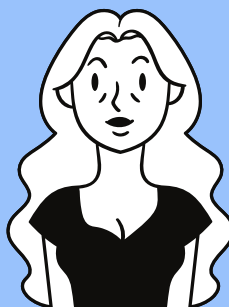
- Get involved, be assertive but not too dominant and always try to include everyone in the conversation or discussion.
- Remember that you are constantly being assessed from the time you arrive so be aware of how you come across.

# YOU 2.0 EMPLOYABILITY BOOTCAMP

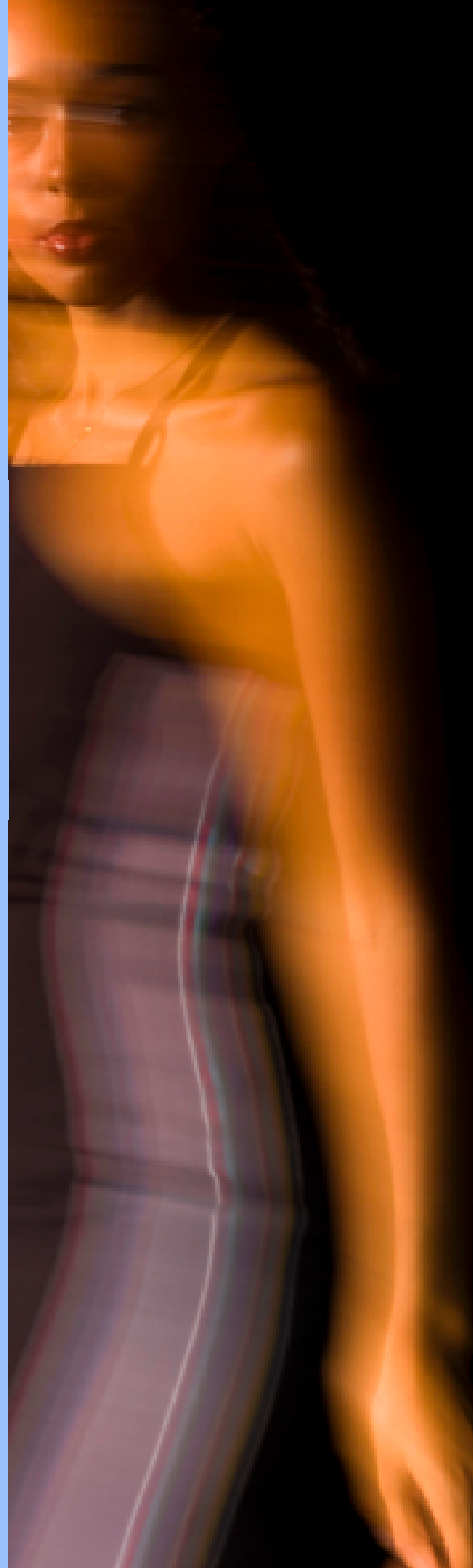
This year we welcomed a PurePlay online brand to conduct a live recruitment event with our L4 Buying and Merchandising (Fast Track) and BA Buying and Merchandising and Business Management Degree students.

"I definitely feel in terms of the experience and the skill set we've learned on our Buying & Merchandising course that I was confident going into my interview."

**E.S - BA Buying and Merchandising**



25 of our HE and 11 Fast-track Buying and Merchandising students were successful at securing amazing entry-level roles. This is a huge, resounding success and we would like to congratulate each and every one of them.



ASOS

BESTSELLER

DCK  
group

Harrods

HARVEY  
NICHOLS

JIGSAW  
EST 1970 · ENGLAND

KURT  
GEIGER

M&Co  
www.mandco.com

LIPSY  
LONDON

M&S  
— EST. 1884 —

MICHAEL KORS

MONSOON  
ACCESSORIZE

NEW LOOK

NEXT

OLIVER  
BONAS

PANDORA



SELFRIDGES & CO

SIGNET  
JEWELERS

Silk  
Fred

TFG  
London

URBAN  
OUTFITTERS

ANTHROPOLOGIE

THE WHITE COMPANY  
LONDON

VR  
VALUE RETAIL

PEP & CO

FASHION  
RETAIL  
ACADEMY

# CAREERS FAIR

## FASHION'S NEXT GENERATION

This year, after a hiatus due to the pandemic, our amazing Careers Fair made a triumphant return to the FRA! We welcomed over twenty brands across three days to meet students from our Level 3, Level 4 and Degree courses. Our industry partners are always on the lookout for the next big thing and our students are always ready to step up and take their place as fashion's next generation.



A massive thank you to all the brands who attended over the three days and especially to Briar Rolfe from Industry Development for putting together such an amazing event.

# CAREERS FAIR

## BRAND FEEDBACK

OLIVER  
BONAS

"We were really impressed by the questions they were asking and how clear they were about their chosen career path and what they wanted to get out of the event."

**Oliver Bonas**



SIGNET  
JEWELERS

"A wonderful day spent meeting with the future innovators amongst the Buying, Merchandising and Marketing Landscape."

**Signet Jewelers**



"I wanted to thank you, you have really put my mind at ease."

**A.O - L3 Fashion Retail**

# CAREERS FAIR

## BRAND FEEDBACK

"It was amazing to meet the talent of today. Everyone was so confident."

**Pandora**

**PANDORA**

**BESTSELLER**

"Your students were so professional, presented themselves really well, and showed a lot of genuine interest."

**Bestseller**

"Great Event! Wonderful to meet emerging talent from the FRA."

**TFG**

**TFG**  
*London*

**M&Co.**

"A fantastic experience, met some really great students who we would have great potential in our business."

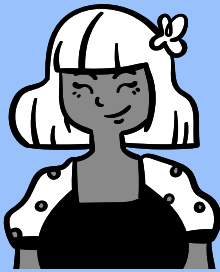
**M&Co**

# YOUR SUCCESSES - PROGRESSION INTO WORK

SOME OF OUR GRADUATES HAVE CHOSEN WORK AS THEIR NEXT STEP

"I got the job at H&M OMG! Thanks so much for your guidance and time it's been so helpful."

**J.D - L3 Fashion Retail**



Moving into jobs is a major progression route for a lot of students at the FRA and we pride ourselves on being able to offer an unrivalled experience regarding contact with industry.

FRACareers continues to use the jobs board on our innovative careers platform to list a range of jobs and internships to both students and alumni. This year we have listed 207 roles from a wide range of brands covering a huge variety of areas across fashion retail and beyond. We have supported graduates into jobs roles with top brands across the retail sector and we send them all our congratulations and wish them luck with their next steps!

## 2021/22 GRADUATES HAVE SECURED JOBS WITH:

M&S

VOGUE

TED BAKER  
LONDON

ASOS

DCK  
group

RIVER ISLAND

L.K. Bennett  
London

FLANNELS

NEW LOOK

N'16 VINTAGE

THE OUTNET

# YOUR SUCCESSES - PROGRESSION ONTO UNIVERSITY

SOME FRA STUDENTS HAVE DECIDED TO CONTINUE THEIR STUDIES

Moving onto further study is another popular progression route for FRA students across our range of Level 3 and Level 4 courses. A large amount of students decided to stay at the Fashion Retail Academy and study on one of our accelerated degree programs while others decided to study elsewhere.

Wherever their next studies will take them we wish all of our 2021/22 students the best of luck with their next steps.



## 2021/22 STUDENTS HAVE SECURED OFFERS FROM THESE UNIVERSITIES:

**ual:** university  
of the arts  
london



UNIVERSITY OF  
WESTMINSTER



**SOLENT**  
UNIVERSITY  
SOUTHAMPTON

**Kingston**  
University  
London



ARTS  
UNIVERSITY  
BOURNEMOUTH

"...my Interview for Ravensbourne University went really well and I got an offer! Thank you so much for your advice and I used STAR method which really impressed my interviewer."

**T.S - L3 Fashion Retail**

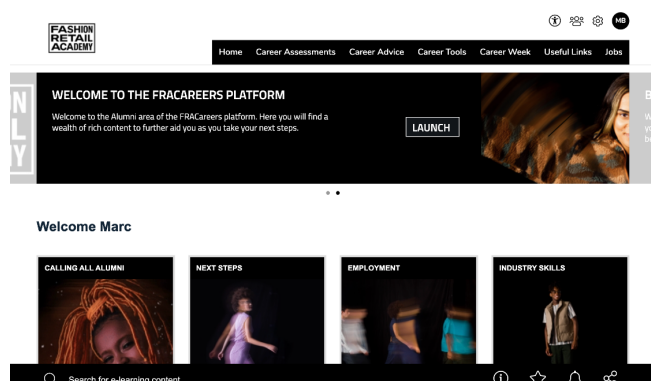
# FRALUMNI

## CONNECT | INSPIRE | GIVE BACK

We want to continue to support our students once they leave the FRA. Upon joining our alumni they have access to an array of resources.

It's never too early to start thinking about joining our FRA Alumni with some of the benefits of membership being:

- CV360 - make sure your CV is machine ready and will pass any ATS (Applicant Tracking System) checks
- Career assessments - loads of in-depth assessments to highlight your skills and challenges and offer insight into who you are and how you work
- Interview360 - sit a wide range of interviews through the platform and receive detailed AI feedback on your performance



Plus loads more specifically curated content especially for our alumni to support them in their next steps.

This year we're giving students the opportunity to join our closed LinkedIn group by scanning the exclusive QR Code. Our group offers opportunities for networking with fellow FRA alumni, exclusive job vacancies and loads of ways to get involved and give back. The FRAlumni currently boasts over 2000 members with 809 new members since November 2021.

We look forward to welcoming students to our alumni once they have completed their current studies with us! If that's you and you haven't already joined then scan the code to request membership.





# FRALUMNI

## SUCCESS STORIES - GRADUATES IN INDUSTRY

### STEPHANIE ALLEN



My current job role is Creative Content Assistant at Skinnydip London, which entails content creation, video editing, working on photoshoots and more. Every day is different as I get to immerse my creativity down different avenues, and meet so many different people in the industry.

**"...I was able to go into my Skinnydip interview with confidence and all the right assets..."**

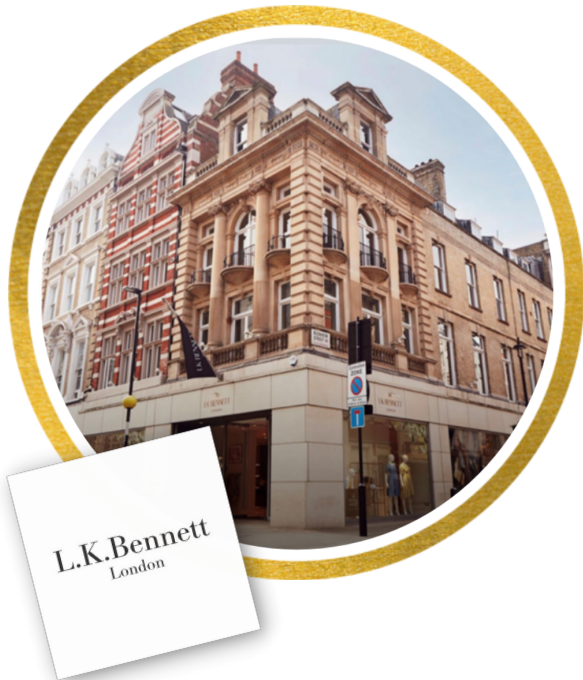
I studied Level 3 Fashion Business and Retail at the FRA, which by the end of it resulted in an amazing portfolio of work from across my 2 years. I was able to identify my strengths in the fashion sector, and learn first-hand knowledge from industry experts. The tutors gave me the confidence and encouragement I needed to push me to my furthest ability, and put myself out there. Thanks to the career's team support and guidance, I was able to go into my Skinnydip interview with confidence and all the right assets, which consequently landed me my role. We spent days perfecting my portfolio, my interview skills and got me in the perfect mindset for what I had coming.

I've now been at Skinnydip for a year, going straight from the FRA, to an internship, to a permanent role - and I have the FRA to thank for it. I encourage all the students to use all the facilities at the FRA to the fullest, and put passion into everything you do - this combined is a recipe for success.

# FRALUMNI

## SUCCESS STORIES - GRADUATES IN INDUSTRY

### EMILY RICHARDS



"The FRA not only gave me the tools and resources I needed to be successful but the confidence and encouragement to pursue my dream..."

The resources at the FRA are second to none including access to extensive Fashion literature/data bases such as WGSN, as well as an incredible and supportive careers service. They helped me extensively in preparing my CV for interviews and the online careers platform was so helpful in creating my CV with the likes of CV 360 and mock interviews.

The FRA not only gave the tools and resources I needed to be successful but the confidence and encouragement to pursue my dream of working in Fashion.

I now work as a BAA for LK Bennett in Bond Street - seeing a ready to wear range come to life and know I am part of making that process happen is really rewarding.

No day in my role is ever the same and I'm excited to see where my buying career takes me.

Studying at the FRA was a great experience and if you are thinking about a career in Fashion, it really is a fantastic place to make that happen.

I decided to study the Fast-track Buying and Merchandising course at the FRA in Sep 2021 so that I could change my career and fulfil a new one within the Fashion industry.

I had previously studied Fashion when I was at university but wasn't sure exactly what area to go into.

The fast-track course allowed flexibility studying 2 days a week around work commitments as well as being in London which was great for comp shops and research for my assignments.

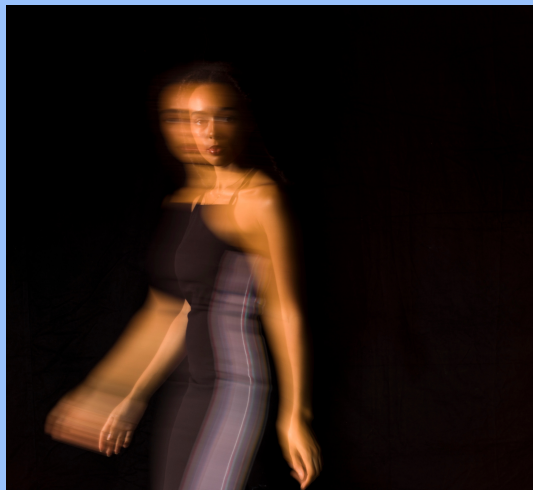
During my time at the FRA my tutor taught me a wealth of knowledge from her time as a buyer and the units were specifically tailored to what the industry looks for.

# Good luck



TO ALL OUR STUDENTS WITH  
THEIR FMP GRADES!

We are here to support you with your next steps, no matter  
where they may take you.



Need support? Get in touch! An appointment can be  
booked by sending an email us at the address below:  
[FRACareers@fra.ac.uk](mailto:FRACareers@fra.ac.uk)

[www.fashionretailacademy.ac.uk](http://www.fashionretailacademy.ac.uk)