



2026 COMMUNITY ENGAGEMENT SHOWCASE

Fashion Merchandising & Management

From Learning to Industry: Fashion Entrepreneurship in Action

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Article Consignment, Crossroads Trading, Fashion in the City, Identity Boutique, LiBush International, Retrospect Vintage Fashion, Sparkle Bridal Couture, SWAGGER, Topstitch Production, Threadeco



SACRAMENTO STATE

Program Description

Fashion Entrepreneurship (FASH 146) is a course where students develop fashion or retail business concepts and complete a professional business plan while working with local community partners through a service-learning component. Students complete **45 hours of experiential learning**, applying branding, merchandising, marketing, and business strategy in real-world settings, preparing them with practical skills, confidence, and real industry experience.

Impact Highlights

125+
Students

Gained hands-on experience in real-world fashion and retail environments

5,600+
Service Hours

Supporting local businesses through merchandising, marketing, and operations

45
Hours Each

Completed per student through structured fieldwork experiences

10+
Community Partners

Collaborations with local fashion and retail businesses

125+
Presentations

Individual fieldwork presentations delivered to community partners

40+
Business Plans

Developed as startup concepts and presented through professional pitch projects

Experiential Learning for Career Readiness & Civic Impact

"I gained confidence creating content that reflects a brand and connects with its audience while developing skills in trend research, visual storytelling, and collaborating within a creative team."

— Jazmine Calixto, Student, Fashion in the City (Community Partner)



Fashion Entrepreneurship operates from an asset-based framework where both students and community partners contribute meaningful strengths.

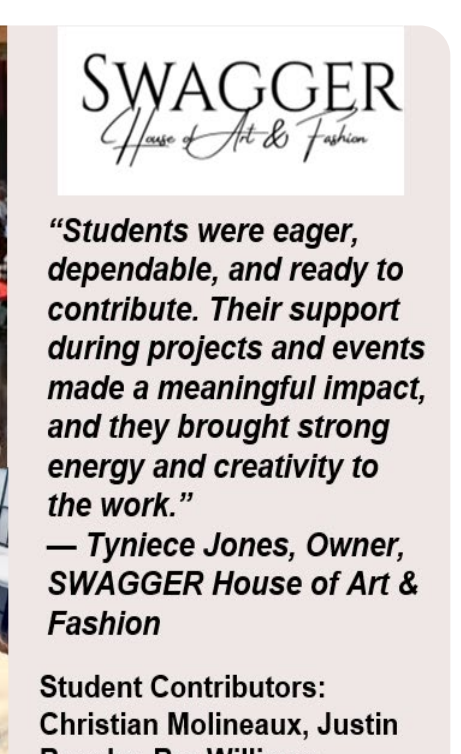
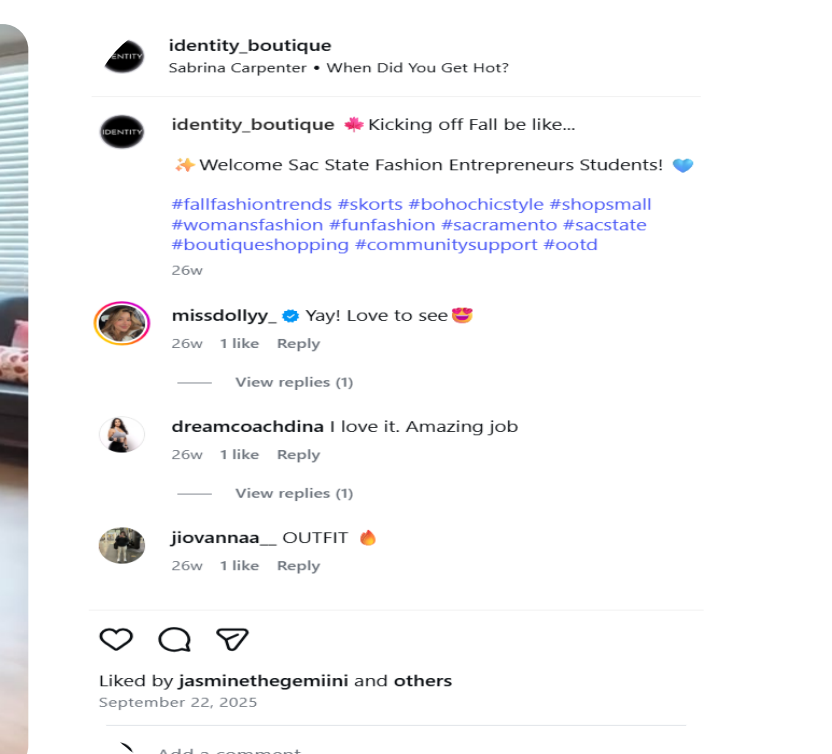
Community partners offer industry knowledge and mentorship, while students bring fresh ideas, creativity, and technical skills.

This approach creates a mutually beneficial experience, where students build confidence and partners gain valuable support and new perspectives.

Community Impact

Community partners benefited from student contributions in merchandising, marketing, and retail operations, gaining fresh perspectives and creative support. Student involvement helped address business needs while building relationships that often led to internships and employment.

"My experience has been very positive. Students are prepared and ready to learn." — Theresa Bruno, Owner, Identity Boutique



"Students demonstrate strong technical skills and creative vision... a very positive and insightful experience."
— Hannah Be, Owner, Retrospect Vintage Fashion

"Students have been courteous, hardworking, and eager to learn. They have been a great support to LiBush, and it has been a pleasure to be part of their growth." — Linet Winbush, Owner, LiBush International

Student Spotlight: Visual Merchandising & Styling

"Through my experience at LiBush, I gained confidence in visual merchandising, customer service, and understanding how retail operations drive sales. Seeing customers engage with displays I created showed me how creativity can directly impact the way people shop."
— Jordan Garth, Student, LiBush International



Impact & Results

- Supported sourcing, alterations, and product development at RVF
- Improved workflow by completing repairs and adjustments in-house
- Increased efficiency by assisting with faster sourcing and inventory decisions
- Applied fashion knowledge to support real-time buying and merchandising

"This experience showed me how my skills could directly impact retail operations."
— Gabby Bocchicchio, Student, RVF



Cuffed shorts made from 1970's suit pants
Pantsuit set that was turned into shorts and boot covers

Weave Thrift

Student Spotlight: Leadership & Community Impact

Key Takeaways

Leadership

Developed leadership awareness through real-world mentorship and workplace experience.

Digital Promotions

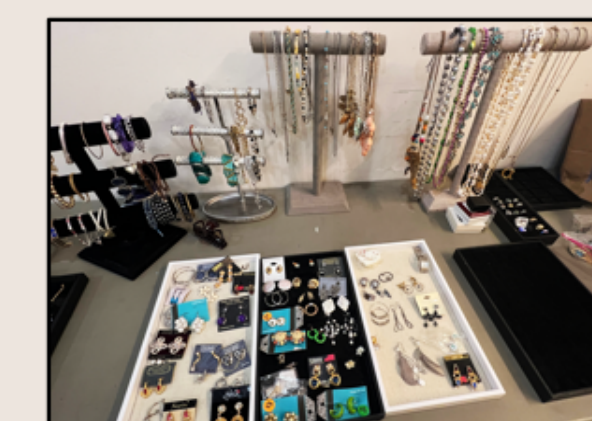
Strengthened interest in digital marketing and social media strategy.

Community Engagement

Gained a deeper understanding of community through connections with staff and customers.

Styling mannequins

Switching out seasonal clothing on mannequins to highlight products the store wants to sell



"Ella was a delight to work with. She was professional, positive, and highly capable, with a calm presence that is perfect for the retail environment. I always enjoy working with Fashion Entrepreneurship students and often learn from them as well." — Maki Davis, Retail Manager, Community Partner

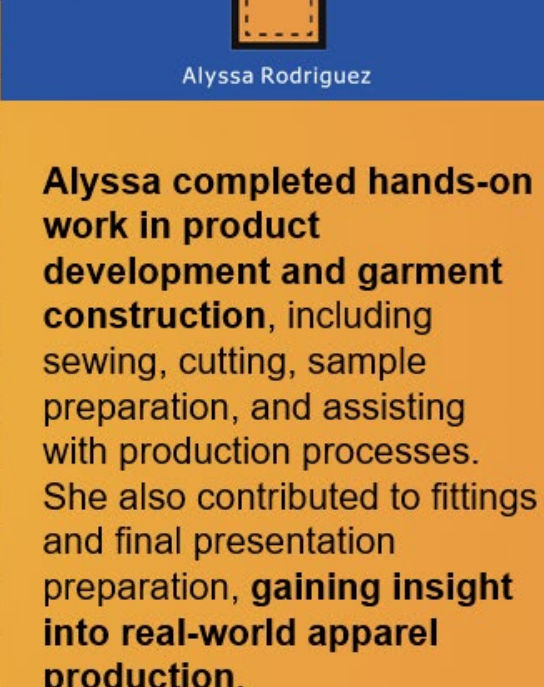
Retail Operations Intern By Ella Laigo

Student Spotlight:

Industry Experience in Action



Topstitch Production



"Alyssa truly wanted to get involved in all projects, events, and opportunities—something that is rare and a very positive sign. I love the program and can't wait to see the students shining." — Samuel Rose Co-Owner, Topstitch Production / b.SR Brand

Student Spotlight:

Digital Strategy & Brand Development
Angelica Maldonado



Threadeco

Projects & Contributions

Research & Strategy

Conducted competitor analysis, enhanced customer profiles, and contributed to digital platform improvements.

Marketing & Launch Support

Participated in weekly meetings and supported planning and promotion for the Style Box launch.

Content Creation

Developed, filmed, and edited digital content to support marketing and brand engagement.

"Angelica is a bright and thoughtful intern with a natural eye for marketing, social media, and collaboration. She is personable, professional, and consistently brings fresh ideas to the table." — Threadeco

Campus Community Impact

Students strengthened confidence, professionalism, and career direction through applied fieldwork experiences. Faculty guided students in connecting their work to career goals, while partnerships reinforced communication, adaptability, and problem-

FASH 146 Fashion Entrepreneurship



"As someone who spent many years in the fashion industry, I've seen how important hands-on experience is. It is incredibly meaningful to watch our students step into professional environments, build confidence, and begin to see themselves as industry professionals."

These partnerships allow them to connect their ideas to real businesses and understand what it truly takes to succeed. I am deeply grateful to our community partners for their mentorship, trust, and continued support of our students.

— Professor Esther Amato, Fashion Entrepreneurship

