

THE NEW SCHOOL

PARSONS



COMPLEX

**STREETWEAR
ESSENTIALS**



The Streetwear Essentials online certificate program explores all aspects of the streetwear business -- from its origins to starting your own brand. The program combines interactive learning tools and real-world activities to create an engaging and fun education experience.

Faculty from Parsons School of Design, along with contributors from Complex, provide compelling video lessons, while entrepreneurs and experts from throughout the streetwear world add perspective to help you build your skills and discover streetwear-related careers.

Streetwear Essentials consists of five course modules covering:

- Streetwear Origins
- Designing Streetwear
- Marketing, Branding, and Visual Communication
- The Future of Streetwear Retail and Distribution
- Business and Entrepreneurship

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills. These activities culminate with a capstone project which will be a great addition to your personal portfolio.

Students earn a non-credit Certificate of Completion from Parsons upon successfully finishing the program.

Streetwear Essentials Learning Goals:

1. You will be able to identify what personal style is and explain the historical development of streetwear and the influences that led to it.
2. You will be able to research, design, and develop a range of products.
3. You will be able to create a brand identity and marketing strategy.
4. You will learn the basics of manufacturing, distribution, and retail.
5. You will be able to form a business plan, including an outline of year-to-year goals, pricing, potential strategic partnerships, and the specifications of work and retail spaces.
6. You will gain an understanding of industry terminology and the diverse roles people play in running a streetwear brand.
7. You will build your portfolio and enhance your resume.

Student Benefits:

1. Certificate of completion (non-credit) in Streetwear Essentials from Parsons School of Design
2. Learn directly from leading academic and industry experts
3. Real industry scenario assignments
4. 100% online and self-paced
5. Engage with other students and group moderators in forums designed to encourage interaction and networking

The Capstone Project Sequence - “Making Your Brand a Reality”

As you progress through Streetwear Essentials, you will be tasked with completing a series of projects. These assignments are designed to build upon one another and lead you to a final capstone project: “Making Your Brand a Reality.”

With this hands-on, project-based approach, you will learn the steps required to conceive, develop, and start your own streetwear brand. At the end, the capstone project will be a great addition to your portfolio and a functional starting point for your design or retail business.

The capstone sequence is composed of the following assignments:

1. **Referencing History:** Looking at streetwear's history, consider the question: “What does streetwear mean to you?”
2. **A Brand Timeline:** Trace a specific brand's progress over time and reflect upon how a brand originates and grows (or fails!).
3. **The Mood Board:** Use the past two assignments as inspiration to assemble a visual representation of the look and feel you want for your own brand.
4. **The Graphic T-shirt:** Use this research to develop a set of specific graphics that can be used on a t-shirt—the start of many famous brands.
5. **“Profiling your Tribe”—an Exercise in Market ID:** Create a fictitious profile of your ideal target customer so that you can create a message that will resonate with them.
6. **Your Graphic Identity:** You've done your preliminary design work, and now it's time to design your logo and tagline, the cornerstone of your marketing and advertising strategies.
7. **Marketing Strategy—The Pop-Up Booth:** Create a marketing strategy to put into action at a consumer trade show like ComplexCon.
8. **Your Retail Concept:** Take your brand's concept a step further and design your own boutique and retail experience.
9. **The Business Plan:** Formulate a lean business plan that guides the budgeting for all aspects of your business and that you can show to investors or partners.
10. **The Capstone—“Making Your Brand a Reality”:** Put it all together in practice. Compile everything you have created in the previous modules as reference to refine your vision and create a presentation of your business, whether it is a full collection, single product, or a retail concept.

As a further opportunity to jump-start your career, the best capstone submissions will be reviewed by experts from Complex, with possibilities for further showcasing. (More details to come!)

Module 1: Defining Streetwear: Origins

Streetwear means many different things to different people. No matter how one defines it, Streetwear is part of our global lexicon, and this course module explores its origins and influences, the geography of streetwear's global emergence and development, the relationship between brand and community, and streetwear's evolving relation to the fashion industry at large.

Key concepts covered:

- The history and definition of streetwear
- The geography of streetwear's evolution in LA, NY, and Tokyo
- The relationship between community and identity in cultures like DIY design, skateboarding, hip-hop, surfing, graffiti and street art
- The history, intersection, and difference between 'streetwear' and 'urban' fashion
- Key figures and brands which built the foundation for streetwear
- The perception of streetwear in the fashion industry at large and how streetwear influences the luxury fashion market



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Module 2: Designing Streetwear

Streetwear starts with inspiration and ends in a design. But how do you get from start to finish? This course guides you through the design process from that moment of inspiration and research through the expression of an idea through color, fabric, typography, and materials in the garment's construction.

Key concepts covered:

- Creating the narrative: galvanizing a desire to belong
- Language and visual storytelling: codes of streetwear
- Evolving from t-shirt to cut and sew and ready to wear
- Graphic identity as a medium to express a brand's message and point of view
- Typography and icons in streetwear
- How to translate your inspiration into design
- Types of materials and their characteristics
- Tech packs, spec sheets, patterns, and size grading
- The sample review process
- American manufacturing vs. overseas manufacturing

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Module 3: Marketing, Branding, and Visual Communication

Industry experts teach you about identifying your market, utilizing various communication approaches (such as social media, influencers, and visual language), creating marketing materials such as lookbooks, and how to identify, analyze, and evaluate the ways in which visual messages are integral to brand positioning in the marketplace.

Key concepts covered:

- Identifying your tribe (customer)
- Engaging directly with the community: navigating the intersection of commerce and culture
- Creating visual and written brand language
- Developing a brand message, and how to include social or political messages
- Layouts and lookbooks
- Creating buzz through seeding, and product placement
- Unpacking desire: What motivates us to buy
- Strategic branding, identity, and brand experience
- Advertising and new media
- Media and marketing strategy

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Module 4: The Future of Streetwear, Retail, and Distribution

This course module explores how virtual and augmented reality displays, new models of e-commerce, and 3D/4D printing are changing the retail experience. You'll also gain an understanding of trends that are shaping the future of streetwear -- like garment life cycles, material selection and reuse, progressive manufacturing, and consumers' demand for sustainable practices in the products they buy.

Key concepts covered:

- The future of streetwear and retail and experience design
- Developing a fashion retail concept
- Retail design considerations
- Data analytics in retail
- Innovation in retail and manufacturing technology including VR/AR and 3D/4D point-of-sale printing
- E-commerce models
- The evolution of the trade show and the fashion calendar
- Working with retailers
- Sustainability, reuse, and progressive manufacturing.

APRIL WALKER



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Module 5: Streetwear Business and Entrepreneurship

This course module gives you a practical look into the business for up-and-coming streetwear entrepreneurs, and will help you build a comprehensive sales and distribution strategy. Industry experts will discuss how to sell your collection, know when you're ready for retail, take on investors, enter into collaborations with other brands or retailers, or engage in licensing.

Key concepts covered:

- How to know when you're ready for retail
- Budgeting and marketing considerations
- Developing a business plan
- Options for selling your collection (for example, via a retailer, your own store, online, or pop-ups)
- Sales & distribution strategy, including wholesale and licensing
- Pricing, supply and demand, and positioning
- Knowing what key roles to fill to build your team as you grow
- How to structure business deals with retailers or for collaborations
- Raising money and investor considerations

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ENROLLMENT DETAILS

How do I apply for Streetwear Essentials?

The application for Streetwear Essentials is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=streetwear>

How much does the program cost?

The cost of the entire program, which includes all five course modules, related activities, and a Parsons Certificate of Completion upon completion, is \$999. There are also installment payment plans available, starting as low as \$99/month. Complete pricing will be sent to you upon acceptance into the program.

To receive your Parsons Certificate of Completion, you'll need to have all installments paid in full and have successfully completed all program requirements.

What payment methods and currencies do you accept?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

Is there financial aid available?

No, financial aid is not offered for Streetwear Essentials. However, there are payment plans available, starting as low as \$99/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

What is your cancellation policy?

You can withdraw from a session hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

How do I begin the program?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.

THE PROGRAM

Are there any prerequisites, age requirements or restrictions?

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for streetwear and learning.

What do I get when I complete the program?

Students who successfully complete the program will earn a Certificate of Completion in Streetwear Essentials from Parsons. Streetwear Essentials is a non-credit program.

How long do I have to complete the program?

With your enrollment, you will have unlimited access to the full program for one year from the first time you log into the program. For almost all of our students one year is more than enough time to work through the programs and fully absorb the content.

What if I need more time?

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

Can I download course videos or materials?

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

What can I expect to accomplish by the end of this course?

Streetwear Essentials is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how the streetwear industry works and a better understanding of where their passion lies. Second, with the Certificate of Completion from Parsons on their resume, they differentiate themselves from the rest of the pack.

What type of people enroll in Streetwear Essentials?

People with all levels of experience, and in all stages of their career, benefit from enrolling in Streetwear Essentials. But you will have something in common with all of our students — a passion for streetwear and desire to build a successful career doing what you love! Our students might be working in the streetwear industry and looking to get ahead, or working in a different industry looking to switch careers. They might be heading to college; in college; or just out of college and want to build skills and gain valuable experience that will set them apart in a hyper-competitive industry. They might be your future professional and personal network in the streetwear world. They might be like you — a future leader in streetwear!

Where do I find the program materials?

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

Which devices can I use to watch the class videos and access other program materials?

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

When and where do the classes meet?

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

How much time do I need to dedicate to the program?

It varies from person to person, but be prepared to work hard and to dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

After I complete the certificate in Streetwear Essentials, what comes next?

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the streetwear industry you feel passionate about. If you find that you want to learn even more about a specific area of the streetwear industry, Parsons offers a number of in-person and online program options. Visit www.newschool.edu/parsons/ to explore.

Who is Yellowbrick and why are they involved?

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.