

THE SCHOOL OF FASHION AT  
**PARSONS**  
THE NEW SCHOOL FOR DESIGN  
TRAINING TOMORROW'S FASHION LEADERS



Carmina Mery Suarez

PROFILE

Founded in 1896, Parsons The New School for Design is one of the leading art and design schools in the world. Renowned for the strength of its curriculum, the school boasts one of the world's premier fashion programs and has trained some of the most prestigious names including Donna Karan, Marc Jacobs, Tom Ford, Narciso Rodriguez, and more recently Proenza Schouler, Alexander Wang and Jason Wu. The School of Fashion at Parsons integrates the fundamentals of design, craft, and marketing with civic and environmental engagement.

HIGHLIGHT

Many students in the AAS (Associate in Applied Science) Fashion Design program at Parsons have already earned a college degree in a discipline other than design. So, in addition to being design-driven, the curriculum includes a strong technical component. Using Lectra solutions enables Parsons' fashion curriculum to tackle the entire product development process.

LOCATION

New York, USA

LECTRA SOLUTIONS

Kaledo® Modaris®

For most students, an AAS degree from Parsons is the key to a career change or enhancement. They aren't necessarily familiar with design software, so they appreciate Lectra's Kaledo, with its user-friendly interface and accessible digital environment. "Regardless of their experience, students are able to get on and really design right away, without worrying about the technical aspects. It just makes sense to them," explains Luciana Scrutchen, the Director of the AAS Fashion Design program.

Most impressive to her is the speed with which students can work and communicate their ideas using Lectra. Students are able to change and modify their work quickly, which allows them to easily explore areas they might not think to otherwise. "Especially those who start the semester by announcing 'You know, I'm not really a print person.' Yet, a few weeks later you just can't stop them from making prints," she says.

## A MARRIAGE OF ART AND TECHNIQUE

Besides conceptual design, Parsons AAS students learn essential fashion techniques—draping, pattern making, and sewing. "When students graduate, they have a well-rounded vision of the industry. Other AAS programs might just focus on concept or construction—we are the combination," explains Julia Poteat, who leads the Fashion Methods courses in the AAS program.

This dual focus prepares students to be creative within the constraints of the fashion industry. "They are able to figure out how to develop a collection and edit it, to understand all the different facets of a product from initial concept to final collection," says Luciana. "Being comfortable with all aspects of cutting edge technology prepares our students for the fashion industry's demanding workplace," adds Julia.

## PREPARING FOR A DIVERSE INDUSTRY

Many students finance their own education and expect the skills they learn to make them stronger candidates in a difficult market. Lectra's presence in the fashion industry was crucial in the decision to make them Parsons' technology partner. "In my twelve years' experience in fashion, every company I've worked for has had a Lectra solution. Students must be familiar with Lectra's technology," explains Luciana. Lectra's global presence was another important consideration, given Parsons' diverse student body and international structure. "By teaching Lectra solutions, we know we're readying our students for whatever field they choose, anywhere in the world," says Luciana.

Students' experiences after school are varied. "At Parsons, students learn about the entire process in the context of the industry," explains Luciana. "In addition to knowing the software, they'll be able to communicate their ideas, whether they end up working in a large company or starting their own line."



### Lectra in Fashion

With 40 years' experience in fashion and apparel, Lectra's mission is to provide a complete spectrum of design, development, and production solutions to confront 21<sup>st</sup>-century challenges. From first creative spark to final product, our professional services address an end-to-end process. We support the day-to-day operations of our customers in over 100 countries for around-the-clock process optimization. From fast fashion to luxury to ready-to-wear, Lectra's 23,000 customers in markets as diverse as casual, sports, outdoor, denim, and lingerie represent every development and sourcing model imaginable. Beyond suppliers and manufacturers, they are the brands you love and the stores where you shop.

## STUDENT SUCCESS



"I knew that in order to succeed, I had to learn from the best" says Carmina Mery Suarez, an AAS student in Fashion Design at Parsons. Originally from Saltillo, Coahuila, Mexico, Carmina chose Parsons because it had been her dream school since she realized she wanted to study bridal design. In addition to her studies, she interned at Marchesa and this fall is interning for Vera Wang.

After graduation, Carmina's long-term plan is to have her own bridal couture brand, but first she plans to work with experienced and well-known designers that share her aesthetic.

## FORGING THE FUTURE OF FASHION

As home to one of the world's premier fashion programs, Parsons is committed to staying at the forefront of creative and industry trends. "Knowing Lectra, I know I have a grasp on what's happening in the industry. I know I'm speaking the same language as my colleagues in pattern development and construction. And this on a worldwide level," says Luciana.

Parsons is currently expanding its New York City facilities and plans to use Lectra's digital fashion software more extensively in the curriculum, especially Modaris for its 3D capabilities. For Julia, the future of fashion design is in technology. "It's very nice to know how to do things the manual way," she says. "But in reality, we're all going digital. That's what students need to know."