

HOW TO APPLY

2027

FASHION
SCHOLARSHIP
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General Scholarship Information

The Fashion Scholarship Fund (FSF) is the foremost fashion-oriented education and workforce development nonprofit organization in the U.S. FSF works directly with the country's most talented young students and awards over \$1.9 million each year in scholarships to help these students succeed in all sectors of the fashion industry. The FSF provides scholars with a wide range of internship and career opportunities, mentorship, networking, professional development, and unprecedented access to the industry's most influential leaders and companies.

The Fashion Scholarship Fund (FSF) scholarship competition is an opportunity for full-time, undergraduate students in their sophomore, junior, and senior year to receive a financial award (\$10,000 - \$25,000) and fashion career support. The Fashion Scholarship Fund and Virgil Abloh™ "Post-Modern" Scholarship Fund are dedicated to enabling high-quality output for scholars and applicants, enabling them for their future careers. Make the most of your experience by taking advantage of the scholarship competition!

To participate in the competition, applicants must demonstrate their passion for the fashion industry and ability to propose a creative idea addressing a specific issue/topic for leading fashion brands and retailers. The central component of the scholarship competition is a case study. In the case study, each applicant will examine the successes and opportunities of a fashion business and then delve into creative strategies that you (the scholarship applicant) propose for the business's future. The case study allows applicants to demonstrate acumen in one of four distinct areas of fashion:

1. Design and Product Development
2. Merchandising
3. Marketing
4. Business Strategy

Each applicant must choose (only) one discipline to pursue for the case study portion of the competition. In subsequent pages, will provide guidance to help applicants identify the right discipline based on their area of interest and career goals.

In addition to the case study, students must also submit additional documentation that validates their student status and/or will be used to showcase their work in the instance that they win the scholarship. However, only the case study is evaluated as a part of the judging process to determine who receives the scholarship.

Eligibility Requirements

- ☐ Applicants should be enrolled full-time at a **4-year university** in the USA.
- ☐ Applicants should be full-time **sophomore, junior, or senior undergraduates** at time of submission (i.e., graduating Spring 2027 or later).
- ☐ Applicants should be interested in pursuing a **career in fashion**.
- ☐ If attending a **member school**, contact your university educator to express your interest and confirm eligibility based on your university's applicant guidelines. You are responsible for checking your member school status on the [FSF Member School webpage](#).
- ☐ Students attending a **non-member school**, may also participate in the FSF Scholarship competition. Please send communication to FSFprograms@fashionscholarshipfund.org regarding your interest and eligibility.

* Educators, please reference additional eligibility requirements [here](#).

Starting the Case Study

Use the QR codes below to access the case studies for each discipline.



**DESIGN & PRODUCT
DEVELOPMENT**



MERCHANDISING



MARKETING



**BUSINESS
STRATEGY**

While there are several requirements to submit in your scholarship application ([see page 6](#)), the case study is the most important component and the only piece reviewed as a part of the judging process to select scholarship winners. You must select the best discipline to pursue in alignment with your interests.

What is each discipline about?

- **Design and Product Development applicants will create a collection.**
Create a collection that serves unmet needs, overlooked desires, and/or the unique lifestyle of a specific, unique consumer group while maintaining a connection to your brand ethos.
- **Merchandising applicants will propose a new product line or expansion.**
Propose a new product line or product expansion that will appeal to a unique customer who is important to your brand/retailer. Consider how you will reach the intended customer with the new product assortment through specific distribution and launch plans.
- **Marketing applicants will create a strategic marketing plan.**
Establish a 1-year (or longer) strategic marketing plan that addresses the unique lifestyle needs of an expanding consumer group through diverse engagement tactics.
- **Business Strategy applicants will create expansion plan to a new channel or platform.**
Build brand appeal among an existing consumer group by creating a strategic plan to expand to a new channel or platform.

How do I know which discipline is the right fit for me?

Design and Product Development might be the right fit for you if ...

- You are a student majoring in fashion design, footwear design, or other related design areas, such as accessories or beauty.
- You have experience in creative design (either by hand or using computer-aided design software).
- You are interested in a career in fashion design, technical design, or product development.

Merchandising might be the right fit for you if ...

- You enjoy putting looks together and styling your wardrobe or outfitting friends.
- You are interested in the visual display of clothing in stores.
- You are analytical.
- You are good at basic math.
- You are interested in a career in buying, merchandising, visual merchandising, or styling.

Marketing might be the right fit for you if ...

- You love social media and are active on platforms like TikTok or Instagram.
- You have ideas about how brands can maximize the customer experience.
- You are interested in a career in social media marketing, event planning, PR, or marketing.

Business Strategy might be the right fit for you if ...

- You are not a fashion student but have an interest in fashion. You might be majoring in engineering, computer science, management, psychology, or a variety of other disciplines.
- When making plans, you are very detail-oriented and pay attention to the step-by-step.
- You have a strategic mind, thinking about the long-term impact of your actions.
- You are interested in a career in supply chain, technology, or strategy consulting as it relates to fashion.

Required Documents

[01]

Completed FSF Case Study

Each applicant must complete a case study in one of four disciplines: (1) [Design and Product Development](#), (2) [Merchandising](#), (3) [Marketing](#), or (4) [Business Strategy](#). Only one case study may be submitted per applicant. Follow the detailed guidance for your case study discipline (hyperlinked above) to meet specific requirements.

Case studies must be anonymous because they will undergo blind judging to identify scholarship recipients. All other documents can include identifying information, like name or university.

[02]

Current Resume

Your resume will not be a part of the judging process. These will be used to link scholars with the most suitable named scholarships and industry opportunities for their interests. Thus, it should include basic identifying information such as name and school, in addition to educational information, skills, and work experience.

[05]

Current Unofficial Transcript

Provide your unofficial transcript. These will be used to confirm your status as a current, full-time, undergraduate student. Transcripts will not be reviewed as a part of the scholarship selection process, therefore identifying information (such as name and school) should be included. Your transcript can typically be downloaded from your personalized, student administration webpage of your university.

[06]

Brief Case Study Abstract

Provide a short summary that describes your case study in a nutshell. It is recommended that you derive this abstract from your executive summary slide, since the executive summary should already state the core content of your case study. In contrast to the executive summary (350-word limit), the abstract should be 50 words or less: with a maximum of 400 characters.

[03]

Cover Letter

Submit an approximately 250-word written statement telling us what this scholarship will mean to you and telling us about your personal journey. If you are an international student, Virgil Abloh™ "Post Modern" candidate, or AAFA Scholarship candidate, you must address the [special requirements](#) specified on the following page.

[04]

60 to 90-Second Video

Create a short video to introduce yourself to the FSF team. The short video can be thought of as a 'video cover letter'. The video will not be a part of the judging process; it will go directly to the FSF team and be used in finding the right connections for students through named scholarships and other opportunities. Within the video, include responses to the following:

- Explain why you have selected your case study discipline.
- Describe your interest in the fashion industry and career aspirations.
- Tell us about your background and any experiences that make your situation unique.

[07]

Current Headshot

Please provide a shoulder-up, forward-facing, smiling headshot against a white background. You can provide one additional headshot if you have an additional one, you'd like us to have. Preferred specs are 1080x1080 pixel (or 1:1 ratio). The format should be PNG or JPG.

[08]

Case Study Image & Caption

Provide 1-3 images (without layered text) that represent your case study. At least one of these images must be a photo or illustration (versus a chart or graph). Specs: 1920x1080 px, PNG or JPG.

Design students: Please include moodboards and croquis.

Case studies and videos must be compressed before submission. All files must be smaller than 100mb to upload to the digital application portal.

Special Requirements

Additional information is needed in the following instances.

International Students

If you are an **international student**, you must have a F-1 Visa to participate in the scholarship competition. We encourage international students to submit a CPT (Curricular Practical Training) from any prior semester by the FSF Case Study submission deadline of October 12, 2025. The complete CPT explanation can be found on the official [United States Homeland Security website](#). Additionally, we ask you to please submit a 250-word maximum response to address the following question:

What are your goals after graduation related to a career in the fashion industry?

American Apparel & Footwear Association

The **American Apparel & Footwear Association** underwrites several scholarships. If you would like to be considered for an AAFA scholarship, please submit a 1-page, double spaced 250-500-word response to address the following question:

How can technology be used to give companies the traceability and visibility they need in today's world? Is technology the complete solution to the traceability dilemma or is technology just part of the answer? How do companies navigate the wide variety of technologies available to determine which solution(s) are right for them?

Virgil Abloh™ "Post-Modern" Scholarship Fund

The Virgil Abloh™ "Post-Modern" Scholarship Fund was established at the Fashion Scholarship Fund (FSF) in 2020 by fashion industry visionary Virgil Abloh. The Fund was created to expand opportunities in the fashion industry by providing scholarships to students who identify as Black or African American and those who reflect the creativity, curiosity, and progressive spirit that drive this work forward.

Within your written response, if you are eligible for the Virgil Abloh™ "Post-Modern" Scholarship Fund, use an additional 500-words to respond to the following four questions:

- 1. Why does the mission of the Virgil Abloh™ "Post-Modern" Scholarship Fund personally resonate with you?** Share how your identity, lived experiences, and creative journey connect with the mission of expanding impact and opportunity in fashion. How do you see your values aligning with the vision of the Fund?
- 2. Tell us about a time when you turned a barrier into a source of strength or innovation.** Describe a moment in your journey when you faced a significant obstacle—personal, financial, or cultural—and found an inventive way to move forward. What did you learn about yourself through that experience?
- 3. If there were no limitations—financial, structural, or social—what change would you create in the fashion industry, and why?** Imagine you had the freedom to build or reshape something in fashion: a new system, space, platform, product, or narrative. What would you create or dismantle? Why is that change important, and how would it impact others?
- 4. What would you like us to understand about you—beyond your portfolio?** Tell us about a pivotal moment, project, or personal philosophy that has shaped your path. What drives your creative work? How do you hope to leave your mark on the fashion industry or creative culture?

Deadlines and Announcements of Competition Results

Feb. 2, 2026

Wizehive Opens

Wizehive, the digital platform used for FSF case study submissions, will open. [Click here](#) to create an Applicant Profile on Wizehive and to participate in the FSF Summer Scholar Series. By creating a profile, you will receive useful FSF insights and updates.

Oct. 12, 2026

Application Due

Submit all required materials via your [Wizehive Application Profile](#) BEFORE 11:59 **AM** Eastern Time to avoid any issues with submission. The Wizehive portal will close PROMPTLY at 12:00 **PM** Eastern Time. Be sure to allow sufficient time to upload all required documents (i.e., case study, resume, unofficial transcript, video) – the Wizehive submission portal will close automatically at the scheduled time even if an upload is still in progress.

Late Nov. 2026

Results Announced

Results will be sent to the [FSF Educator](#) at your school who will share the results with you. If you are applying from a school without an FSF Educator, the FSF team will notify you of results directly. Following the announcement of results, you will receive a Welcome Letter. Additionally, the Class of 2027 FSF Scholars will be posted to <https://www.fashionscholarshipfund.com> in January 2027.

Spring 2027

New York Industry Tour and FSF Live Gala

Between late March and early April 2027, FSF will host the Class of 2027 Scholars in New York for three days of events that will introduce them to the fashion industry and celebrate their scholarship success.

The celebration will culminate in the FSF Live Gala, honoring the Class of 2027 FSF Scholars and Virgil Abloh TM “Post-Modern” Scholars. It will feature the submitted work from the 160 scholars as well as presentations from the Final Four Scholars, the announcement of the Chairman's Award recipient, and presentation of awards to industry honorees.

Applicant Support

Summer Scholar Series

The Fashion Scholarship Fund will host industry partners, past scholarship recipients, and additional guests through the [Summer Scholar Series](#), occurring between June and August 2026. This program consists of workforce preparedness courses and master classes from industry experts on relevant topics and current challenges of the industry. The program equips Scholars, Scholar Applicants, and Alumni for their future internships or full-time job opportunities.

FSF University

FSF University is a free, self-paced digital curriculum delivered on Arizona State University's Canvas platform, FSF's official Learning Management System (LMS) partner. Together, we've created a robust, accessible space where students can learn about the fashion industry, gain insights to prepare them for a dream internship or job, and learn how to research and develop the FSF Case Study.

FSF University is available to all FSF applicants, including those from member schools as well as students at non-member schools. FSF University enables skill development and scholarship candidacy through self-paced online content to improve your case study development and industry preparedness. The program is available from early spring until the case study submission portal closes.

Ongoing Educator Support

[FSF Member Schools](#) have a designated Educator available to help students within their program / school with the Scholarship competition. Check if your school is a member school and find who to contact for support. Some schools have additional Educators available to help support students beyond the key contact listed on the Member School webpage, so be sure to ask your Educator about the structure of support at your school.

Winning Case Studies

Previous winning case studies are available on our website. These are great resources for inspiration and to gain familiarity with expectations in terms of required versus optional content. Remember, the judges are looking for your unique, creative ideas, so don't feel the need to mimic past cases directly; let your vision shine!

For Educators

Fashion Scholarship Fund (FSF)

Member School Overview

Designation as an FSF Member School is a sign of recognition, placing your institution among 75 leading colleges and universities nationwide that are empowering the next generation of fashion leaders. Each FSF Member School identifies an FSF faculty member who serves as the primary liaison between their institution and the Fashion Scholarship Fund, to guide students through the FSF scholarship process and help them navigate their career paths in fashion. FSF faculty members act as ambassadors on campus, to amplify opportunities, identify talented students, and contribute valuable insights to help FSF evolve its programming and impact.

Benefits of Being an FSF Member School

Expanded Student Opportunities

Member Schools can submit up to 100 FSF Case Study applications each year (25 per discipline: Design & Product Development, Merchandising, Marketing, and Business Strategy), giving more students access to life-changing opportunities.

Prestige, Reputation & Alumni Impact

Affiliation with FSF elevates the profile of member schools within the fashion industry, demonstrating a strong commitment to equity, excellence, and innovation in fashion education. FSF Scholars often go on to lead and innovate at top global brands, and their achievements further strengthen institutional prestige—enriching alumni networks and reinforcing each school's reputation as a hub for emerging fashion leaders.

Industry Access, Recruitment & Career Readiness

FSF Member Schools gain direct access to FSF's expansive industry network—connecting students to invaluable internship and career opportunities, mentorship, professional development, and direct engagement with influential leaders and companies. Participation in FSF programs equips students with the confidence, skills, and connections needed to thrive in their careers, while also enhancing post-graduate success rates and strengthening institutional recruitment efforts.

Collaboration & Thought Leadership

FSF connects faculty members across its network, encouraging dialogue, idea exchange, and collaboration regarding innovative educational practices and industry-aligned curriculum.

Exclusive Industry Insights

Members receive exclusive access to FSF trend reports, industry data, and program updates, keeping faculty and students informed and inspired by real-time developments in the fashion ecosystem.

Gala & Educator Summit

Each Member School is invited to send one faculty representative to attend the annual FSF Live Gala in New York City as an FSF guest, a premier industry event celebrating Scholars and partners.

Faculty also participate in a private FSF Educator Summit to preview upcoming case studies, exchange best practices, and gain exclusive insights into next year's programming.

Maintaining Member Status

To retain Member School status, institutions must have active applicants each year. Schools with no applicants for two consecutive years will revert to Non-Member School status.

Non-Member School Status

Participation Guidelines

Non-Member Schools are welcome to participate in the FSF Scholarship competition and begin their journey toward becoming an official Member School.

Non-Member Schools may submit up to 12 total Case Study applications annually (3 per discipline: Design & Product Development, Merchandising, Marketing, and Business Strategy).

Pathway to Membership

Designate one dedicated faculty member to act as the FSF liaison and point of contact for student applicants.

Submit at least five scholarship applicants per year for two consecutive years to be considered for Member School status.

Join the FSF Network

As part of the FSF Member School community, schools don't just connect to a scholarship; they join a movement that celebrates creativity, equity, and opportunity.

Member Schools are shaping the future of the fashion industry by empowering students of all backgrounds to thrive, innovate, and lead.

Have you familiarized yourself with the case study requirements?

Revisit '[Starting the Case Study on page 4](#) for hyperlinks or QR codes to the case studies by discipline, including Design & Product Development, Merchandising, Marketing, and Business Strategy. Each case study outlines the specific expectations of the discipline-specific submission.

Contact Us

Send general enquires to
fsfprograms@fashionscholarshipfund.org
Learn more at
www.fashionscholarshipfund.org



The 2027 FSF Case Study was created by the Fashion Scholarship Fund, Board of Governors, Scholarship Committee and Authored by Danielle Sponder Testa
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