**FAIRFIELD UNIVERSITY FLORENCE PROGRAM**

**INTERNSHIP DESCRIPTION**

**PLACEMENT :** BP STUDIO

**LOCATION :** FLORENCE, ITALY

**ABOUT BP STUDIO**

Founded in 1959, BP Studio is a family-owned fashion design company. Their offices and factory are located just outside of the center of Florence, where 100% of their clothes are produced. In the past, BP Studio designed for department stores as well as luxury brands such as Gucci, Ferragamo, and Givenchy. Today, BP Studio focuses primarily on producing their own line of high-end women’s knitwear.

**Website:** <http://www.bpstudio.it/>

**KEY RESPONSIBILITIES**

* Creating and updating databases of clients and potential investors
* Preparing mailing lists for digital and printed invitations and newsletters
* Reviewing, writing, and translating content for the studio’s e-commerce website and social media pages
* Assist in organizing the collection showroom by arranging colors and fabrics
* Perform additional tasks as delegated by site supervisor
* Commit to work a minimum of 10-12 hours but no more than 15 hours per week on site to complete 120 hours total for the semester

**QUALIFICATIONS**

* Be a Junior or a Senior enrolled in the Fairfield University Florence Program
* Must have a minimum 3.0 Quality Point Average
* Open to majors and minors in marketing, communications, public relations, and fashion
* Prior knowledge of Italian is not required
* Ability to work well in a multilingual and multicultural setting

**CREDIT APPROVAL AND EQUIVALENCY**

* Internship application must be approved by your Department Chair before registering for internship credits

**TRANSPORTATION**

* Requires a 30-40 minute bus ride from the center of Florence to reach internship site. The cost of travel will be reimbursed by Fairfield University.

**UNUSUAL CONDITIONS**

**INTERNSHIP SUPERVISOR** **:** Joanne Maddux jmaddux@fairfield.edu