

IMG FASHION CAMP

IMG FASHION CAMP 2019

*Sunday, June 23 – Saturday, June 29
Bradenton, Florida*

*SCHEDULE SUBJECT TO CHANGE

Sunday, June 23

CHECK-IN

FASHION CAMP ORIENTATION & ICEBREAKERS

IMG Fashion Camp welcome session with counselors Jared Feig, Jibrán Siddiqui and Calum Buchan, which will include an overview of camp activities and expectations for the week. Campers will be given their group assignments and participate in an icebreaker activity.

Monday, June 24

OPENING REMARKS: IVAN BART & CHRISTIAN COWAN

IMG Fashion's president, Ivan Bart, sets the stage for exploration of the myriad paths to success in the fashion and beauty industries, interviewing breakout British designer Christian Cowan (a favorite of rapper Cardi B) about his journey in the fashion industry, becoming a CFDA/Vogue Fashion Fund finalist and NYFW designer, and launching a successful fashion label. Christian will discuss his experience navigating the industry to create his own unique voice and brand. Camper Q&A to follow.

SPEAKER SESSION: CREATING A BRAND WITH TREY LAIRD & AKIN AKMAN

Trey Laird is the founder, chief executive and chief creative officer of Laird+Partners, a leading fashion and luxury creative agency working with brands such as Tommy Hilfiger, Karl Lagerfeld, and Tiffany & Co. Trey will discuss his journey to becoming an art director, how he works with brands to curate unique messaging that fosters a connection to audiences, and how he has built his own branding company. He will also introduce Akin Akman, "fashion's favorite SoulCycle Trainer" and Nike Master Trainer, and, together, they will explain how they built Akin's Army from scratch. Camper Q&A to follow.

CONFIDENCE ACTIVITY: WALKING WITH DEVON WINDSOR

Supermodel and Victoria's Secret Fashion Show regular, Devon Windsor, will lead the campers in a self-empowering, confidence-building activity. For those interested in modeling, she will share her tricks-of-the-trade for walking down the runway. All campers will learn the importance of being confident and how to put their best foot forward.

Tuesday, June 25

WORKOUT SESSION WITH AKIN AKMAN

SPEAKER SESSION + Q&A: LACY REDWAY & DANIEL MARTIN

Celebrity makeup artist Daniel Martin and VIP hair stylist Lacy Redway discuss finding their passions and charting their paths, from signing with The Wall Group to building A-list clientele. These beauty experts will share how they built their personal brands, established their voices, and honed their roles on set – while giving campers a glimpse inside the creative process behind styling a beauty look.

“CREATE THE LOOK” ACTIVITY WITH LACY REDWAY & DANIEL MARTIN

SPEAKER SESSION: LUCKY BLUE SMITH

Multi-hyphenate talent and Gen Z icon Lucky Blue Smith discusses his journey from a small town in Utah to modeling in New York City, success in the Instagram age and finding your passions. Camper Q&A to follow.

BRAND BREAKOUT

Wednesday, June 26

SPEAKER SESSION: KARLA WELCH

Karla Welch, one of the most illustrious red carpet stylists in Hollywood, will discuss her role as a stylist and collaboration with brands, such as Levi’s. Working with celebrities such as Karlie Kloss, Justin Bieber, and Millie Bobby Brown, Karla will also talk about how she infuses personality and purpose into each look she crafts. Camper Q&A to follow.

STYLING ACTIVITY WITH KARLA WELCH

Karla will then lead campers in a fashion styling activity during which each camper will receive an article of clothing they will customize to create a “fashion moment” that expresses their own personal style, yet works as part of a “collection” within their group.

SPEAKER SESSION: CHRISTELLE DE CASTRO

Renowned photographer, director, and social activist Christelle De Castro will share her experience in the industry, signing with IMG’s Lens, and how she conveys her unique point of view through her work. She will also discuss the photographer’s role on set and how it differs from editorial, commercial and portrait work. Camper Q&A to follow.

PHOTO ACTIVITY WITH CHRISTELLE DE CASTRO

Christelle will demonstrate how she captures a frame and take photos the campers. Halima and friends to join on-set, to advise on posing with confidence.

Thursday, June 27

MOOD BOARD ACTIVITY INTRODUCTION

IN CONVERSATION WITH JENI ROSE & DAVID CUNNINGHAM

IMG Models' Scouting and Development leads, Jeni Rose and David Cunningham, will take an in-depth look at how to succeed in the highly selective and demanding world of modeling. Campers will learn what scouts are looking for in new fashion models and hear exactly what the journey from aspiring model to IMG star entails. David and Jeni will also discuss how to apply skills you learn in a casting to any job interview and making a great first impression. Camper Q&A to follow.

ROUND TABLE WITH HALIMA ADEN

Halima Aden, IMG Model and official IMG Fashion Camp Head Counselor, sits down with kids in an informal roundtable, discussing self-expression and the importance of confidence.

CASTING BY JENI ROSE & DAVID CUNNINGHAM**Friday, June 28****GROUP PRESENTATION PREP**

Campers spend time in their groups to finalize brand projects before presenting to the judging panel.

GROUP PRESENTATIONS & FEEDBACK

Campers present their brand projects to the expert panel of judges including Halima Aden, David Cunningham and Jeni Rose, who will determine the winner of the brand project.

IN CONVERSATION WITH LUIZ MATTOS, INTERVIEWED BY GIGI HADID

Gigi Hadid interviews Luiz Mattos, director at IMG Models, on his path to becoming a model manager, breaking into the industry, how he identifies potential, and the keys to success.

IMG FASHION CAMP GROUP PHOTO**IMG FASHION CAMP WRAP PARTY****Saturday, June 29****CAMPER DEPARTURE**