

HOW TO APPLY

2026

FASHION
SCHOLARSHIP
EST FUND 1937

About the Scholarship Competition



General Information

The Fashion Scholarship Fund (FSF) Scholarship Competition is an opportunity for full-time, undergraduate students in their sophomore, junior, or senior year to receive a financial scholarship (\$10,000 - \$25,000) and fashion career support. To participate in the competition, students 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 that allows students to demonstrate their acumen in one of four distinct areas of fashion: (1) design and product development, (2) merchandising, (3) marketing, or (4) business strategy. Each applicant must choose (only) one discipline to pursue for the case study portion of the competition.

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 2026 or later).
- ☐ Applicants should be interested in pursuing a career in fashion.
- ☐ No more than 25 students per discipline (Design and Product Development, Merchandising, Marketing, Business Strategy) per university may apply. Check the FSF Member School page to see if your university has a FSF Educator. If so, reach out to that educator to express your interest and confirm eligibility based on your university's applicant guidelines.

Selecting the Right Discipline for You

- **Design and Product Development applicants focus on the product.**

Design a collection from the perspective of a fashion brand or non-fashion partner.

- **Merchandising applicants focus on the product.**

Curate an assortment and present the product launch plan for a new collaboration between a fashion and non-fashion brand.

- **Marketing applicants focus on the consumer.**

Propose a collaboration to engage specific sets of consumers with the goals of their selected fashion brand, presenting a marketing strategy and engagement tactics.

- **Business Strategy focus on the operational process.**

Create a long-term strategic partnership to satisfy business growth objectives.

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

- You are a fashion design student.
- 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 together pieces, styling your wardrobe.
- You are interested in the visual display of clothing in stores.
- You are analytical.
- You love math.
- You are interested in a career in buying, merchandising, planning, or styling.

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

- You love social media and are active on social media platforms (like TikTok).
- 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 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 in 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]

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.

[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]

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.

[07]

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 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.

[03]

Case Study Hero Image & Caption

Provide 1-3 images (without layered text) that represent your case study, as well as a 10-15 word description for each. 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.

[04]

Current Headshot

Please provide a shoulders-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 px (or 1:1 ratio). Format should be PNG or JPG.

[08]

Top 3 Desired Named Scholarships

In cover letter format, submit an approximately 250-word written statement identifying the top three Named Scholarships you're most interested in applying for, and why. This should include information such as why you are qualified for a specific scholarship or what makes you interested in it. If you are an international student, Virgil Abloh™ "Post Modern" candidate, or AAFA Scholarship candidate, address the [special requirements](#) adding them into one, longer cover letter.

[09]

Personal Professional Information

Within the Wizehive submission portal, you will be asked to provide the following personal and professional information.

- Legal and preferred professional name
- Pronouns
- Social media - include Instagram URL and LinkedIn URL
- Fashion industry experiences and outlook. Through a short s set of questions, you will provide insights to your experiences and aspirations in the fashion industry.

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 13th, 2025. The complete CPT explanation can be found on the official [United States Homeland Security website](https://www.dhs.gov/uscis). 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

Virgil Abloh was dedicated to supporting students who identify as Black or African American and those who reflect the creativity, curiosity, and progressive spirit that drive this work forward.

If you are applying to be a **Virgil Abloh™ "Post-Modern" Scholar**, please submit a 500-word response to the following 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?
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If you have any questions about these requirements, reach out to the FSF team at info@fashionscholarshipfund.org



Deadlines and Announcement of Competition Results

[01]

February 1, 2025

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.



[02]

October 13, 2025

Submit all required materials [via your Wizehive Application Profile Here](#) **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.*



[03]

Mid-December 2025

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 2026 FSF Scholars will be posted to <https://www.fashionscholarshipfund.org/> in January, 2026.



* If all documents are not fully uploaded, your submission will not be received by FSF. Please contact Katie Simone, FSF Program Manager, at Ksimone@fashionscholarshipfund.org who will help rectify any submissions that are incomplete. You will receive a Confirmation of Submission to your Wizehive homepage that your submission process was completed.

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 2025.

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.

Weekly Q&A Sessions

The Fashion Scholarship Fund Education Team, Virgil Abloh™ “Post-Modern” team, and Case Study Author will hold Open-Forum Q&A sessions from August to October 2025. You are encouraged to come to the sessions prepared with specific questions or simply to listen to questions from other applicants and learn.

The sessions will occur biweekly in August and increase in frequency to weekly for September and October, until case study submission October 14th.

Ongoing Educator Support

All [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.

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 how to research, build, and master their FSF Case Study and prepare for scholarship success.

Students start with three introductory modules, then select an FSF discipline: Design and Product Development, Merchandising, Marketing, or Business Strategy. The remaining four modules offer step-by-step guidance to creating a case study. All seven educational modules include video presentations, quizzes, and assignments, to help students submit their best work.

FSF LIVE Gala

2026

In early April 2026, FSF will host a cocktail reception to honor the Class of 2026 FSF Scholars and Virgil Abloh™ “Post-Modern” Scholars. It will feature presentations from the Final Four Scholars and the announcement of the Chairman's Award recipient.



Our Mission in Action

The Fashion Scholarship Fund is the foremost fashion-oriented education and workforce development nonprofit organization in the U.S. The 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 industry including design and product development, merchandising, marketing, and business strategy.

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 and Virgil Abloh™ “Post-Modern” Scholarship Fund are dedicated to enabling high-quality output for scholars and applicants. Make the most of your experience by taking advantage of the opportunities listed!



Join Us in 2026!

Contact
Information

For general enquiries:

info@fashionscholarshipfund.org

Learn more on our website:

www.fashionscholarshipfund.org