

Six Lehigh Marketing Students Receive Scholarships from the Fashion Scholarship Fund

The Fashion Scholarship Fund (FSF), the leading national non-profit association in the fashion industry, announced in December 2019 the results of the 2020 Scholarship Competition. Six Lehigh University marketing majors are scholarship winners - Romy Finkel, Chloe Fung, Julia Kemp, Alexandra Ladda, Sophie Miller and Sik Yiu Cadence Tam. This is the largest number of winners from Lehigh University in the last 12 years since our students started participating in the case competition! Each student will receive a \$5,000 scholarship and many exciting career related benefits and opportunities with the FSF member companies.

Student winners also attended the Fashion Scholarship Gala in New York on Jan. 7, 2020, and had the opportunity to connect with members of the fashion community (l-r: Sik Yiu Cadence Tam, Sophie Miller, Julia Kemp, Alexandra Ladda, and Chloe Fung; Romy Finkel not pictured).

FSF awards over \$1.2 million each year to help students succeed in all sectors of the industry: design, merchandising, analytics, retail, tech, and supply chain. An estimated 750 business and design students from 60-70 leading member universities in the US compete for about 200 scholarships. For more information about the Fashion Scholar Fund and the 2021 Case Competition prompt, email Nevena Koukova (FSF Faculty Adviser for Lehigh University) at nkoukova@lehigh.edu. Student applications are due in early October, 2020.



