Elizabeth Malinowski

Summer Internship Report

20 July 2015

*The Importance of Passion in the Workplace*

This summer I had the honor and pleasure of interning at Launch Collective in New York City. Launch Collective is a business management firm that administers pivotal strategic planning to clients launching fashion or lifestyle brands. Launch Collective provides its clients with guidance and advice regarding business decisions, primarily in the areas of marketing and branding. The company’s clientele is a wide range of fashion and lifestyle brands, ranging from clothing to accessories and more.

During my time at Launch Collective, I was able to work side-by-side with the marketing team, comprised of three talented and hard-working employees. I had a variety of responsibilities, including (but not limited to) helping at photo shoots, organizing data (such as social media growth), researching competitors, and more.

Because much of my work involved research, I have learned a great deal about the fashion industry and just how complex and multifaceted it is. I have always been interested in the fashion industry due to its constant change and fast-paced nature, and this summer only caused my interest in the industry to grow. Through the research I completed as well as being at the Launch Collective office, I got to learn more about the business side of fashion and what goes on “behind the scenes.” Producing a successful fashion brand takes many, many different people with different skill sets; there have to be people who design the products, manage the finances, make marketing and publicity decisions and so much more. A fashion label is not only a
collection of pieces of clothing; decisions have to be made about what sort of tags to put on the
clothes, what kind of fabric to make the clothes out of, what quality the clothes should be, what
demographic of customers the clothing will be geared towards, etc. These seemingly-minor
details are frequently forgotten about by customers, but they are indeed so important. These
insights that I gained into the fashion industry will be very beneficial should I one day work in
the industry, as I hope to do.

One of my greatest responsibilities was creating decks on the computer design program
InDesign. The desks were collections of pictures or information used for inspiration or research
or informational purposes. InDesign as a program was completely new to me, seeing as I have
had little experience with computer programs aside from ones commonly used in the classroom.

At first, this responsibility was intimidating. The decks which Launch Collective creates using
InDesign are used for important purposes such as tracking designer profits and social media
presence, so they must be done near perfectly. The decks are not only for Launch Collective’s
use, but are also seen and drawn from by the designers themselves, further increasing their
importance. Knowing their importance encouraged me to research the program, which I did on
my time out of the office, allowing my time in the office to be more productive. Thanks to my
time at Launch Collective, I am now more familiar with both InDesign and Photoshop — two
programs frequently used in the fashion industry; having such a skill will make me a more
beneficial employee for future customers and a more effective team player at a future workplace.

Perhaps the most valuable lesson I have learned while interning with Launch Collective
is the skill to deal with multiple clients, all different in personality, all important, and all
demanding. The employees at Launch Collective had to manage numerous clients, all eager to
produce a successful brand, and thus in constant need of advising and aid from the team at Launch Collective. This is not easy for the Launch Collective employees, and the entire summer I was able to observe how they gave equal attention and priority to each of their clients. This is not only an important skill to have in the professional world, but also in daily life. It is an indispensable skill to be able to manage and cultivate multiple relationships, whether they are professional or personal, and each takes special attention, as demonstrated by the employees at Lunch Collective.

This summer, I developed an appreciation for people who are passionate about their work. At Launch Collective, it is evident that nearly every employee (not only the employees on the marketing team) is passionate about the fashion industry. I realized this summer that in order to do a job well, one must love their job and their company’s mission, because passion makes for greater results.

While my experience in New York City was very enjoyable and beneficial for me, it was not always easy adjusting to life in such a vibrant, non-stop setting. Coming from a small town and attending Sewanee, I am not accustomed to a place so busy as New York. A large part of my internship was running errands for Launch Collective, and at first I struggled to navigate my way through the city, sometimes ending up feeling frustrated and completely out of place. However, having no choice but to adjust to New York City on my own will most definitely benefit me later in life; I now feel as though I could adjust to any city where a future job may require me to live.

When I return to Sewanee this fall, I will take with me many lessons that I learned this summer, but most specifically how important it is to enjoy what you do. While some career fields
may be lucrative and stable, if you do not enjoy working within them, life will be much less enjoyable. Passion ensures a job well done.