This summer I had the opportunity to work as an intern for Winter Water Factory, a small business based in Brooklyn, New York that designs and manufactures organic kids’ clothing and screen-printed textiles. Owned by couple Stefanie Lynen and Todd Warnock, Stefanie is the creative contributor and the master behind the enthralling designs, while Todd is in charge of sales and marketing, as well as daily operations. Winter Water Factory items are predominately sold in children’s clothing stores and boutiques throughout the country, as well as online through the company’s website or online retailers, such as The Land of Nod and Nordstrom. Winter Water Factory prides itself on its devotion toward ensuring that each item is made in the USA from 100% certified organic cotton.

During the beginning of my internship, Winter Water Factory was in the process of moving into another studio in Brooklyn with much more space, so things were quite busy for us between running the business and moving into another studio. Over the course of my internship, I was able to observe and work in all aspects of this small business. My tasks varied each day depending on what needed to be completed. I maintained inventory online and prepared orders to be shipped, which entailed ensuring that the quantity of item in the studio matched the quantity of items listed online. I prepared orders to be shipped to customers, which kept me very busy during the Fourth of July sale. This involved me reading each order and
retrieving each item (in the correct size, design and color) from the studio. I added posts to the company’s Blogger website, in which I posted about the studio painting party (painting the new studio and showing how the studio’s moving process was coming along) and my visit to the company’s factory, where I observed how the fabric is cut, the many sewing machines with different purposes and the final inspection, which includes the tagging and folding of the clothing.

Furthermore, I consolidated items in the studio and made sure that each bin of products was properly organized and correctly labeled. On one occasion, I took the measurements of some of the company’s tote bags and was able to help come up with descriptions and names of each tote bag. I also came up with a list of possible questions to ask Winter Water Factory’s stores in order to create a blog post featuring some of the company’s stores in a somewhat comical and fun-natured light. I familiarized myself and oversaw my boss maneuver himself through the company’s online sites, such as Shopify, Pinterest, the company’s blog and Illustrator. Additionally, I was taught how to screen-print, in which I then printed the fabric from the Spring 2014 samples in the studio. After the screen-printing was finished, I prepared each sample to be shipped by stamping the label of each item with a machine and proceeded to tag and fold each item.

I feel that I accomplished a lot through this internship and played a valuable role this summer. My responsibilities throughout this internship were significant tasks that made me truly feel that I was an important contributor to the company, not just an intern to get coffee and do minor errands. Not only do I feel that I made a
difference, but I enjoyed my experience. My bosses were kind and made me feel welcome and at ease working for them!

Being completely immersed in the daily duties of Winter Water Factory, I was able to get a true taste of how a small business functions, from product development to production and on to marketing. There is so much that goes into running a small business and I feel incredibly honored that I was able to learn from such a successful small business such as Winter Water Factory. The experience that I gained through this internship will benefit me in many ways. I now feel that I have a solid background and understanding of the production and marketing aspects that are involved with running a small independent business. I have also gained many practical skills that will benefit me with any other future jobs or career paths that I plan to pursue, such as computer skills and the many facets of fashion design, marketing and retail. Lastly, I hope to help my mother with her small business by catering to a broader audience through social media and by creating a company website. I also hope to help my mother try to manufacture her items herself in the United States. Now that I have been exposed to every aspect of running a small business, I feel confident that I have strengthened the possibilities for my future.