Lot 2029 Opens New Stores in Fargo

Lot 2029 is a local boutique in downtown Fargo. In the past year, Lot 2029 owner Hope Goldammer and her husband Donny have opened two new stores in downtown Fargo: Mint and Basil and Onyx and Pearl. Mint and Basil offers kitchen, bath, and home merchandise, most of which is created by small businesses or artisans. Onyx and Pearl is an apparel boutique, but their aesthetic and target market is different than Lot 2029. The company’s founder and owner Hope Goldammer is an Apparel, Retail Merchandising, and Design alum herself. In addition, Onyx and Pearl manager Abby Krusemark is a recent NDSU graduate. ARMD student Paige Holman has recently completed an internship with the company. Many other students also find part time employment working at the retail locations while in school.

Recent graduate Abby Krusemark is the store manager for Onyx and Pearl, a sister-store to Lot 2029. Onyx opened in June of 2017. Abby began working for Lot 2029 during college as a sales associate. She was promoted to a lead stylist after about a year. Over time, she took on new responsibilities for the company, including running their online store and assisting with the opening of Mint and Basil. She also interned for Lot 2029. After graduation, Hope offered Abby the chance to manage the new store. As store manager, Abby’s responsibilities include training employees, making schedules, entering products, merchandising the store and maintaining store appearance, customer service, and collaborating with other businesses and local creatives. In addition, she manages social media for both Lot 2029 and Onyx and Pearl. Abby is thankful that she has had the ability to dabble in many facets of the retail industry. Abby also loves the creative freedom she has been given in running the new store.

ARMD student Paige Holman completed her internship with Lot 2029 this summer. Her position during the internship was lead stylist. Paige was given a variety of responsibilities over the summer, including visual merchandising, styling for a fashion show, planning social media photoshoots, managing social media content, processing purchase orders, creating a handmade window display, and buying. She feels her NDSU coursework helped prepare her for the internship because many of her classes (for example, visual merchandising) gave her hands on experience in the industry. Paige notes that it was important for her to be able to manage multiple tasks on the sales floor at once. She enjoyed the challenge of running the sales floor. Her special project was preparing a jewelry order with the store’s buyer. Paige really enjoyed the process of buying, and it was one of her favorite parts of the internship. She also learned a lot of new visual merchandising tactics that she continues to apply. Upon completion of her internship, Paige was promoted to Associate Manager at Lot 2029, which is her current position with the company.

As Fargo’s boutique scene continues to expand, we will have to wait and see where the future will take this company!
Amanda Levin Spends Summer at Scheels

NDSU student Amanda Levin spent the summer interning at the Scheels corporate office. Scheels is a sporting goods store based in Fargo, ND. Amanda interned in their buying office. Her responsibilities included checking emails, responding to vendors and stores about product and shipping information, running sell-through reports to review product success, attending line viewings to decide on new lines of merchandise, typing up programs and line sheets for future orders, writing orders based on previous sell through, and communicating with line leaders and line support. She was also able to assist with merchandise planning for their new store recently opened in Johnstown, CO. Amanda’s special project was assisting with Scheels FAST University. FAST University is a conference for Scheels sales associates from across the country to gain training and network with others in the company. Amanda helped with set-up and tear-down, presentations, and creating activities for attendees.

Amanda’s favorite part of the experience was sitting in on line viewings and buying meetings to help decide what merchandise would be purchased to offer in the store. She also attended MAGIC, a market trade show in Las Vegas, where she helped the buying team select merchandise for the upcoming season. Amanda says that the experience helped build her confidence and skills in a professional workplace. She thanks her professional development class and her retail financial merchandising class for setting her up for success in this internship. At the end of the summer, Amanda’s take-away was stronger buying skills and an affirmation that she wants to pursue a career in buying.

Overall, this internship was a perfect fit for Amanda, who is on the NDSU Women’s Track Team. She concluded, “I can truly say I found my passion for working with fashion and fitness while interning at SCHEELS.”

Students Travel to New York City

This summer, Apparel, Retail Merchandising, and Design students visited New York City to learn more about New York’s fashion industry. In May 2017, eight students traveled to the fashion capital. The trip was led by Dr. Linda Manikowske. Students visited with industry professionals at Lafayette 148, Macys Color Lab, Window’s Wear, Cotton Incorporated, Schmalberg Flowers, and Design to Print. They also toured flagship stores for Tommy Hilfiger, Kate Spade, and Kleinfeld’s Bridal. On their tours, students learned about product development and design, merchandising, trend forecasting, visual merchandising, and retailing.

On the study tour, students got to experience New York’s fashion industry firsthand. One student remarked, “The thing that I gained the most out of this trip was seeing all of the different careers available to people in my major. It helped open up my mind to new opportunities and I learned about careers I didn’t even know existed! It was also nice to meet people working in this industry to network for future possibilities.”

Students also took time to enjoy the city. In free time, they explored New York landmarks like the Metropolitan Museum of Art, Empire State Building, and Chinatown; shopped in the garment district and Soho; and attended a Broadway show. At the conclusion of the trip, one student shared this reflection:

“I wish I could have stayed in New York, it was my kind of place - busy, loud, and full of character everywhere you look. Overall I think this was one of the best experiences I have ever had, I was so excited to meet everyone that we did and visit all the stores.”
Recent Graduates Find Their Passion with Evereve

Evereve: A store for moms. Evereve is a women’s contemporary store based out of Edina, MN. Evereve considers itself a fashion authority for moms. Megan Tamte, the founder and CEO, opened the first store in 2004. The company has quickly grown to over 80 stores across the country. Their mission is to empower moms and women everywhere through fashion. Evereve stylists work one-on-one with all their customers to deliver a head-to-toe styling experience. Their goal is to help every guest find on-trend clothing that fits into her lifestyle and looks great on her body. Recent NDSU graduates Karly Maier, Brittney Peterson, and Colie Winsor have found full-time positions with Evereve. Senior Molly Pfaff also completed her internship with Evereve’s Trendsend office. Fargo’s Evereve store also employs ARMD students as part-time stylists.

Karly Maier is currently a full-time lead stylist at the Ridgedale Evereve store in Minnetonka, MN. Karly leads the styling floor, handles daily store operations, and creatively introduces trends to other employees and guests. Karly has been with Evereve for over four years. She began as a part-time stylist at the Fargo store. After graduating with an Apparel, Retail Merchandising, and Design degree in May of 2017, she chose to continue in a full-time position with Evereve. She credits her NDSU education for giving her a broad view of the many different aspects of the fashion industry that she can apply to her current retail position. Maier loves her position with Evereve because she gets to inspire women every day through fashion. Maier explained, “Every woman wants to feel beautiful and look great, and we help her do that at Evereve. It’s so much more than just a job to me; it’s my passion!”

Brittney Peterson feels a similar sense of purpose in her position with Evereve. Brittney has worked as the full time stylist here at the Fargo store, and she recently moved into a stylist position in Evereve’s Arizona location. In her work, Brittney truly feels that she gets to empower others. She empowers her customers to look and feel beautiful through fashion. Brittney explains that shopping at Evereve is a social aspect for many regular customers, and customers quickly become friends. Because of the connections she makes on the job, Brittney feels a feeling of personal fulfillment. As a lead, Brittney also helps other stylists reach their goals and set them up for success on the styling floor, giving her a similar sense of fulfillment for empowering others.

ARMD student Molly Pfaff completed her summer internship at the Evereve store in Minnetonka, MN and in Evereve’s Trendsend office. She worked with customers as a stylist at the Minnetonka store part time, and spent the rest of her time at the Trendsend warehouse. Evereve’s Trendsend program is a subscription styling service similar to Stitch Fix or Trunk Club. Customers receive eight to ten pieces organized into three outfits, curated for the customer’s preferences, body type, and lifestyle. Molly’s special project was transitioning from part time into a full time Trendsend stylist. She quickly grew in this position, and found the most success with this mode. She loves Trendsend, and claims she may have found her calling for personal styling. At the close of her internship, Molly moved to the Fargo store, where she is currently a part-time Trendsend stylist while she completes here degree at NDSU.

As Evereve continues to grow, the company will further its mission to empower moms everywhere to look and feel beautiful.
FABO Begins Another Year

The NDSU Fashion, Apparel, and Business Organization (FABO) has kicked off another year. FABO is a student organization for those interested in all things fashion. This fall, FABO members held monthly meetings, participated in service projects, and hosted industry professionals to learn more about the fashion industry.

At monthly meetings, FABO members listened to guest speakers working in the fashion industry. Amanda Levin shared her experience about her summer internship at the Scheels. Store managers from Ulta Beauty spoke at the October meeting. Students learned about cosmetic retailing and store management. The managers, both ARMD alums, also shared insight on their career paths. In November, members enjoyed a New York themed meeting. Students Madie Wild and Taylor Preston shared their summer internship experiences in New York, and students from the NYC study tour also shared their experience. FABO members finished out the year with a Christmas party in early December.

FABO also participated in service projects. This fall, they partnered with Dress for Success. This organization aids women re-entering the job force by providing them with professional clothing. FABO members helped backstage at their annual fundraiser fashion show, and they worked in the Dress for Success store. FABO members also helped at the Bridal Fantasy show in October. FABO is looking forward to an exciting spring in preparation for their annual fashion show.

Inside Fashion Design Supports New Scholarship

Inside Fashion Design’s goal is to give people an up-close look at the fashion world. The company was founded by two designers with a passion for mentoring and supporting talent. Their mission is to provide tools and insight for those interested in fashion and help turn them into designers of tomorrow. NDSU alum Britta Cabanos is a co-founder of Inside Fashion Design along with being Chief Design Director and co-founder of Creative Capital Design, a consulting company partnering with Inside Fashion Design. For more information see www.insidefashiondesign.net

Inside Fashion Design is a supporter of a new ARMD scholarship. The scholarship provides financial support for a student’s academic or professional out-of-state expenses. This may include study-abroad costs, internship expenses, visiting student programs, or other professional expenses. Priority will be given to a student pursuing the visiting student associate program at the Fashion Institute of Technology in New York. Inside Fashion Design encourages NDSU students to gain experience outside of campus, and they are very excited to offer this financial support.

Applications will be open from Feb. 1, 2018 to April 1, 2018. For more information about the scholarship or application instructions, please email jaeha.lee@ndsu.edu

ARMD Students Visit Chicago

This October, an ARMD class traveled to Chicago for their annual fall study tour. The class traveled with NDSU’s Hospitality and Tourism Management students who were also attending a study tour. Students learned about Chicago’s retail industry. They toured manufacturers, retail stores, and corporate offices, including Trunk Club, American Girl Place, Nike, Burberry, Dearborn Denim Factory, North and Hudson, and Macy’s. Students learned first-hand about manufacturing and product development, store management, visual merchandising, personal styling, and entrepreneurship.

In their free time, the class explored Chicago, attended a Broadway show, and spent time shopping. Bentley Bates, a study tour student, commented that she loved exploring the city and vising the fashion offices. Her favorite visit was Trunk Club. She also is thankful for the friendships made on the trip, and would encourage all students to attend a study tour!

Editor’s Note: I would like you to meet Katie Fischer who has put this newsletter together as my new Student Editor. Katie is an amazing junior in the ARMD program, also minoring in Business. We hope you’ve enjoyed this newsletter. If you have ideas for future newsletters or would like to share about your career, email:

Linda.Manikowske@ndsu.edu or Katherine.M.Fischer@ndsu.edu