



Allison Style Studio
Crafting Culture. Defining Style

Gerard Allison is a dynamic individual from Brooklyn, New York, blending his Afro-Latino roots with his passion for design, art, and learning. Gerard cherishes his roles as a brother, uncle, and grandchild, grounding him in family values. Gerard's journey from student to soon-to-be graduate of New York City College of Technology reflects his unwavering dedication to honing his craft in the intersection of business and fashion with a baccalaureate degree in business and fashion, Gerard is determined to make his mark in the design world. With a commitment to collaboration with businesses big and small, he's set on driving positive change in the fashion industry. Gerard's goal is simple yet profound, to use his skills to make a positive impact on both his community and the industries he works in. Collaborating with businesses of all sizes, he's set on bringing about change while staying true to his roots.

The "Allison Style Studio" logo is a graphic depiction of the digital design process. Beige and blue are colors often used together in design because they create a calming and soothing atmosphere. Beige brings warmth and softness, while blue adds a sense of tranquility and stability. When combined, they can create visually pleasing designs that feel both comfortable and harmonious.

Throughout the last four years, Gerard has immersed himself in the fascinating worlds of trend forecasting, textiles, contemporary fashion designers, luxury brands, and various business and fashion fundamental courses. This journey has allowed me to refine my skills and broaden my knowledge in the field of both business and fashion. By merging my creative flair with a keen sense of business strategy, Gerard is driven to push boundaries and pave the way for innovation in the fashion industry and beyond. Outside of the classroom, Gerard is a proud Sean Carter Foundation alumni and dedicated youth leader for Comic Relief, Gerard harnessed these opportunities to make a tangible impact in his community. Collaborating with NYC Small Business Services on a fashion lookbook for East New York/Brownsville and crafting a compelling short documentary for NBCUniversal has further solidified my dedication to using my skills for positive change.

Gerard has professional and personal goals he seeks to achieve to make himself a more trusted and valued asset to the industries he seeks to continue working. A few of Gerard's future goals include:

- Cultivate Professional Relationships:
 - Build and nurture relationships with mentors, professors, classmates, and professionals in the field to seek guidance, support, and potential career opportunities.
 - Attend industry events, fashion shows, and conferences to network with professionals and peers, establishing connections that could lead to mentorship, collaboration, or job opportunities.
 - Utilize LinkedIn and Instagram to showcase work, engage with industry professionals, and build a deeper presence within the fashion and graphic design community.
 - Offer skills and services to nonprofit organizations, startups, or local businesses, to gain valuable experience and exposure while also building goodwill and expanding my network.
- Building a Diverse Portfolio:
 - Explore various design mediums and techniques, including printmaking, illustration, textile manipulation, patternmaking, and digital rendering, to create a well-rounded portfolio that showcases a wide variety of creative abilities.
 - Regularly seek feedback from industry professionals, mentors, and peers to continuously refine and improve my portfolio, addressing areas for growth and honing my strengths.
- Open a Fashion & Graphic Design Studio
 - Research funding options such as loans, investors, or grants to secure initial capital for startup costs and ongoing operations.
 - Conduct market research to identify target customers, assess foot traffic, proximity to competitors, and compatibility with brand image.
 - Outline a clear roadmap for business growth and expansion, setting measurable goals and milestones to track progress.
- Volunteer in a foreign country
 - Explore volunteer programs in foreign countries, considering project types, qualifications, and cultural aspects.
 - Select a reputable organization aligned with my values and interests.
 - Learn basic language skills and familiarize myself with local customs.

SWOT ANALYSIS



STRENGTHS

- Creative Talent: Strong artistic skills and innovative thinking.
- Versatility: Ability to work across various art mediums
- Technical Proficiency: Proficient in design software and techniques such as Adobe Creative Suite
- Branding Expertise: Understanding of branding principles.
- Trend Awareness: Eye for emerging trends.



WEAKNESSES

- Challenges in effectively communicating design concepts or understanding client needs and preferences.
- Tendency to focus too heavily on current trends without establishing a distinct design style or aesthetic.
- Lack of established connections within the industry.



OPPORTUNITIES

- Opportunities to collaborate with fashion brands, agencies, or other creative professionals to expand networks.
- Leverages digital platforms and social media to showcase portfolio, attract clients, and engage with a global audience.
- Pursues additional training or certifications in specialized areas of design or business management.
- Builds a strong personal brand and online presence through blogging, vlogging, or influencer collaborations to attract clients and opportunities.



THREATS

- Competition from established designers, agencies, or freelance professionals in saturated markets.
- Rapid advancements in design technology may require continuous learning and adaptation to remain competitive in the industry.