

Name:	Giselle Leon	Status:	Fashion Production Assistant Internship
Term:	Fall 2024	Name of Company:	Bronx Fashion Week
Supervisor:	Haizel McIntrye & Flora Montes	Phone Number / Email:	(917) 213-8986 / haizel@bronxfashionweek.com & (203) 893-5553 / flora@bronxfashionweek.com
Date	Hours	Total Hours	Activities
7/9/24	10 am - 11 am	1	BXFW Intern Meeting: All interns introduced each other and shared our strengths and weaknesses.
7/10/24	12 pm - 2 pm	2	One reached out to potential designers who were already interested in being featured in our events.
7/13/24	11 am - 2 pm	3	BXFW Modeling Casting at the mall Bay Plaza: In preparation for the upcoming show casting, my colleague and I worked closely with the auditioning models, reviewing the roster, ensuring each model signed the agreements, provided their modeling cards, and followed our instructions for headshots and proper attire.
7/14/24	6 pm - 7 pm	1	BXFW Team Meeting: In preparation for the upcoming show casting, we reviewed the concepts and themes, discussed model selection and casting criteria, went over wardrobe and styling details, planned hair and makeup strategies, and clarified team roles and responsibilities.
7/17/24	2 pm - 7 pm	5	One scouted various social media platforms to discover emerging designers who might be interested in being featured in our Decade of Dreams show on 9/5/24.
7/18/24	11 am - 3 pm	4	One scouted various social media platforms to discover emerging designers who might be interested in being featured in our Decade of Dreams show on 9/5/24.

7/19/24	1 pm - 4 pm	3	One scouted various social media platforms to discover emerging designers who might be interested in being featured in our Decade of Dreams show on 9/5/24.
7/20/24	12 pm - 2 pm	2	One scouted various social media platforms to discover emerging designers who might be interested in being featured in our Decade of Dreams show on 9/5/24. One was able to scout a total of 45 new designers.
7/28/24	6 pm - 7 pm	1	BXFW Team Meeting: In preparation for the upcoming show casting, we reviewed the concepts and themes, discussed model selection and casting criteria, went over wardrobe and styling details, planned hair and makeup strategies, and clarified team roles and responsibilities.
7/29/24	3 pm - 9 pm	6	One emailed potential designers using a detailed script created by BXFW to gauge their interest in a 1:1 meeting with the Creative Producer to discuss the opportunity to be featured in the show and the available packages.
7/30/24	12 pm - 2 pm	2	One reached out to potential designers for follow-up on payments and to address any questions they had.
7/31/24	2 pm - 4 pm	2	One answered emails and reached out to more potential designers
8/1/24	7 pm - 8 pm	1	BXFW Intern Meeting: Scouting strategies, and clarifying team roles and responsibilities.
8/8/24	12 pm - 2 pm	2	One reached out to potential designers for follow-up on payments and to address any questions they had.
9/1/24	2 pm - 5 pm	3	BXFW Decade of Dreams Casting & Dress Final Rehearsal at the Mall Bay Plaza: One collaborated closely with both models and designers during their rehearsals, assisting with modeling and staging. Each designer had the opportunity to see their garments on the models, while I recorded the sessions and provided suggestions for improved staging and styling.
9/1/24	9 pm - 11 pm	2	BXFW Team Meeting: In preparation for the upcoming show Decade of Dreams on 9/5/24, we reviewed the concepts and themes, discussed model selection and casting

			criteria, reviewed wardrobe and styling details, planned hair and makeup strategies, and clarified team roles and responsibilities.
9/3/24	7 pm - 8 pm	1	BXFW Intern/Volunteer Meeting in preparation for the Decade of Dreams show on 9/5/24.
9/5/24	1 pm - 9 pm	8	BXFW Decade of Dreams Fashion Event
9/10/24	12 pm - 1 pm	1	Assist in post-event evaluations, collected feedback, and reconciled expenses. Address the task of the week and discuss upcoming events (9/28 & 10/10)
9/10/24	6 pm - 12 am	6	Organized and labeled images of each photographer from the "Decade of Dreams" event 9/5
9/11/24	9:30 am - 4:30 pm	7	Organized and labeled images for each photographer from the "Decade of Dreams" event 9/5
9/12/24	3 pm - 6 pm	3	Organized and labeled images for each photographer from the "Decade of Dreams" event 9/5
9/22/24	10 am - 11 am	1	BXFW Meeting with the CEO discussing upcoming events for 2025
9/22/24	6 pm - 7 pm	1	BXFW Team Meeting: In preparation for the upcoming show Decade of Dreams on 9/28/24, we reviewed the concepts and themes, discussed model selection and casting criteria, reviewed wardrobe and styling details, planned hair and makeup strategies, and clarified team roles and responsibilities.
9/24/24	4:30 pm - 6 pm	1.5	BXFW Meeting with the CEO discussing upcoming events. Shared ideas on the brand's deck for 2025.
9/25/24	5 pm - 10 pm	5	Editing images & slides presentations for the BXFW 2025 deck
9/28/24	11 am - 6 pm	7	BXFW "Making Strides Fashion Showcase" 2024 Event
9/29/24	6 pm - 7:30 pm	1.5	BXFW Team Meeting: Discussing the "Making Strides Fashion Showcase" 2024 event. Sharing our highs and lows. Strategizing ways to improve for our upcoming events.

10/1/24	2 pm - 8 pm	6	One scouted various social media platforms to discover emerging designers who might be interested in being featured in our 2025 Fashion Shows.
10/2/24	10 am - 3 pm	5	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors.
10/3/24	9 am - 1 pm	4	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors.
10/4/24	9 am - 3 pm	6	One scouted various social media platforms to discover emerging designers who might be interested in being featured in our 2025 Fashion Shows.
10/6/24	6 pm - 7 pm	1	BXFW Team Meeting: In preparation for the upcoming shows, we reviewed the concepts and themes, discussed model selection and casting criteria, reviewed wardrobe and styling details, planned hair and makeup strategies, and clarified team roles and responsibilities.
10/7/24	2 pm - 4 pm	2	Rephrased BXFW Introduction Script
10/8/24	10 am - 3 pm	5	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors.
10/9/24	9 am - 3 pm	6	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors.
10/10/24	3 pm - 9 pm	6	BXFW & NYBG: Fiesta De Flores Fashion Event
10/11/24	12 pm - 6 pm	6	BXFW Meeting with the CEO discussing upcoming events. Shared ideas on the brand's deck for 2025.
10/13/24	6 pm - 7:30 pm	1.5	BXFW Team Meeting: Dissung the "Fiesta De Flores" 2024 event. Sharing our highs and lows. Strategizing ways to improve for our upcoming events.
10/15/2024	10 am - 2 pm	4	Attended the Bronx Committee Panel with the CEO at the Bronx President District Court Office Event
10/16/24	9 am - 3 pm	6	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible

			Sponsors.
10/17/2024	2 pm- 5 pm	3	BXFW Meeting with the CEO discussing upcoming events. Reflected on Tuesday's Panel (10/15) speech and the possible connections. Shared ideas on the brand's deck for 2025.
10/18/2024	2 pm - 8 pm	6	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors.
10/20/2024	6 pm - 7 pm	1	BXFW Team Meeting: Dissung the "Fiesta De Flores" 2024 event. Sharing our highs and lows. Strategizing ways to improve for our upcoming events. Discussed ideas for the upcoming 2025 events; as new interns will be joining the team.
10/22/2024	9 am - 1 pm	4	BXFW Team Meeting Introducing the new interns & Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors.
11/1/2024	3 pm - 4 pm	1	BXFW Team Meeting Introducing the interns
11/3/2024	6 pm - 7:30 pm	1.5	BXFW Team Meeting: Strategizing ways to improve for our upcoming events. Discussed ideas for the upcoming 2025 events; as new interns will be joining the team.
11/5/2024	2:30 pm - 3:30 pm	1	BXFW Team Meeting Introducing the interns
11/6/2024	12 pm - 5 pm	5	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors.
11/10/2024	6 pm - 7 pm	1	BXFW Team Meeting: Strategizing ways to improve for our upcoming events. Discussed ideas for the upcoming 2025 events; as new interns will be joining the team.
11/12/2024	1 pm - 3 pm	2	Attended the "Diva's Talk" at Monroe College to discuss Domestic Violence programs focusing on college students in NY.
11/13/24	3 pm - 8 pm	5	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors.
11/14/24	1:30 pm - 2:30 pm	1	BXFW Team Meeting with the Creative Producer

11/15/24	2 pm - 6 pm	4	BXFW Team Meeting: Strategizing ways to improve for our upcoming events. Discussed ideas for the upcoming 2025 events; as new interns will be joining the team. Reached out to the designer to confirm their interest in joining our events.
11/17/24	12 pm - 7 pm	7	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors. BXFW Team Meeting: Strategizing ways to improve for our upcoming events. Discussed ideas for the upcoming 2025 events; as new interns will be joining the team.
11/19/24	10 am - 6 pm	8	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors. Reviewed the other intern's assignments.
11/20/24	10 am - 6 pm	8	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors. Reviewed the other intern's assignments.
11/21/24	12 pm - 6 pm	6	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors.
11/22/24	12 pm - 5 pm	5	BXFW Intern Meeting: Scouting strategies, and clarifying team roles and responsibilities. Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors.
11/23/24	12 pm - 2 pm	2	BXFW Meeting with possible marketing strategist for the upcoming new year 2025.
11/24/24	2 pm - 7 pm	5	BXFW Team Meeting: Strategizing ways to improve for our upcoming events. Discussed ideas for the upcoming 2025 events; as new interns will be joining the team. Reached out to the designer to confirm their interest in joining our events.
11/25/24	12 pm - 5 pm	5	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors. Reviewed the other intern's assignments.
11/26/24	12 pm - 5 pm	5	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors. Reviewed the other intern's assignments.
11/27/24	9 am - 3 pm	6	BXFW Intern Meeting: Scouting strategies, and clarifying team roles and

			responsibilities. Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors.
11/30/24	12 pm - 4 pm	4	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors. Reviewed the other intern's assignments.
12/1/24	1 pm - 5 pm	4	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors. Rephrased possible agreements/contracts.
12/2/24	10 am - 3 pm	5	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors. Rephrased possible agreements/contracts.
12/3/24	12 pm - 3 pm	3	Focused on Rephrasing the BXFW Negotiation Deck to be presented to possible Sponsors. Rephrased possible agreements/contracts.
Total Hours		250	
		Supervisor's Name	Flora Montes, CEO/Founder Bronx Fashion Week, Bronx Fashion NYC (203) 893-5553
		Supervisor Signature	<i>Flora Montes</i> 12/5/24