

WORK LOG

DATE	SUMMARY	START TIME	END TIME	TOTAL HOURS
7/7/2024	Met with my assigned internship supervisor to discuss in more depth my what the internship encompasses and my assigned responsibilities as well as the identity of the brand, what they are working on, and what they want to accomplish short-term and long-term in the fashion industry. I was further introduced to various people in the workforce, including what they do at Bazic.	09:00	05:00	8
7/8/2024	Had an initial meeting with my supervisor to discuss what I personally want to get/learn about from this internship. I additionally got assigned a work plan that set each week as a different learning experience - this expanded on working with different departments at Bazic so I can attain experience from a broad sense. Got re-introduced to members of the management team and what they do as I will be shadowing for the remainder of the week.	09:00	07:00	10
7/9/2024	Overshadowed a member of the management team to understand how the brand is managed and maintained in terms of production, stock, and sales.	09:00	07:00	10
7/10/2024	Met with a different colleague in the management team to understand how the brand oversees the different departments and operations of the business and how this is critical for the brand to stay in line with its aims and objectives. Discussed practical strategies in terms of brand management as well as conceptual ones.	09:00	05:00	8
7/11/2024	To carry out a brand management task, I was assigned the responsibility of checking on the quantity of certain merchandise and red flagging any low stock items to the head of the team. Had discussions revolving around where things can go wrong, what happens if they do , and what the plan of action would be if they do. Understood that the management team is most responsible for establishing a good systems that allows the brand to function with ease.	09:00	08:00	11

7/14/2024	Had a check-in meeting with my supervisor to catch up on the week prior as well as discuss where I will be starting this week. After, I met with the social media management team to understand how and in what way they want to represent Bazic as a brand to the public. Came to learn that a feeling of intimacy between the brand and its audience allows Bazic to function well under the spotlight of social media. In conversation with a member from the creative direction team, I learned that both, the social media management team, and creative direction team work together to produce content that is trend and interaction driven so that it may connect with the wider audience on a deeper level.	09:00	06:00	9
7/15/2024	Had a morning meeting with multiple members of the social media management team to discuss the brand's agenda for the week in terms of what content they are aiming to put out. Got familiar with the idea of brainstorming as a team to discuss ideas as well as current trends that can be re-envisioned through the lens of fashion.	09:00	06:00	8
7/16/2024	I was assigned to work with two members of the team who were producing a video reel for Bazic's Instagram social media account. Talked about how we can adopt the infamous concept of 'get ready with me' with items from Bazic. Crossed over with a member of the styling team to provide and outfit for the video. Working to envision certain scene backdrops and music tracks.	09:00	08:00	11
7/17/2024	Met with the same two members and started discussing the day's plan of action in terms of yesterday's task. Finalized creative design of the video reel and worked with a model and videographer to bring the vision to life. Had multiple takes.	08:00	06:00	9
7/18/2024	Got together with two members of the team to review all the content and filter what aligns with the brand's identity and what doesn't .	09:00	05:00	8
7/21/2024	Had a morning meeting with my supervisor to discuss the past week and the upcoming one. I was assigned to work with the styling team. In meeting with them, I was caught up to date regarding how they are now working on styling items from the summer collection.	09:00	05:00	8
7/22/2024	I was assigned the task of creating styling boards involving the summer collection items to present and get it approved.	09:00	06:00	8

Signature :

