

NOW



Camper creating their fashion "brands."

BY LEAH CHERNIKOFF

For those campers who'd rather flip through Vogue than flip a canoe, summer is about to be redesigned. Fashion Camp NYC is a five-day summer program for teen fashionistas-in-training who want to learn about the "ins" and "outs" of the industry. Think "Project Runway" for the Miley Cyrus set.

Started last summer by veteran camp director Gordon Josey and his wife, Fran Della Badia, senior vice president of merchandising for Coach, the day camp — which kicks off its first session June 16 — is not just about playing dress-up or sketching designs.

At this camp, the counselors aren't college kids. They're fashion illustrators, Vogue scribes and merchandising experts from Coach, American Eagle and Liz Claiborne who brief the youngsters on the biz. And forget about field trips to a local mall. These campers hit up the three B's of shopping for design inspiration: Bendel, Bergdorf and Barneys. The traditional camp talent show is replaced by a presentation on the final day of each camper's own self-created fashion brand.

In its second year, the camp is already expanding its curriculum. Last summer, Fashion Camp NYC ran a five-day session at a conference center. This year, they will run three sessions at LIM, The College for the Business of Fashion, including one advanced session especially for campers from last summer who wanted to come back for more in-depth instruction about fashion merchandising, sourcing and design.

"We ran the camp last year to see if there was a need, and it seems that there definitely is a need," says Josey, who combined his 15 years of expertise as a camp director with his wife's background in fashion.

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PHOTOS BY PETER SHIERIN



The girls at Fashion Camp NYC find inspiration during one of their many field trips to the city's hottest shopping meccas.

THE LONG HAUTE LONG SUMMER

At this camp, kids with designs on the fashion biz hit the city in style



The fashion campers on a field trip to the Prada flagship store.

INSIDE 'Standing' makes room for straphanger quirks