

EVENTS/CAUSES

Carolina Herrera, FIT introduce scholarship promoting female representation in fashion

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The program will support four years of study for selected female students. Image credit: Carolina Herrera

By LUXURY DAILY NEWS SERVICE

U.S. fashion brand **Carolina Herrera** is advocating for women with a new scholarship program in collaboration with The Fashion Institute of Technology (FIT).

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The new educational partnership will support women studying at FIT through four years of their studies. Citing the importance of bolstering the young talent that permeates FIT, the brand believes that assisting in educating young women is crucial for the fashion industry.

Making dreams a reality

The promotional vignette for the new partnership opens with a message.

"The impossible does not exist for a woman," Mrs. Herrera's voiceover bellows.

Ms. Herrera explains that education is a driving force in making a difference.

Juxtaposing images of New York, maps and footage of women FIT students, the Venezuelan fashion designer explains what is driving the Carolina Herrera Social Justice Program.

As footage of smiling students permeates, Mrs. Herrera elaborates on how FIT has worked for years in fostering talent, bringing new designers to the forefront who have invigorated the industry.

"A place that brings dreams of a career in fashion to reality," she labels the public college.

The program will support four years of study for selected female students, a reflection of the brand's commitment to combat the underrepresentation of BIPOC women in both education and the fashion industry.

Ms. Herrera explains that education is a driving force in making a difference.

"Education is the key to a fabulous future," she says at the film's conclusion.

Several luxury brands have collaborated with FIT, aiming to promote diversity and inclusion within the fashion industry.

In 2021, Prada partnered with FIT to develop scholarships which support aspiring fashion professionals and undergraduate students of color in the United States and Africa ([see story](#)).

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