

FASHION INSTITUTE OF TECHNOLOGY
227 West 27 Street, New York 1

January 17, 1963

REPORT TO THE F.I.T. MEN'S WEAR ADVISORY COUNCIL

This is the first meeting of the newly formed Men's Wear Advisory Council. On behalf of F.I.T. may I express appreciation for the enthusiasm you have shown in your acceptance of our invitation to become a member of this council. Your enthusiasm has confirmed our feeling that new developments in men's wear are needed and that you are sensitive to these needs and want to do something about them. Men's wear has not been represented adequately in the programs of instruction at F.I.T. in the past. We have been conscious of this. Perhaps now is the time to think about greater recognition and balance in our program.

This is the fourth year in our new facilities here at the college. It has taken most of these three and a half years to get our laboratories into operation, and to bring under control the vast influx of students, now 1250 in full-time studies and 2500 in part-time studies. The demand from industry and from students has been rapidly mounting. Our 750 full-time beginning students were selected this year from 2465 applicants. This campus was too small before we even finished the construction of it. This represents the growth and change that is taking place in the textile-apparel industry. We are now engaged in the planning of the next ten years with a greatly expanded campus, and the inclusion of new programs of instruction to serve new phases of the textile-apparel industry.

This Men's Wear Advisory Council grew out of a meeting of a small group of people last Spring, who were invited to F.I.T. as guests of Isidore Grossman of our Board of Trustees. There had been a growing interest and concern on the part of various leaders of the men's wear industry, including Messrs. ^{Green}Baum, Daroff, Pfeifle, Frankenstein, Cobrin, Ward, and others, who felt that a major educational development should be created for the men's wear industry.

Following this small group meeting Mr. Pfeifle discussed the matter with Mr. Green at lunch, and suggested to Mr. Green that he become involved in assisting this needed development. Mr. Green agreed to serve as coordinator in this initial development. Through many subsequent conferences with leaders of the industry, this Men's Wear Advisory Council has been formed.

WHAT CAN F.I.T. DO THROUGH A MEN'S WEAR PROGRAM?

It is suggested for your consideration that three major program developments be attempted concurrently:

1) Fabric Styling.

It is our feeling that the men's wear industry is seriously in need of fabric stylists who are prepared both in the aesthetic as well as the technical phases of fabrics appropriate to the men's wear market. Perhaps the greatest opportunity for increase in the volume in men's