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INTERNING AT iD FASHION WEEK

Molly Marsh

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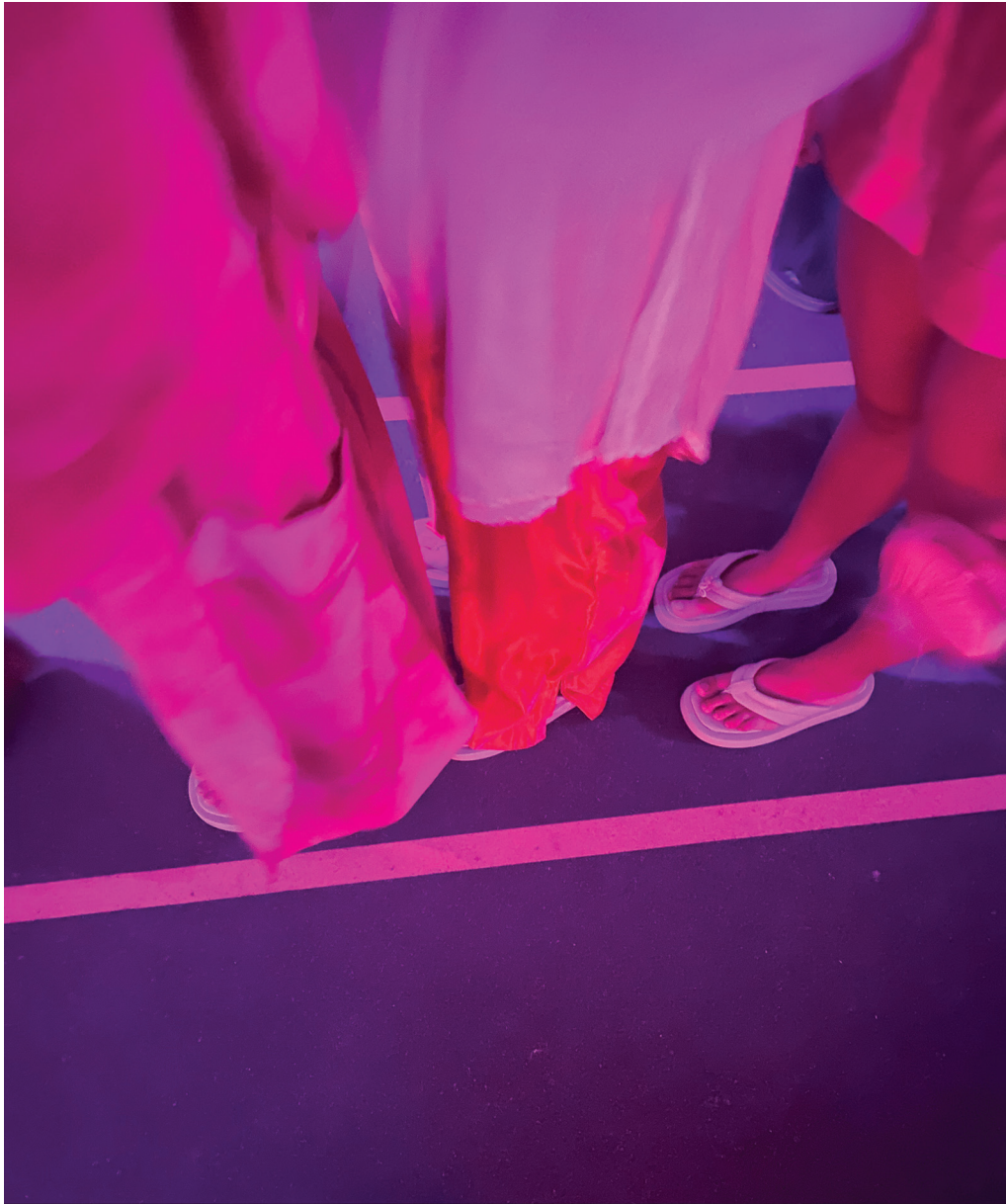
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Figures 1-3. Images from Molly's Instagram feed, @Mollysbedroomfloor; taken and posted during her 2023 iD internship.





Clothes have always spent more time on my bedroom floor than in drawers. It starts with a jacket I couldn't be bothered to hang up. That jacket lays the foundation for whichever clothing item comes next ... until I can no longer see my carpet.

@mollysbedroomfloor seemed like a fitting username for my Instagram account, where I document and share my love for fashion. Studying for a Bachelor of Design, and styling clothes, has allowed me to pursue my passion. Gaining support, starting conversations and growing my identity as a designer are three valuable gains via social media.

I thoroughly enjoy content creation, so when the opportunity to help out at ID Fashion Week became available, I was ready. Being inspired in a space other than @mollysbedroomfloor was stimulating, as the content I was working with was new and fresh. I assisted with running the ID Fashion Facebook and Instagram pages. Creating content (including taking pictures, writing captions and editing short video snippets together), monitoring engagement and attending events leading up to the show were important parts of my role.

Being in this position as a student gave me a well-rounded ID Fashion experience and made me feel like I was a part of something special. A favourite piece of my content utilised was the ID Fashion Models "Day in a Life" reel (short video clip). I hope it gave our followers a sneak peek at what goes on behind the scenes and helped build a connection between the models and the audience.

Working with ID employees, organisations, sponsors, board members, volunteers and judges was an informative experience and one that will serve me well after graduating. From this internship experience, I recognise the importance of good communication when working as a team. It lays a great foundation for success when everyone is on the same page. Meeting the 'emerging designers' who travelled from all over the world was a highlight. The concepts, craftsmanship and use of technology in their collections was admirable.

Playing a small part in this successful event was a warm and rewarding experience.

Molly Marsh is in her final year of studying for a Bachelor of Design (Fashion). Creative flare has always been second nature to her. She grew up in the small town of Ettrick and moved to St Hilda's Collegiate boarding house for her high school years. Molly has excelled while in Dunedin. Her appointment as head girl at St Hilda's and receiving several notable awards during her tertiary studies reflect her success. Molly would love to have a brand of her own and will work to achieve this aim.