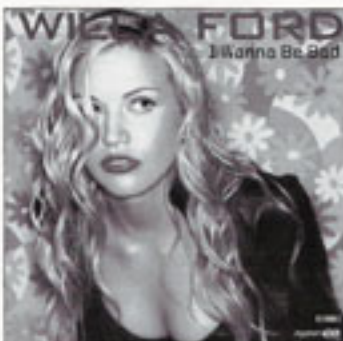


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Behind the Music

Students in the new Music Business program learn who's who in the industry—and how to break in

Increasingly, consumers are treating music artists as models of style and taste. Stars like Jennifer Lopez and P. Diddy own and design clothing lines that reflect their fashion sensibilities. Magazines such as *InStyle* provide details about musicians' daily life—where they shop, how they decorate their homes, and even what they eat. Recording artists can no longer become bona fide stars without a “look,” which requires the work of many specialists, from the fashion designers who create their clothes to the stylists who do their hair to the packaging pros who design their CD covers. Bands and singers also need promoters—business professionals who will make sure their songs get air play, that they'll appear on Letterman, and that they reach their target audience. In the Center for Professional Studies' noncredit certificate program, the Music Business, introduced this fall, students learn how to take their place in this burgeoning industry.

Bob Catarella, who co-developed the program and has been involved in the business for 30 years, is excited about opportunities for hands-on learning in the program. “Students can take a course in styling a video, and then really style one,” he says. “They'll find out what the photographers and directors are looking for, and help an artist create a character whose look exemplifies their personality and illustrates what the song is about. Students will work with professional stylists on up-and-coming recording artists, and create marketing plans for actual bands.” For the first time, he says, students can get the tools they need to succeed in the industry, and hear insiders' advice on how to break in, in an academic setting.

The program has three tracks—fashion, business, and media arts. All tracks require a three-course introduction to the music trade,

izes students with positions in the industry, from music publisher and producer to concert tour promoter. “Students have to understand who all the players are,” he says. During the second course, he brings in industry representatives to illustrate who does what. This semester, he's introduced students to an attorney who explained the nature of recording contracts, marketers who explained how a marketing plan is created, and the creator of a music DVD who discussed promotional strategy. For their final project, students formulate a marketing plan for an actual music artist introduced by Catarella. The third course, Marketing Yourself, acquaints students with strategies for breaking into the business.

In the fashion track, students take a workshop with well-known stylist Danna Weiss, who has dressed such music artists as D'Angelo and Jon Bon Jovi. “A celebrity has a certain personality,” Weiss says. “I study it and find ways to exaggerate it and form it into a persona. I listen to their music, observe them, see what kind of music they like, and find out what I'm dressing them for. Is it *Rolling Stone*, *Playboy*, or *Town and Country*? Each situation is totally different.” For example, when up-and-coming singer Willa Ford was promoting her single, “I Wanna Be Bad,” Weiss styled her for a video shoot.

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“change guidelines seeking for vocational to gain a better position, and people exploring career alternatives.”

Volpe says elite society used to create trends and taste, but these days, musicians on award shows and in magazines are more likely to set style. “I don't see this program as an alternative to being in the fashion business,” she says. “I see it as the fashion pie getting bigger. Why shouldn't the FIT community permeate that market?”

—AJ

Music artists styled by Danna Weiss, who is teaching in the program. Above: Willa Ford's new CD, “I Wanna Be Bad,” on Atlantic.

