

OKLAHOMA STATE UNIVERSITY  
202 Whitehurst Ave.  
Stillwater, Okla. 74078  
555-654-8765

## Backgrounder

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FOR MORE INFORMATION, CONTACT:  
Sara Cantrell  
Media Relations Manager  
555-654-8765  
[sara.cantrell@okstate.edu](mailto:sara.cantrell@okstate.edu)

### Stefanel internship

Sara Cantrell's major is strategic communications and her minor is apparel merchandising. Cantrell has been offered a summer internship position at Stefanel, a fashion company in Italy.

Cantrell is familiar with American fashion and grew up around it, but she hopes to expand her knowledge of the fashion industry by learning the ins-and-outs of European fashion. Because fashion originates from Europe, her dream is to surround herself with the origin of newest fashion styles and trends. She would like to serve as a link between America and Europe and spread Europe's latest fashion trends to the states.

Cantrell wants to work in the fashion industry. Because of the position she upholds in her sorority and her involvement in collegiate cheerleading, she believes she has the work ethic, discipline and confidence it takes to help a company promote and advertise its products. She has experience with interacting with the public, as well as using public relation techniques to promote events and functions.

She toured in Europe for a month and has been introduced to and experienced the different cultures. She has been able to adapt to the European lifestyle and gain a better awareness of the different styles and trends displayed in each country. Italy's fashion immediately caught her attention because it cherishes outward appearance. Perhaps the most important fashion trend she noticed was the high quality of leather in handbags and shoes.

While in Europe, she developed a more international perspective and understanding. She believes her American origin can benefit the company by adding cross-cultural views and ideas. She is certain her self-reliance and self-confidence will be an advantage to the company. She will display professional skills such as work ethic, responsibility and reliability. Interning abroad will allow her to network and meet associates and professionals in the field. She believes her experience in Europe, as an intern, can help her take on a role that might be able to contribute to shape America's fashion in the future.

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