

## SOP Sample for Italy

I grew up in a community in Rajasthan where my forefathers were occupied with hand painting on cloth. As generations passed, this art has been losing its significance and popularity. I was piqued by the traditional process and was inspired by the songs that they sang during the same. Growing up, I wanted to revive this tradition and this emotional connection to the art led me to my educational pursuit to earn a Bachelor's degree. Today, I am applying to seek admission at ABC Fashion School as the next step in perfecting my skills and upgrading my knowledge to stay afloat in this competitive domain.

As a scholarship awardee at XYZ Fashion Institute, I maintained my position in the top 4% of the class. I was fortunate to have gained mentorship from industry experts and I graduated as the valedictorian. Besides my theoretical knowledge, my creative skills have been honed consistently as I kept seeking learning opportunities. I undertook internships throughout my college tenure to apply my understanding into developing small scale boutiques.

In my final year of studying Fashion Technology, I was selected to represent my school at the Fashion Business Icon festival held at City. As the team leader, I made sure that we brainstormed, organised and implemented our ideas to clear every round. The semi finals were very challenging, however, our team dynamics and synergy helped us emerge as the runners up in the final round. This activity helped me build my communication skills, leadership abilities and critical thinking.

At this juncture, I am looking forward to pursuing the Master's in Fashion Management offered by your prestigious university. The adaptive and comprehensive curriculum of the program will enable me to keep up with the global trends and permeate into international markets. I am particularly excited about the modern teaching methods adopted by the brilliant professors. The co-op programme will help me delve deeper into the Italian fashion space and gain extensive experience of the industry up close. I am certain that the vibrant student community and influential alumni are other factors that would help me climb the ladders and build global networks. Alongside the academic offerings, the university also presents various opportunities for developing my soft skills which are prerequisite in creating a ripple in the industry.

On earning my degree, I intend to return to my homeland. I intend to mobilise the persisting craftspeople and start a label. I am sure that the new acquired managerial skills and insight into the fashion industry will help me in planning this. In the medium term, I wish to take this label into the international market and establish outlets in all major cities. Long term, I want to open up a training institute to train those who are interested in creating art and apparels.

I am confident that this degree is the next step towards achieving my career goals. Hence, I am attaching this statement to clarify my purpose, motivation and calibre to join your esteemed MSc program.