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J. McLaughlin Offers Lessons in Fashion Retail

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Kevin McLaughlin, Co-Founder and Creative Director of J. McLaughlin, and parent of a Purnell sophomore, led six Purnell students on an exploration of the multi-faceted process behind creating fashion.

Students were welcomed to a warehouse setting in Greenpoint, Brooklyn, just over the bridge from Manhattan. Within its walls, the J. McLaughlin studio houses everything it is the only casual sportswear retailer with fully integrated design and manufacturing capabilities. Most of their clothes and accessories are designed, cut, sewn, and shipped right on site!



Kevin and his design team spoke to the students about the industry, how their patterns and fabrics are

hallmarks of the J. McLaughlin brand, how they design, what inspires them, and the many other steps that go into getting their clothes to the customer.

“It is an industry where one can really find their place. Your strengths can be used in many more ways than just as a designer,” Kevin explained of the many departments that are needed. “Technology, Human Resources, Marketing, Store Management are all necessary to the process.” Kevin and his team guided the students throughout the workspaces, bright with beautiful fabrics, as students asked questions about materials, advertising, and the history of the business. Kevin and his team opened the eyes of all the students and made it seem a more possible dream to many. He reflected, “I hope all of you will see that there are many ways to do what you love. I am lucky to do what I love and I hope you will find that too.”