

ROCNATION

# FC-Z



Fashion Creative**Z** of the future.

**APPLICANT  
ROLES**

**2021**  
#FCZ13



**GREATNESS  
IS A PROCESS.**



# FC-Z

Welcome to FC-Z (Fashion CreativeZ of the future), the new fashion programme designed to help the creative fashion-orientated individuals of the world. There have been many successful fashion endeavours at Roc Nation over the years, and 2021 is the year we celebrate thirteen years of success, and so marks the birth of new fashion talent.

The programme officially launches on 4th September 2021, New York City. Follow our official Roc Nation instagram and hashtag [#FCZ13](#) for further updates.





# PAPER PLANES

The brand built on the convergence of streetwear and high fashion, Paper Planes is well-known for being one of the biggest men's streetwear brands today. From snapbacks to tops and tees each collection is carefully designed, the brand has been greatly worn by many. Head of operations and design Emory Jones and Jay Z designed Paper Planes to be on an independent market level. The apparel is more than just promotion for the Roc Nation, it's about giving back the audience a taste of their lifestyle and culture.

“

*I'm not a trend follower, though, so I think we just did it more from a lifestyle standpoint. I don't want to sell you on Roc Nation. I want to make something that you would pick up and buy anyway. I feel like Roc Nation represents a great lifestyle. And it's not about having money. It's about being able to be yourself. - Emory "VEGAS" Jones (Head of Lifestyle & Design - Roc Nation).*





LEAD  
**DESIGN**

# TEAM



**Shawn “JAY Z” Carter.**



**Emory “VEGAS” Jones.**

*FC-Z* chosen applicants will be trained through the design team of the Roc Nation’s in-house brand Paper Planes. Emory and Jay Z (pictured) are the leaders of the design team, with over 30 years of combined fashion experience and brand knowledge, all training provided is quality assured through them and the design team.



# ROC NATION


## #FCZ13

### Our Mission Statement:

Roc Nation is a full-service management and entertainment company founded by JAY-Z to create the optimum environment for artists of all kinds so they can deliver their creative vision to fans worldwide. The FC-Z programme is committed to empowering creative-fashion students through extensive education, and experience with our in-house brand Paper Planes. We hope to steer our interns onto the path of success for the long term and support them every step of the way. In the year 2020, we witnessed many events that became a part of global history, these events inspired our design team and directors to be determined to see a change and send out a message of hope. Our programme seeks the opportunity to better the lives of hopeful individuals across the world. The aim is to help our students to be prepared for anything because they are the *Fashion CreativeZ of the Future*.







# FC-Z

**Fashion CreativeZ of the Future.**

Roc Nation has large scale of talent that inspires and connects us to new audiences. Which is why we invest in talent – those who can create compelling ideas and those with the vision to devise new ways to showcase them. The roles within Paper Planes allow fashion creatives to gain an amazing opportunity to kickstart their careers in the world's most preeminent entertainment label.

FC-Z is looking for three street-wear enthusiasts that can display **PASSION** for our brand, the **INDIVIDUAL** we are seeking should be:

**| AMBITIOUS | DETERMINED | COMMITTED | RESOURCEFUL |**  
**| OPENMINDED | DIVERSE | ORIGINAL | INNOVATIVE |**  
**| EXPERIENCED | COMMUNICATIVE | ENTREPRENEURIAL |**  
**| LOYAL |**

Each of the chosen applicants will be trained through the in-house design team. The team will provide knowledge and expertise through for each role across the **design, marketing** and **communications** departments.

The perks include travel and subsistence expenses, a competitive beginners salary of \$40,000, invitations to attend all Roc Nation celebrity events, the unmissable opportunity to work and liaise in the official Roc Nation headquarters in New York City and finally, being signed officially to Roc Nation upon the successful completion of the training scheme, by Jay Z himself

After the year-long experience, you will be invited to continue your role on a more independent and permanent level in the ever-growing brand of Paper Planes, overseeing all fashion endeavours. The intense training and experience from this programme will open doors for your future in fashion, the Roc Nation team is prepared to support you through your journey. After all, *"Greatness is a process"*.





# DESIGN

Here at Roc Nation, we are looking to welcome exceptional talent through our FC-Z programme to join our design department. Our team are centred on driving the brand forward through determination and high standards. We are looking for a talented designer to join our team as an entry level designer.

## Responsibilities:

- Researching, designing and developing ranges to meet the customer's needs.
- Attending meetings with customers and presenting ranges
- Working closely with the our designers to source and sample.
- Researching future trends.

## Requirements:

- Bachelors Degree in Fashion, Design, Marketing, Communications or Journalism related.
- Creativity is key with a commercial eye for the market.
- An interest and vast knowledge in streetwear fashion and culture.
- Organised & teamplayer with great networking and communication skills.
- Digital fluency and Social media understanding.
- High proficiency in CAD / Adobe / Microsoft software.

## Benefits:

- An un-missable opportunity to work alongside world renowned artist Jay Z and the Paper Planes design team.
- Amazing career experience in a huge global label.
- Travel and subsistence expenses.
- A competitive beginners salary of \$40,000

For this brief, you will design an original six-outfit ready to wear collection in the format of a range plan for Paper Planes, your designs should create one full collection and communicate a story based on current trends. Please produce:

- *Three ready-to-wear designs for menswear.*
- *Three ready-to-wear designs for womenswear.*
- *An A3 portfolio of design details and inspiration for your collection.*
- *A C.V. and Cover letter, supporting portfolio showcasing past work.*

Innovation and fresh new trends are what we seek for this task, Please see the FC-Z promotional material for inspiration.

When submitting please keep in mind that your designs will be evaluated on multiple dimensions. Your work is judged together with its design realisation techniques and material of choice. Applicants should send high-resolution images of the designs in pdf format together with a presentation. Successful applicants will be invited to a video-call interview, and soon after a 4 week intern trial at one of our offices in New York, London, Nashville or L.A. Upon passing the trial, you will be invited to fly out to New York for the beginning of your year-long internship at our headquarters. After the successful completion of our one-year FC-Z programme you could be offered the opportunity to gain a permanent role within the Roc Nation office in New York.

Our team will support you on whichever route you may take. After all, *"Greatness is a process"*. Head over to [www.RocNation.com/FCZ](http://www.RocNation.com/FCZ) and start your journey today. To keep us updated with your application process use **#FCZ13** on all your media platforms.

**Opening date:** October 4th 2021

**Closing date:** January 4th 2021

**Role start date:** 4th April 2022





# EDITORIAL

Paper Planes, a brand built on the convergence of streetwear and high fashion, materialised through mediums of art as a visual language. Our brand promotional material is structured immaculately across our media profiles. We are looking for a creative editorial intern to join our team.

## Responsibilities:

- Content writing of social media posts.
- Facilitate Stylist and Editorial pulls.
- Increasing brand awareness and connecting with customers through social media channels
- Researching new routes of targeted marketing and promotion
- Generating analytics reports for social channels and using those results to determine future content plans.
- Assisting photography and styling for collection shoots.

## Requirements:

- Bachelors Degree in Fashion, Design, Marketing, Communications or Journalism related.
- An interest and vast knowledge in streetwear fashion and culture.
- Organised & teamplayer with great networking and communication skills.
- High proficiency Microsoft and Adobe software.
- Digital fluency and Social media understanding.

## Benefits:

- An un-missable opportunity to work alongside world renowned artist Jay Z and the Paper Planes design team.
- Amazing career experience in a huge global label.
- Travel and subsistence expenses.
- A competitive beginners salary of \$40,000

New ideas are what we seek for this task, please see the FC-Z promotional material for inspiration.

For this brief, you will design an original editorial style spread for a Paper Planes collection. Your work should include original fashion imagery and communicate the story of Paper Planes.

Please produce:

- *An A3 editorial style spread for a high fashion publication of your choice.*
- *Original written content on the Paper Planes collection.*
- *An A3 portfolio of details and inspiration for your spread design.*
- *A C.V. and Cover letter, supporting portfolio showcasing past work.*

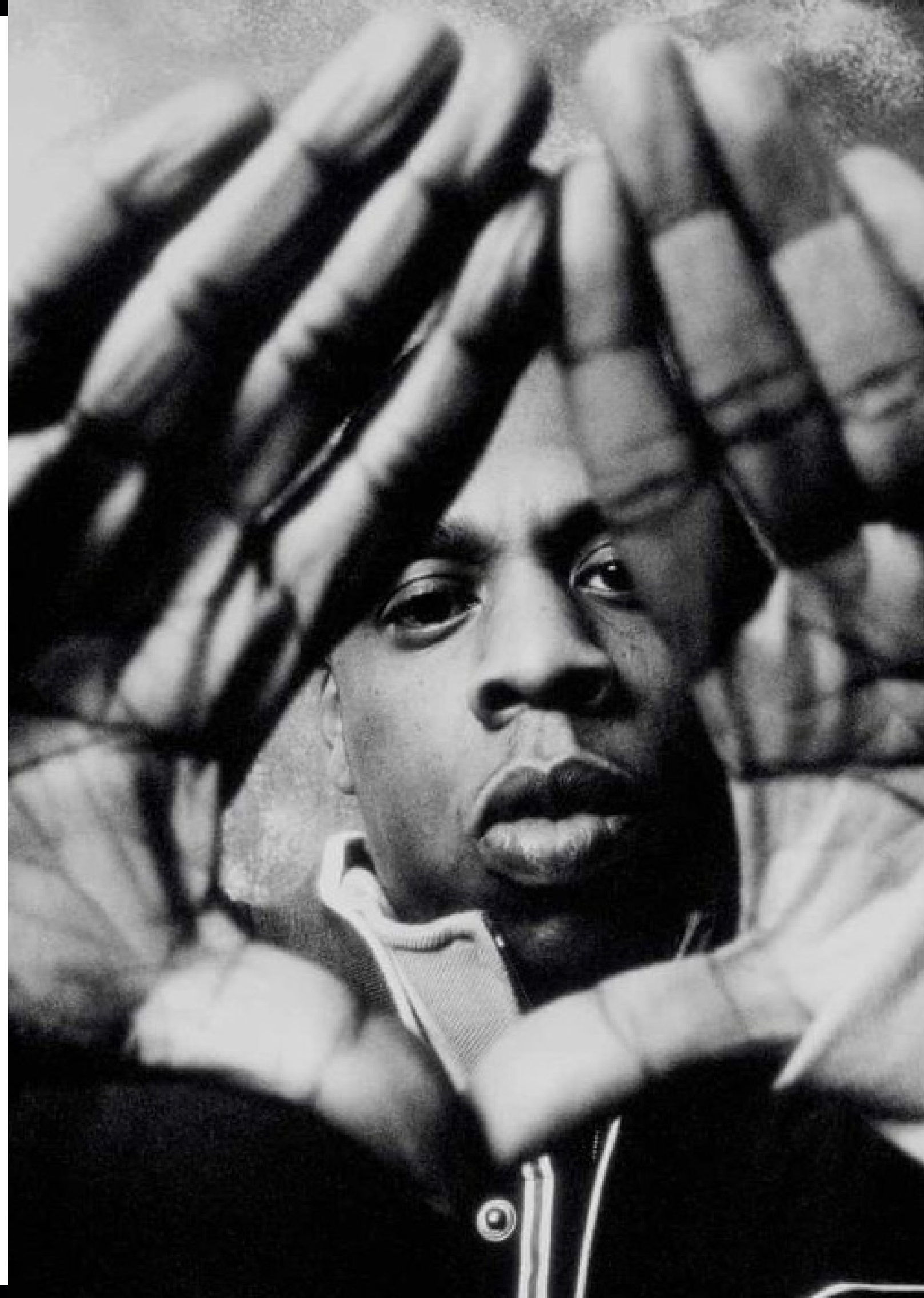
When submitting please keep in mind that your work will be evaluated on multiple dimensions. Your spread will be judged together with its design realisation techniques, and originality. Applicants should send high-resolution documents in pdf format together with a presentation. Successful applicants will be invited to a video-call interview, and soon after a 4 week intern trial at one of our offices in New York, London, Nashville or L.A. Upon passing the trial, you will be invited to fly out to New York for the beginning of your year-long internship at our headquarters. After the successful completion of our one-year FC-Z programme you could be offered the opportunity to gain a permanent role within the Roc Nation office in New York.

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# PR & COMMUNICATIONS

Roc Nation has an outstanding media image, with music mogul Shawn "JAY Z" Carter as the head of the company, with an impeccable execution of events alongside a 1.5 billion audience outreach to match. We are looking for a meticulous intern to join our team.

## Responsibilities:

- Assisting the CEO and media manager in their daily activities.
- Assisting with social media management.
- Assisting in copy-writing, interacting, and possibly pitching to fashion medias.
- Engaging with like minded brands/influencers/consumers across social platforms.
- Content/promotion planning & network growth of social media channels
- Create and edit advertising and social media copy, creative designs, email and web page layouts.

## Requirements:

- Bachelors Degree in Fashion, Design, Marketing, Communications or Journalism related.
- An interest and vast knowledge in streetwear fashion and culture.
- Organised & teamplayer with great networking and communication skills.
- High proficiency Microsoft and Adobe software.
- Digital fluency and Social media understanding.
- Have a strong interest in growth marketing and customer acquisition concepts

## Benefits:

- An un-missable opportunity to work alongside world renowned artist Jay Z and the Paper Planes design team.
- Amazing career experience in a huge global label.
- Travel and subsistence expenses.
- A competitive beginners salary of \$40,000.

Originality is what we seek for this task, please see the FC-Z promotional material for inspiration.

For this brief, we would like you to present a call-to-action promotional campaign to capture attention of the youth, creatively and innovatively for our recent Paper Planes collection.

Please produce:

- *A detailed professional document showing a step-by-step strategic plan for a Paper Planes promotional campaign.*
- *A press/media kit for your campaign.*
- *An A4 portfolio showing evidence of your inspiration, planning and analysis.*
- *A C.V. and Cover letter, supporting portfolio showcasing past work.*

When submitting please keep in mind that your work will be evaluated on multiple dimensions. Your spread will be judged together with its design realisation techniques, and originality. Applicants should send high-resolution documents in pdf format together with a presentation. Successful applicants will be invited to a video-call interview, and soon after a 4 week intern trial at one of our offices in New York, London, Nashville or L.A. Upon passing the trial, you will be invited to fly out to New York for the beginning of your year-long internship at our headquarters. After the successful completion of our one-year FC-Z programme you could be offered the opportunity to gain a permanent role within the Roc Nation office in New York.

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on all your media platforms.

We look forward to welcoming you.





APPLICATION BRIEF  
FA6006  
Saleena Anya  
Roc Nation X Fashion

ROCNATION

