
Regent's University London and Bloomsbury Publishing sew new fashion marketing scholarship

In a world-first partnership, [Bloomsbury Publishing](#) and [Regent's University London](#) have launched a new fashion marketing scholarship that will give one student an exclusive industry internship with the leading publishing house and £4,000 towards the cost of their programme.

Launched alongside Regent's University London's new [MA International Fashion Marketing](#), the Regent's University London-Bloomsbury Fashion Scholarship is worth £4,000 towards the cost of the new MA programme, as well as providing the winning student with an internship and mentoring from Bloomsbury, plus unparalleled access to their award-winning digital archive resources.

Bloomsbury's Head of UK Academic Marketing, Jennifer Howell, said: "We're absolutely thrilled to be partnering with Regent's University London on this exciting venture. As far as we're aware, this is the first partnership of its kind internationally, linking a publisher with a university to support fashion marketing students.

"The Bloomsbury Fashion Scholarship will be a fantastic opportunity for an MA International Fashion Marketing student to intern with us in the fashion section of our academic marketing division. The winner of our joint scholarship will have the opportunity to contribute to Bloomsbury by working on a wonderful array of high-quality print and digital fashion publication projects.

"As part of the scholarship agreement the graduate student will also receive full access to our award-winning [Bloomsbury Fashion Central](#) digital platform, a place where students can find everything they need for their fashion studies."

Gill Stark, Head of the School of Creative and Liberal Arts at Regent's University London said:

"This is a fabulous new joint scholarship between Regent's University London and Bloomsbury Publishing. It is a natural collaboration as we are in central London, Bloomsbury are based in central London and London is one of the most influential fashion capitals globally. Our students study in a part of London that is buzzing with fashion and the scholarship is a wonderful opportunity for a student to become part of that fashion zeitgeist.

"The scholarship is a part of our new MA International Fashion Marketing programme, which brings together two disciplines for which Regent's University London is internationally renowned – fashion and marketing – to provide future fashion marketing managers and directors with the practical and intellectual skills to lead and succeed in the vibrant and fast-changing fashion industry."

The scholarship is now open to applicants who have been accepted into Regent's University London's new postgraduate MA International Fashion Marketing that will begin in September 2017. Applicants for

the scholarship are required to submit an essay on fashion marketing and prove they meet the full eligibility criteria [here](#).

Notes for editors

The [Regent's University London - Bloomsbury Fashion Scholarship](#) will provide:

- £4,000 towards the cost of the new [MA International Fashion Marketing](#) programme, now seeking applicants for 2017 September intake
- A four-week internship in the fashion section of Bloomsbury's Academic Marketing division
- Regular mentoring from the marketing manager in Bloomsbury's Visual Arts department
- Free access to the award-winning [Bloomsbury Fashion Central](#) website
- A leading role in fashion-related events at Regent's University London.

About Bloomsbury Publishing

Bloomsbury offer well over 200 titles in fashion, from cutting-edge academic reference and monographs written by leading scholars to accessible, student-friendly textbooks. They cover a wide range of topics within both theoretical and applied fashion, as well as ground-breaking digital resources such as the multi-award-winning Berg Fashion Library and the new Bloomsbury Fashion Photography Archive.

About Regent's University London

Regent's University London is London's only independent, not-for-profit university, based in Regent's Park and Marylebone. With 4,800 students representing more than 140 nationalities, Regent's University London is one of the most international campuses in the UK. The University offers both UK and American-style degrees in business and management, fashion and design, film, media and performance, liberal arts and humanities, politics and international relations, and psychotherapy and psychology.