



# Allison Freeman Associates

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## **New Jersey Artist Offers Summer Programs for Talented Teens in NYC and Springfield, NJ**

### **FOR IMMEDIATE RELEASE:**

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Jennifer Siletski, a professional handbag designer from Springfield, always loved sharing her passion for design with her daughter as they created projects together at home. After a few years, she decided to take her love of teaching to the next level by offering handbag-making classes in her home for other young people.

Twenty years later, Ms. Siletski owns the New Jersey School of Fashion Design & Accessories and has expanded the program with a new New York Fashion Accessories Camp (NYFAC) this summer beginning July 22 in the heart of Manhattan's Fashion District. Each student will learn to make and take home a new handbag and pair of shoes in a one-week program. Ms. Siletski will also offer a special Handbag Camp in Deal, New Jersey Aug. 22-27. In addition, she will offer summer classes in Springfield including Sandal Making Workshops July 14, 28 and Aug. 4, a two-day Handbag Workshop Aug. 11 and 18 as well as Portfolio Classes for high school juniors and seniors at the New Jersey School of Fashion Design and Accessories. The school will also offer Shoe and Handbag Classes after school and on weekends beginning in September.

The New York Fashion Accessories Camp is unique because it is the only camp in the tri-state area where teens ages 14-18 learn patternmaking skills for handbags and shoes which take campers from concept to finished product, said camp owner Jennifer Siletski. Enrollment is also limited so students get personalized attention from Siletski and other professional designers. The camp also includes special field trips to fashion museums and notable design houses.

"NYFAC is a place of originality and individual pursuit for campers to understand and execute old world craftsmanship with cutting edge technology where they can develop competency and training to meet the requirements of today's footwear and handbag industries," Ms. Siletski said. "Campers spend their mornings in intensive hands-on studio classes, working alongside master craftspeople and professionals

in the handbag and shoe industries. The afternoons will be spent experiencing the industry first-hand. To achieve the program's goals campers are taken from concept to finished product that includes execution, illustration and most importantly, patternmaking on a par with the leading fashion colleges in NYC."

NYFAC is located at Libra Leather, the largest supplier of fine leather from Italy, Spain and France, to designers such as Ralph Lauren, Alexander Wang and Calvin Klein. "Being in the heart of the New York Garment District gives campers an opportunity to experience first-hand how the industry works," Ms. Siletski said.

"Campers can see the operations of a sample room and small production runs, can source their own leather and hardware, attend information sessions and meet admissions counselors from leading fashion colleges in NYC," she said. "It is my hope to rekindle the passion and creativity of the local factories, established in New York's Fashion District, for small scale quality production, proudly made in the USA."

Teens take a class from Ms. Siletski and come back for more. "I have studied with Jenn for five years," said Carly Bayroff, 16 of Scotch Plains. "I love coming back. How many people can say 'thanks, I made it' when getting a compliment on a bag they are wearing. Completing a handbag is such a rewarding feeling and all you want to do is show it off."

Artist and jewelry designer Jane Swerdlow Rieck, who is also an art and industrial arts teacher, joined with Ms. Siletski to assist with the New York camp this summer. For more information on the New York Fashion Accessories Camp, visit [www.nyfashionaccessoriescamp.com](http://www.nyfashionaccessoriescamp.com) or contact Ms. Siletski. For information on programs at the New Jersey School of Fashion Design & Accessories, contact Ms. Siletski at [jenn@nyfashionaccessoriescamp.com](mailto:jenn@nyfashionaccessoriescamp.com).

**For photos or to arrange an interview with Jennifer Siletski, contact Allison Freeman at [Allison@AllisonFreemanAssociates.com](mailto:Allison@AllisonFreemanAssociates.com) or (973) 769-6614.**