





## CAPA LONDON SAMPLE INTERNSHIP LIST COSMETICS & BEAUTY




### INDUSTRY DESCRIPTION

London is a world-renowned glamour, beauty and fashion location. Being at the heart of a leading fashion capital, interns can cover a wide range of roles in this field – ranging from experiencing the back-office workings of a beauty brand to writing journalistic pieces on the latest make-up or skin care products. Students that are applying for a fashion/beauty/lifestyle placement should be able to demonstrate relevant academic or previous extracurricular activities related to this industry. Students will need to be adaptable, have a good degree of flexibility and be open to a range of tasks in the workplace.

### EXAMPLES OF PAST PLACEMENTS

Please note that the following sites are a brief cross-section of current CAPA internship host sites and should not be considered as a guaranteed location for your placement. All internship & service learning placements will be dependent upon each individual applicant's application documents, prior experiences, demonstrated skills and their aspirations and goals.

<p><b>Black Beauty &amp; Hair</b></p> 	<p>Black Beauty &amp; Hair (BBH) is published by Hawker Publications in London. It's a glamorous glossy that's filled to the brim with the latest hair, beauty and fashion looks. For trend-conscious women who want an all-round read, BBH provides an even measure of well researched and informative articles that relate to hair and beauty, as well as a mixture of fun and inspiring stories that highlight new celebrity looks and must-have style. Ranked number one as the UK's best selling black magazine and published every two months, BBH has become a trendsetting bible that offers its target audience hairstyle ideas, expert advice, relatable beauty tips and relevant features that encourage readers to unlock their inner and outer beauty.</p>
<p><b>Bondi Sands</b></p> 	<p><b>WE BRING YOU AUSTRALIAN SUMMER ALL YEAR ROUND</b></p> <p>Bondi Sands is more than best-selling self tanning products. It's the sun, sea and sand of one of the world's most iconic beaches. It's feeling confident in your own skin, whether you're lounging by the waves or hitting the town. It's sunrise swims and sunset cocktails.</p> <p>It's the classic Australian lifestyle.</p>

<p style="text-align: center;">Duck and Dry</p> 	<p>Duck &amp; Dry is the brand behind the finest blow dries and updos in London. Launched in 2014, Duck &amp; Dry has three locations across London; Chelsea, Oxford Circus and Soho. Our blow dry bars are known for their energy and buzz – as a go to place for great hair and a great time!</p> <p>Duck &amp; Dry also has its very own natural range of fuss-free product line which helps to achieve a perfect blow dry at home.</p>
<p style="text-align: center;">Capsule Communications</p> 	<p>Capsule Communications deliver results-driven print and digital PR support to a diverse portfolio of brands. Specialising in the beauty, lifestyle and wellbeing arenas, Capsule offers digital, communications and VIP services. The Capsule platform offers a bespoke and diverse set of services to achieve a 360-support of its clients: Batiste, Cloud Nine, Windle &amp; Moodie, Healgel, Pearl Drops, The Joshi Clinic, Arm &amp; Hammer, Nair, MyAesthetics, The Stylist Collection by Batiste, Urban Veda, The Dentist Gallery, Toppik, Pure Elixir, Code Beautiful, Sothys, femfresh, Ouli's Ointment, La Bioesthetique.</p>
<p style="text-align: center;">WGSN</p> 	<p>WGSN is the leading online trend-analysis and research service providing creative and business intelligence for the apparel, style, design and retail industries. WGSN provides fashion and design businesses with the intelligence to drive commercially successful products and services.</p>

## POTENTIAL PROJECT OPPORTUNITIES

Project opportunities will be dependent upon the current needs within the organisation and the demonstrated skills and abilities shown by each intern. It is imperative to remember that project opportunities will develop over time and throughout internship placements. Projects may include but are not limited to:

**Client Relations**

**Marketing & PR Campaigns**

**Merchandising**

**Office Administration**

**Press Coverage Reports**

**Press Releases**

**Product Placement**

**Sales**

**Social Media Development**

**Trade Shows**

## TRANSFERABLE SKILLS

It is essential to maximise every opportunity within the internship placements. If tasks and duties are approached in a professional manner, interns can take away additional skills and abilities that will be of benefit to their personal and professional development. Transferable skills sets include but are not limited to:

<b>Business Acumen</b>	<b>Networking</b>
<b>Commercial Awareness</b>	<b>Online Content Creation</b>
<b>Effective Communication</b>	<b>Presenting &amp; Reporting</b>
<b>Identifying Creative Ideas</b>	<b>Promoting &amp; Selling</b>
<b>Information Gathering</b>	<b>Research</b>
<b>Interaction &amp; Liaison Skills</b>	<b>Teamwork</b>

## PERSONAL PROFESSIONAL DEVELOPMENT

Through their internship and extra-curricular activities, we work to help students develop the following skills:

1. **Networking:** The ability to intentionally and purposefully connect and interact with others in order to develop professional and social relationships.
2. **Communications:** The ability to receive, interpret and articulate information and ideas effectively.
3. **Remote Collaboration:** The ability to utilise IT resources to connect virtually with others and achieve collective goals and objectives.
4. **Global Perspective:** To develop skills required to live and work in an interdependent world through forming an understanding of connections between one's own life and those of people across the globe.
5. **Cultural Awareness:** To develop an understanding of oneself, others and to embrace and appreciate diverse and complex perspectives, values and beliefs.
6. **Organisation, Time Managements and Prioritisation Skills:** The ability to achieve identified outcomes by using your time, energy and resources in an effective and productive manner.
7. **Problem Solving:** The ability to find solutions to difficult or complex issues and to manage moments of uncertainty or ambiguity.
8. **Adaptable:** The ability to adjust oneself readily to different conditions and environments.
9. **Goal Setting:** The ability to identify, form and implement actions that will guide you towards predetermined aims and objectives.
10. **Career Based or Vocational Skills:** The development of specific knowledge or abilities related to an occupation.