Statement of Intent

[Name of the Student]

[Name of the Institution]

# Statement of Intent

**Introduction**

 Fashion is a reference to the way things are crafted or developed for use in everyday life. It is to make something in a particular way that becomes a trend of the time. Termed alternatively as style, fashion is usually associated with the way dresses, foot-ware, or other accessories are made. Fashion is confined within certain time limits and specified conditions. It is strongly characterized by 'change' with time. I am fascinated by the idea of pursuing a fashion degree, as I have an intense liking for it since I was conscious enough to understand and evaluate things. I have a fondness for skateboarding since my childhood and I strongly believe that skateboard culture has now become a part of fashion, which adds a lot to the style a person carries with his or her persona. I have a concern about the sustainability issue related to skateboarding, which the responsible companies of today manufacturing the skateboards have already started taking notice of. However, there is much to do yet to effectively deal with the issue of sustainability. I want to pursue a career in fashion by opting for a degree in fashion design to foster my natural aptitude and achieve something valuable in finding out valuable solutions for the important issues arising in this newly emerged fashion category.

**Body**

 Fashion cannot be limited to only a few categories established traditionally. Instead, as per the definition of fashion, it is quite appropriate that certain new categories could enter the industry and expand the scope of its offerings. Skateboard culture is emerging as a new form of fashion, and it will reach its peak during the upcoming event of the Olympics, which will also boost the spread of this culture throughout the world.

I am dedicated to skateboarding and I have made up my mind to pursue a successful career in the fashion industry, specializing in the skateboarding category. I have countless memories of my skateboarding experiences. In my early school days, I had a skateboard I found in the store-room at the backside of our house when I was in secondary school, and I learned how to do it from one of my neighborhood friends.

I remember I fell several times, and the board also broke apart soon. I saved money and got one for my use. In high school, I took part in the competition held by a private group in our town. It was an inspiring event, though I could not make a distinction in that event. The best part of my skateboarding experience starts when I came to college. I found some of the best mates to practice for this sport. Throughout my skateboarding experience, I have enjoyed it by adopting various styles of appearance. I always buy sneakers that match with my particular taste for skateboarding. Mostly, I put on a specific t-shirt made of specially designed fabric for sportswear, having a peculiar design available in different colors.

The issue of sustainability regarding the manufacturing and disposal of skateboards should be considered with attention by the companies as well as the consumers. The circumstances have changed since the emergence of skateboarding. Earlier, the ocean was not as contaminated as it is in present time. Environmentalists strive to present factual data to inform communities of the hazardous effects of pollution. The manufacturing process needs to be redesigned and the material used for making the skateboards must be chosen with caution. Maple wood has been traditionally used for this purpose. Today, companies should search for alternatives such as bamboo. Its wood is relatively lighter, stronger, and more resilient to shocks (“Skateboarding for Sustainability”, 2019). Other better options include wood obtain from ash trees, which is more easily recyclable. Natural fiber in the form of Kareline is the best option as it is 100 percent recyclable.

**Conclusion**

 I am hopeful about my future in the fashion industry by focusing on my particular field of interest, skateboarding. Skateboarding has been my ambition, aptitude, and first choice. I am confident in every way that I will prove my ability in the degree program and create a distinction with my work in the professional field.

References

SAP BrandVoice: Skateboarding For Sustainability. (2019). Forbes.com. Retrieved 31 December 2019, from <https://www.forbes.com/sites/sap/2019/09/13/skateboarding-for-sustainability/#1eea46e973a6>