

# A Custom-Made Career

Classes in fashion marketing at Oakton High School proved to be the start of great things for Tu-Anh Nguyen. Tu-Anh now has her own fashion label, an elegant web site, and is the designer of an entire collection of hand-crafted shoes and accessories. What's more, the products from her company, Tu-Anh Accessories, are sold both online and in distinctive retailers nationwide.

Tu-Anh credits one of her teachers at Oakton High for playing a particular role in her achievements. "The person in high school who really motivated me to succeed and to gain the experience I needed was my marketing instructor. He was always looking 'outside the box' for opportunities that would come about for students in the industries they were pursuing."

As she has pursued the fashion industry, Tu-Anh has designed a career for herself that is a perfect match to her own talent and motivation.

## **TU-ANH NGUYEN** **Self-Employed Designer/CEO**

**High School:** Oakton High School

**CTE Programs Studied:** Fashion Marketing I & II

**Additional Studies/Training:** Fashion Institute of Technology

## **Entrepreneurial CEO**

Entrepreneurs recognize that America truly is the land of opportunity. When they start their own business, entrepreneurs must recognize unmet needs in the marketplace, and must have enough training in business principles to go out and meet those needs successfully. High school programs can play an important part in that training.

## **Electives to take in high school**

- Principles of Business
- Entrepreneurship
- Marketing/Advanced Marketing
- Accounting
- Business Law

## **What to study after high school**

The specific studies an entrepreneur will need to seek will depend on the particular business field he or she has chosen. Virginia's community colleges can help round out the entrepreneur's expertise with general business courses or studies in topics such as web development or international trade. (And, of course, most two- and four-year institutions also offer degree programs in business, marketing, and management.)