

Barbie partners with ASU FIDM on summer fashion camps

By Sarah A. McCarty, ASU News
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Barbie, the iconic fashion doll by Mattel Inc., and Edikted, an LA-based style-led contemporary fashion brand, are teaming with ASU FIDM to invest in the next generation of fashion leaders through supporting the school's summer fashion camps.

Each summer, ASU FIDM offers day camps at its locations in downtown Phoenix and in the Los Angeles Fashion District for high school and community college students ages 15 through 19 who are interested in exploring fashion. Led by expert faculty at the top of their fields, these camps are designed to expose students to fashion industry pathways — from design to styling to marketing — all while building foundational skills and networks.

Barbie and Edikted are funding scholarships for ASU FIDM camps in both cities. The support will include giving 15 scholarships that cover half the camp registration costs and seven full scholarships that cover the entire cost.

“ASU FIDM is committed to creating meaningful pathways into the fashion industry for emerging creatives,” said Dennita Sewell, director of ASU FIDM. “Support from Barbie and Edikted allows us to welcome more students into these immersive summer experiences, where they can develop skills, build connections and explore the many opportunities within fashion.”

One of the goals of ASU's [Changing Futures campaign](#) is to transform global education by expanding access, enriching learning and empowering students, and the support from Barbie and Edikted allows ASU FIDM to do that.

Interested in applying?

The 2026 summer camps run June 15–19 and June 22–26, with different topics each week. Learn more about the camps and apply for scholarships at asufidm.asu.edu/summer-camps.

Students can apply for the 50% off scholarships at asufidm.asu.edu/summer-camps, and ASU FIDM is partnering with area nonprofits to award the full scholarships.

The announcement is part of a larger [collaboration between Barbie and Edikted](#) that includes launching Barbie by Edikted, a first-of-its-kind collection imagined and designed by Barbie. The collection, which launched May 7, is “a full expression of Barbie’s iconic closet” and “celebrates her legacy through a distinctly Gen Z lens.”

In addition to the scholarships, the support from Barbie and Edikted will enhance the experience for campers. LA campers will have the opportunity to hear from creative executives at a dedicated Barbie x Edikted panel and to get a behind-the-scenes look at the brand through a Barbie design center experience.

“This collaboration brings an exciting level of industry engagement to the camps,” Sewell said. “Through the Barbie x Edikted panel and the Barbie design center experience, students will gain firsthand insight into the creative process behind global fashion brands while exploring how design, marketing and storytelling come together in today’s fashion industry.”

This story originally appeared on [ASU News](#).

Main image



Students at ASU FIDM's 2025 fashion summer camps work on a project. This year, ASU FIDM will offer scholarship options to students interested in attending camp thanks to support from Barbie and Edikted. Photo courtesy of ASU FIDM