Global Summer School 2024

15 - 26 July

Applications are open now!

International Fashion Branding and Design - 10cps

Content

This course is aimed at fashion design and marketing students who wish to explore design, consumer behaviour and brand development in a UK and international context. It will provide a link between the creative process of fashion design and an understanding of the fashion industry today.
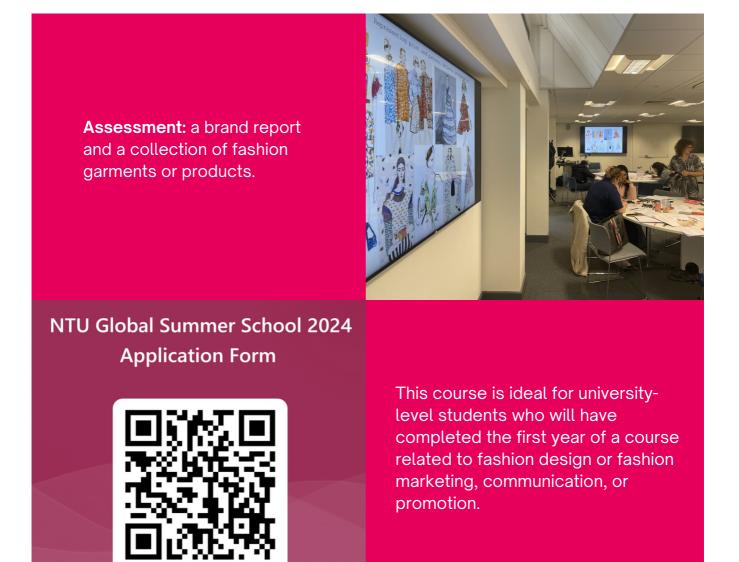
You will work on a project researching, designing, and creating a new brand identity for a collection of your own fashion garments, accessories, or products.

You will be introduced to fashion design in the UK, looking at British designers such as Paul Smith, Vivienne Westwood, and Alexander McQueen, and undertake fashion market research, looking at the different tools available to designers when identifying trends.

During the course you will:

- Work on your own fashion collection – garments, accessories of products – responding to your brand research.
- Learn how British fashion brands have created a distinct voice in both the UK and international markets.
- Undertake fashion market research.
- Learn to understand the customer and how to create a consumer profile.
- Explore drawing and illustration techniques to create unique visuals of your collection.

Teaching methods: lectures, seminars, practical sessions in the studio, and off-campus visits.

Assessment: a brand report and a collection of fashion garments or products.

NTU Global Summer School 2024 Application Form

This course is ideal for university-level students who will have completed the first year of a course related to fashion design or fashion marketing, communication, or promotion.

Your course tutor is Parminder Virk, Senior Lecturer in Fashion Marketing Management and Communication.

Nottingham Trent University