

Global Summer School 2025

7 - 18 July



Applications are
open now!



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Explore

Global Fashion Branding and Design - 10cps

Are you fascinated by the world of fashion?

Whether you're dreaming of designing your own collection, intrigued by fashion marketing, or eager to understand consumer behaviour, this course is for you.

Global Fashion Branding and Design offers a comprehensive look at fashion design, brand development, and consumer insights in both UK and global contexts. No prior fashion experience is needed - just a passion for the subject!

During the course you will:

- **Create Your Own Brand:** You'll research, design, and develop a new brand identity for a fashion collection that's uniquely yours - whether it's garments, accessories, or other fashion products.
- **Explore British Fashion:** Learn about iconic UK designers like Paul Smith, Vivienne Westwood, and Alexander McQueen, and discover how they've made a lasting impact on both British and international fashion.

- **Visit London:** Enjoy a day trip to London, where you'll visit top fashion exhibitions at the Victoria & Albert Museum or Design Museum. Plus, there's free time to explore the city's vibrant shops and attractions.
- **Fashion Market Research:** Dive deep into the tools and techniques that help fashion designers identify trends, build consumer profiles, and make informed branding decisions.
- **Explore AI and CAD Skills:** Learn to use cutting-edge AI and CAD (Computer-Aided Design) tools to bring your fashion ideas to life. From designing garments to creating digital prototypes, you'll gain the technical skills to transform your concepts into visual representations.
- **Creative Skills:** Explore drawing and illustration techniques to make your collection stand out with unique, visually compelling designs.
- **Hear from industry professionals:** Pose questions to those in the know.

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



NTU Global Summer School 2025
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, and/or students with a passion for fashion!

Guiding you through this exciting journey is **Parminder Virk**, a tutor with an impressive background in global luxury brands like **LVMH** and **Pandora**. Her expertise in **fashion strategy and luxury branding** will inspire and challenge you to think creatively and strategically about the fashion industry. Parminder's experience with some of the most prestigious names in fashion guarantees you'll gain insider knowledge that can help you succeed in this competitive field.