



amsterdam
fashion
academy

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**FASHION WITH TEXTILES
DESIGN BA (HONS)**

+

**FASHION BUSINESS BA
(HONS)**

+

FOUNDATION IN FASHION

Programmes are validated by:



bucks
new university



WELCOME TO THE AMSTERDAM FASHION ACADEMY

THE AMSTERDAM FASHION ACADEMY IS AN INTERNATIONAL TOP-FLIGHT FASHION SCHOOL WITH A DIFFERENCE. IT IS A DEDICATED HUB OF SMALL-SCALE, STUDENT-CENTRED LEARNING IN A PERSONAL AND SUPPORTIVE ENVIRONMENT. THIS ENSURES THAT EVERY SINGLE STUDENT COUNTS AND IS TREATED AS AN INDIVIDUAL. OUR STUDENTS ARE UNIQUE INDIVIDUALS WITH THEIR OWN NEEDS AND TALENTS WHICH WE FOSTER, SUPPORTING AND ASSISTING THEM SO THEY CAN DEVELOP THEIR TALENTS TO THE FULL.

WELCOME
TO THE
AMSTERDAM
FASHION
ACADEMY

OUR EXPERTISE MATCHES YOUR TALENT

THE AMSTERDAM FASHION ACADEMY STANDS FOR PERSONAL, STUDENT-CENTRED, SMALL-SCALE SUPPORTIVE EDUCATION WHERE EVERYONE KNOWS AND HELPS EVERYONE ELSE. WE ARE AN INTERNATIONAL PRIVATE FASHION ACADEMY OFFERING SEVERAL BACHELOR WITH HONOURS DEGREE COURSES OF THE HIGHEST CALIBRE, WHERE PERSONAL ATTENTION AND FOCUS ON INDIVIDUAL TALENT ARE KEY TO OUR SUCCESS.

WE ARE PROUD OF OUR SMALL CLASSES WHICH GIVE A HIGH LEVEL OF PERSONAL ATTENTION IN AN EXTREMELY CREATIVE ENVIRONMENT. OUR TEACHING STAFF IS NOT ONLY ENTHUSIASTIC, SUPPORTIVE AND ACCESSIBLE BUT IS ALSO GIVEN THE TIME AND SPACE REQUIRED TO ADAPT TO THE SPECIFIC LEARNING NEEDS OF INDIVIDUAL STUDENTS. THIS LETS OUR STAFF USE THEIR HIGHLY SPECIALISED AND EXPERIENCED FASHION KNOWLEDGE AND TEACHING SKILLS TO THE FULL, PROVIDING THE HIGHEST QUALITY EDUCATION ON OFFER.

OUR VISION ON EDUCATION

We are convinced of the strong need for personal, student-centred fashion education in the Netherlands. We keep our classes small, with teaching and personal contact with your tutor every day, 5 days a week. We also encourage our students to come in whenever they want to work, talk or simply enjoy the Academy's relaxed, creative and multi-cultural environment. This not only creates a close-knit community of students who are there for each other but also provides an informal social environment full of new ideas and inspiration.

A PEEK INTO YOUR FASHION FUTURE

Amsterdam Fashion Academy graduates leave the academy well prepared for a wide variety of fashion jobs. Depending on your personal preference, you may decide to become a designer (fashion, knitwear, pattern, accessories or textile), marketing expert, fashion journalist, buyer, merchandiser, stylist, store manager or trend forecaster. You have the right credentials to be employed by a prestigious fashion house. You could of course go it on your own and start your own fashion label. The choice is yours.

ROOTED IN THE INDUSTRY

We provide high-quality fashion knowledge, brought to you by excellent lecturers, all rooted in the international fashion industry. The international teaching staff consists of passionate, qualified professionals with many years fashion industry experience, passing on their first-hand knowledge and experience to students. Our validated programmes have a proven track record. We can give you the best ticket to a brilliant fashion career or to starting your own, succesful fashion label.

STATE-OF-THE-ART IN AMSTERDAM

The Amsterdam Fashion Academy is located in the city centre of Amsterdam, one of the world's most creative cities and home to more than a hundred fashion houses and designers. Our beautiful and elegant home is equipped with a state-of-the art fashion design studio outfitted with professional equipment.

QUALITY ASSURANCE

THE AMSTERDAM FASHION ACADEMY IS A RECOGNISED OFFICIAL PARTNER OF THE HIGHLY REPUTABLE BUCKINGHAMSHIRE NEW UNIVERSITY IN ENGLAND. THIS MAKES IT THE FIRST SCHOOL IN THE NETHERLANDS TO OFFER UNIVERSITY AWARDED BRITISH BACHELOR'S (HONOURS) DEGREE PROGRAMMES. ALL THREE FASHION PROGRAMMES ARE VALIDATED BY BUCKS NEW UNIVERSITY AND GIVE YOU THE OPPORTUNITY TO STUDY AND RECEIVE AN INTERNATIONALLY RECOGNISED DEGREE AT A PRIVATE INTERNATIONAL FASHION ACADEMY IN AMSTERDAM. A BRITISH BACHELOR HONOURS DEGREE IS ONE OF THE MOST WIDELY ESTABLISHED AND RECOGNISED DEGREES WORLDWIDE.

AMSTERDAM FASHION ACADEMY PROVIDES THE PERFECT BASE FOR AN INTERNATIONAL CAREER IN FASHION, PAYING A HIGH LEVEL OF PERSONAL ATTENTION TO STUDENT-CENTRED LEARNING WITH A FOCUS ON GRADUATE EMPLOYABILITY. THE DEGREES ARE ALIGNED WITH THE UK QUALITY ASSURANCE AGENCY (QAA) STANDARDS. WITH ITS HIGHLY QUALIFIED AND EXPERIENCED TEAM, THE AMSTERDAM FASHION ACADEMY OFFERS A UNIQUE STUDYING EXPERIENCE TO INTERNATIONAL STUDENTS. A GRADUATE OF THE AMSTERDAM FASHION ACADEMY IS RECOGNISED INTERNATIONALLY.



BACHELOR FASHION DESIGN

FASHION WITH TEXTILES DESIGN BA (HONS)

HOW CAN AN EDUCATION IN DESIGN HELP YOU THRIVE IN THE COMPLEX AND RAPIDLY CHANGING WORLD OF FASHION? HOW DO YOU BECOME THAT FLEXIBLE THINKER, HIGH ACHIEVER AND LIFE-LONG LEARNER READY TO MAKE YOUR WELL-PREPARED ENTRANCE INTO THE FASHION INDUSTRY?

AIM

This is an innovative, cutting-edge course which prepares you for a career in the fashion design industry. We will help you develop your design skills and gain valuable technical and professional expertise. The course covers 4 themes; design, textiles, manufacture and business. Our aim is to produce confident, versatile and talented people who envisage making a career in the fashion design business.

FASHION WITH TEXTILES DESIGN (HONS) BA

ENTRY REQUIREMENTS

A minimum of two full A-levels (or equivalent) is required or a recognized International Baccalaureate Diploma (or equivalent from their home country*). A portfolio of fashion design related work demonstrating their ability and suitability for the course. Courses are subject to specific levels of proficiency in English.

We also welcome applications from talented and creative people that might not meet the standard entry criteria, but whom we expect to pursue the course successfully.

*For the Netherlands; diploma mbo 4, havo or vwo

PROGRAMME

Year 1

Fashion Illustration Techniques — Introduction to Historical and Cultural Contextual Studies — Introduction to Design Processes — Business Studies — Fashion Realisation Techniques and Processes — Textiles Realisation Techniques and Processes

Year 2

Historical and Cultural Contextual Studies — Industrial Practice in a Global Context — Fashion and Textiles Design — Fashion and Textiles Cutting and Construction — Internship

Final year

Dissertation — Live Industry / Competition Brief — Final Collection Research and Design — Professional Practice — Final Collection Realisation — Graduate Fashion Show

KEY FACTS

DURATION:
3 YEARS

START PROGRAMME:
SEPTEMBER 2018

TUITION FEES:
FIRST YEAR € 15,800,-
SECOND YEAR € 12,100,-,
THIRD YEAR € 9,750,-

MAXIMUM NUMBER OF STUDENTS:
12

HOW DO YOU STUDY?

Throughout the course you develop your skills by tackling challenging project briefs, often in collaboration with the leading labels in the fashion industry and sponsorship by fabric manufacturers. You find out about the real world of design and develop a close understanding of marketing trends and consumerism. This course has been ultimately structured to provide you with a route into employment in the fashion industry, and our experienced and international tutors aim to help you reach your full potential by challenging, stimulating, informing and rewarding you. As part of this, the creative aspects of technical and critical skills are developed to a high standard. Embedded within the course programme, you also develop essential employability skills such as writing a CV and professional practice modules including writing a business plan.

CAREER OPPORTUNITIES

Fashion designer, trend designer, textile designer, pattern drafter, trend forecaster, creative director/head designer, fashion buyer, visual merchandiser, fashion illustrator, fashion journalist, costume designer

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01. The best opportunity to study abroad. Work on projects with partners overseas and take classes in which creative and entrepreneurial activity are placed in an international framework. With the Amsterdam Fashion Academy, you'll definitely cross borders.

02. The Amsterdam Fashion Academy is the first of its kind in the Netherlands: an international fashion academy making global learning accessible.

03. Courses and class projects will give you the opportunity to build a diverse portfolio of your student work which will make your skills more marketable.

10. Our high standards of teaching are unique. Our international teaching staff consists of passionate, qualified professionals with many years of experience working within the fashion industry, passing on their first-hand knowledge and experience to students. They will make sure you achieve results which will more than justify your investments in your future career.

12. The informal and friendly atmosphere at the Amsterdam Fashion Academy creates the most pleasant environment to study in.

11. We source employment opportunities, internship placements and projects relevant to your requirements.

13. The Amsterdam Fashion Academy only collaborates with the best universities in the world which are highly recognized and can ensure our students a lot of exposure.

14. Small classes (maximum 12 students per class)

15. All classes are taught in English.

16. You will benefit from our career-focused approach. Our programmes and the support and opportunities we offer are designed to give you the best possible preparation for life after the Academy. Besides obtaining your qualification, you will have the chance to develop real world skills and experience. Career workshops and mentoring, volunteer work and entrepreneurial initiative will help you to build confidence and experience.

17. We want you to get the most out of your experience at the Amsterdam Fashion Academy. We understand that there may be times when you need additional advice and guidance on an academic, emotional or practical level. So we've come up with a number of ways to help you, especially on a one-to-one basis.

07. Training, inspiration, preparation and great job potential. What more could you ask for?

08. We are the first school in the Netherlands to offer British Bachelor's (Honours) Degree programs.

09. Joining us will make you part of the fascinating international world of fashion and design. Isn't that what you always wanted?

fashion degree!

**THE THINGS
YOU NEED
TO KNOW**

05. Through hands-on fashion and fashion design programmes, you will gain practical experience that will make you stand out from other design school graduates.

06. Experimenting, innovating, risk-taking, questioning and discovering; these are the basic principles of studying at the Amsterdam Fashion Academy. All of course within a highly supportive learning environment.

04. We offer only the world's best fashion programmes obtained from international universities and all validated and proven.

FASHION BUSINESS

FASHION BUSINESS BA (HONS)

HOW CAN AN EDUCATION PREPARE YOU FOR THE COMPLEX, GLOBAL AND HIGHLY COMPETITIVE WORLD OF FASHION? HOW DO YOU BECOME THAT FLEXIBLE THINKER, HIGH ACHIEVER AND LIFE-LONG LEARNER READY TO MAKE YOUR WELL-PREPARED ENTRANCE INTO THE FASHION INDUSTRY?

AIM

The study of Fashion Business is an exciting field that gives you access to countless career opportunities in the fashion industry. This course has been tailored to blend creative fashion knowledge with a solid grounding of business, marketing, communications, styling, design, historical and contextual studies. Our aim is to produce confident fashion business people that can respond effectively to the constantly changing challenges in the international fashion industry.



FASHION BUSINESS BA (HONS)

ENTRY REQUIREMENTS

A minimum of two full A-levels (or equivalent) is required or a recognized International Baccalaureate Diploma (or equivalent from their home country*). Courses are subject to specific levels of proficiency in English.

We welcome applications from people of any age who might not meet the standard entry criteria, but we expect to see evidence of continuing academic and/or professional development and a capacity to pursue the course successfully. If your application is successful, you may be invited to attend an interview to discuss your ability and suitability for the course.

*For the Netherlands; diploma mbo 4, havo or vwo

PROGRAMME

Year 1
Fashion Business — Introduction to Project Management — Introduction to Fashion Styling — International Branding — Fashion Marketing and Promotion — Introduction to Historical and Contextual Studies

Year 2
Historical and Contextual Studies — Fashion Branding — Fashion Styling — Fashion Communications — Internship

Final year
Dissertation — Live Industry / Competition Brief — Professional Practice - Final Major Project



KEY FACTS

DURATION:
3 YEARS

START PROGRAMME:
SEPTEMBER 2018

TUITION FEES:
FIRST YEAR € 15,800,-
SECOND YEAR € 12.100,-,
THIRD YEAR € 9,750,-

START ADMISSION:
NOW OPEN FOR ADMISSION

MAXIMUM NUMBER OF STUDENTS:
12



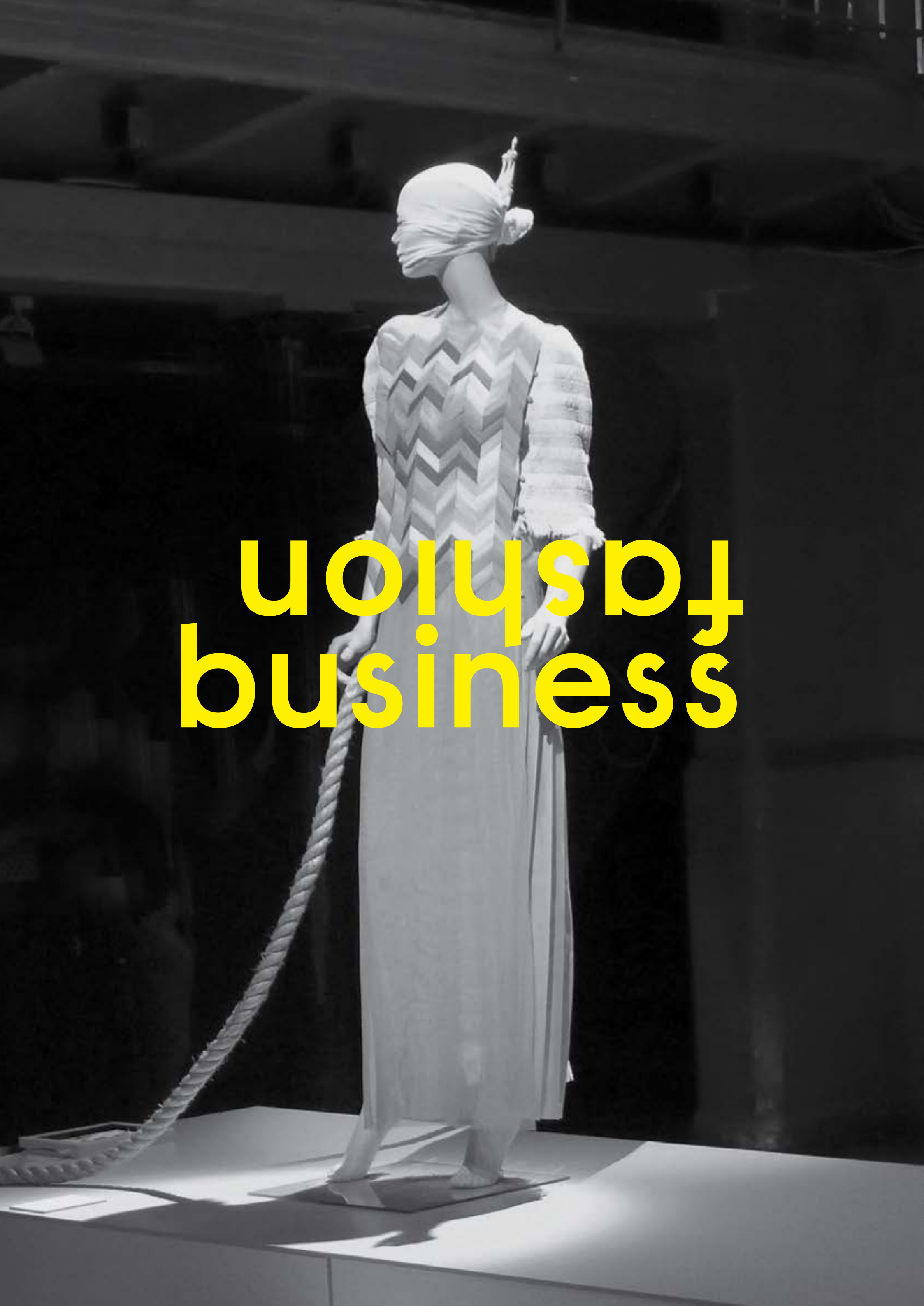
HOW DO YOU STUDY?

This course offers both an academic and practical perspective, enabling you to gain knowledge and insights in the disciplines relevant to fashion. Throughout the course you assess the importance of fashion in stimulating consumption by means of essays, research, presentations and display projects. You also actively participate in fashion industry activities by tackling challenging project briefs, often in collaboration with the leading labels in the fashion industry and Fashion Design students. This versatile course has been ultimately structured to provide you with an optimum route into employment in many aspects of the fashion industry. Our experienced and international tutors aim to help you reach your full potential by challenging, stimulating, informing and rewarding you.

CAREER OPPORTUNITIES

Trend watcher, fashion forecaster, fashion buyer, fashion marketing expert, visual merchandiser, fashion merchandiser, fashion journalist, fashion brand manager, fashion market researcher, fashion public relations manager, fashion event manager, fashion communications manager.

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FOUNDATION IN FASHION

FOUNDATION IN FASHION

THIS EXCITING PREPARATORY PROGRAMME IS DESIGNED TO INTRODUCE YOU TO THE VERSATILE WORLD OF FASHION. IT WILL HELP YOU DEVELOP SKILLS AS WELL AS PERSONAL QUALITIES AND ATTITUDES THAT ARE ESSENTIAL WHEN ENTERING THE FASHION INDUSTRY. THE FASHION FOUNDATION YEAR PREPARES YOU FOR GOING ON TO STUDY FASHION WITH TEXTILES DESIGN OR FASHION BUSINESS AT DEGREE LEVEL.

AIM

This is a great opportunity to study a wide range of essential skills needed for the design and production of both fashion and textiles in the stimulating fashion environment of the Amsterdam Fashion Academy. You develop your portfolio and gain a real understanding of the professional working practices and expectations of the fashion industry. Of course all of this is combined with learning to design and manufacture your own clothing and textiles. All activities are underpinned by a core of drawing and visualization skills. Obviously academic discipline – along with theory projects – forms the basis of this programme, which focuses on intensive learning.

FOUNDATION IN FASHION

ENTRY REQUIREMENTS

Good high school graduation grades and students are normally ages 16 years or above. A portfolio is not required. The Fashion Foundation Year is designed for students who do not qualify for the Bachelor Degree programmes or students who want to develop a more solid foundation in key subjects such as drawing, illustration, design methods in fashion and textiles. This course provides an entry route into the bachelor degree programmes. Successful completion of one of the following foundation options guarantees progression onto the bachelor degree programmes.

PROGRAMME

Exploring Art, Design and Media - Fashion in 3 Dimensions - Fashion Communication - Textiles for Fashion

WHY STUDENTS SHOULD CHOOSE THIS PROGRAMME?

This programme provides a grounding in the skills and knowledge needed to decide on a degree programme in a Fashion related subject, in particular those offered by the Amsterdam Fashion Academy in Fashion Design with Textiles and Fashion Business. The programme will allow students to explore and develop skills needed for successful completion of a degree in fashion.

KEY FACTS

DURATION:
1 YEAR

START PROGRAMME:
SEPTEMBER 2018

TUITION FEES:
€ 9.750,-

START ADMISSION:
NOW OPEN FOR ADMISSION

MAXIMUM NUMBER OF STUDENTS:
12

HOW DO YOU STUDY?

You are taught by a range of experienced tutors who are enthusiastic and dedicated to bringing out the best in you. Our teaching staff works with you on sustained project work which develops your skills and they are happy to share their theoretical knowledge with you. Industry workshops, lectures, live projects, field trips and visits are all part of the programme. You work on a variety of technical and design projects that involve research, including exhibition and museum visits, design development, garment making, fashion illustration and presentation. This one year programme helps you compile a portfolio for application to a degree programme in fashion.



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AMSTERDAM FASHION ACADEMY
OOSTEINDE 1, 1017 WT AMSTERDAM, THE NETHERLANDS
PHONE +31 (0) 20 – 489 66 92

INFO@AMSTERDAMFASHIONACADEMY.COM
AMSTERDAMFASHIONACADEMY.COM

FACEBOOK.COM/AMSTERDAMFASHIONACADEMY
TWITTER.COM/AMSFASHION
INSTAGRAM.COM/AMSTERDAMFASHIONACADEMY

Photography: Cindy Baar / The High Fashion Low Countries project, an initiative of the Dutch Embassy Brussels / Swinda van Dijk who won the 'Golden Design 2012' award with her 'Cherish' collection.