
Successful career in fashion

This course is uniquely tailored for those with an interest in changing careers into the fashion industry and / or setting up their own label.

Within this vibrant course you will have the opportunity to study the various different areas of the fashion industry, giving you awareness into how they all work and an idea of which field you might like to work in. This course gives also an overview of the basic principles of a business structure to support the development of setting up your own label.

DURATION COURSE

Evening course 8 consecutive weeks
(3 hours per week) 6pm to 9pm

Class hours: 24 hours

Non-class hours: 16 hours

DATES INTAKE APRIL 2020

April 7th till June 2nd, 2020

Every Tuesday from 6pm to 9pm

Course taught in English

COST

Tuition fee: € 990,-

ADDITIONAL INFORMATION

Level: Beginner - Intermediate

CERTIFIED

The Amsterdam Fashion Academy offers approved programs. Participants who pass the course will receive an Academy certificate of completion.

Find out more at amsterdamfashionacademy.com

Facebook/Instagram: @amsterdamfashionacademy / Twitter: @AmsFashion

LinkedIn: amsterdam-fashion-academy

Call us for a personal appointment + 31 20 4896692

Or email us info@amsterdamfashionacademy.com

SHORT COURSE

Course content

FASHION INDUSTRY STRUCTURE

This subject will introduce you into the career and business opportunities available in the industry. This will be delivered through a history of the fashion Industry structure and where it is now including: trend forecasting, manufacturing & design, sales, retail merchandising and sales promotion. This will enable you to identify which area would suit your personal characteristics to support your move in a career in the fashion industry.

THE DESIGN PROCESS

A look at how fashion is designed and developed, how trends are developed and executed into the fashion process and how this impacts on all areas of the Fashion Industry.

BUSINESS STRUCTURE

As part of the course, you will learn how to set up your own label through interpreting the core business structure to suit your needs. This will be achieved through knowledge of creating a business strategy, market research, design development, sampling, wholesale/season selling, production, distribution, retail selling and finally understanding the fashion year plan.

PR & MARKETING

The essential element to any new business is the understanding of marketing and PR of the product. This subject will introduce you into the different platforms that are available for getting your label to become a success. Including, branding, press pack, creating a lookbook, social media, events and advertising for the different platforms.

The lecturers

The international team of (guest) lecturers are all experts in their respective field. They are from a diverse range of backgrounds in the fashion industry. Lively and entertaining speakers with a passion and infectious enthusiasm for fashion. All our lecturers endeavour to take a relaxed approach to the content, mixing lectures and on-site talks with more informal conversations while enjoying a snack and a drink. You will also have the opportunity to receive coaching while setting up your own label or to develop a career change plan.

Who should attend?

This course is uniquely tailored for those with an interest in changing careers into the fashion industry and / or setting up their own label. There are no formal entry requirements and no age limits.

SHORT
COURSE