

A black and white profile photograph of a woman with dark hair styled in a high, rounded bouffant. A large, light-colored flower is tucked into her hair behind her ear. She is wearing a dark, strapless garment. The background is a solid, medium gray.

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FASHION WITH TEXTILES
DESIGN BA (HONS)

+

FASHION BUSINESS BA
(HONS)

+

FOUNDATION IN FASHION

University-level degrees



WELCOME TO THE AMS FASHI ACA

THE AMSTERDAM FASHION ACADEMY IS A PRIVATE INTERNATIONAL TOP-FLIGHT FASHION UNIVERSITY 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. EACH OF OUR STUDENTS IS UNIQUE WITH THEIR OWN NEEDS AND TALENTS WHICH WE FOSTER, SUPPORTING AND ASSISTING THEM SO THEY CAN ALL DEVELOP TO THEIR FULL POTENTIAL.

WE OFFER UNIVERSITY LEVEL BACHELOR'S (HONOURS) DEGREES WHICH ARE METICULOUSLY ALIGNED TO UK QUALITY ASSURANCE AGENCY (QAA) STANDARDS AND ARE INTERNATIONALLY RECOGNIZED, ALLOWING ENTRY INTO MASTER'S DEGREES COURSES.

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 SPECIALIZED 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 out-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 can of course, go it alone 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 recognised programmes have a proven track record. We can give you the best ticket to a brilliant fashion career or to starting your own, successful fashion label.

STATE-OF-THE-ART IN AMSTERDAM

The Amsterdam Fashion Academy is located in the 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.

APPLICATION PROCEDURE

Applying for one of our undergraduate programmes or the foundation course is the first important step in your future at the academy. Choosing the right course at a university that's right for you is a big decision to make. That's why we don't just make our decisions based on a submitted form, but we like to talk to you during one of our interview days or one of our open days. For us, in addition to your prior education, your motivation, drive and commitment are just as important, if not more so.

Step 1.

Visit our website amsterdamfashionacademy.com and fill in our "request for information form" or sign up to an Open Day:

- November 2nd, 2019 (1:30pm to 4:30pm)
- December 14th, 2019 (1:30pm to 4:30pm)
- February 8th, 2020 (1:30pm to 4:30pm)
- March 7th, 2020 (1:30pm to 4:30pm)
- May 16th, 2020 (1:30pm to 4:30pm)

We will then contact you to schedule an appointment/call with you.

Step 2.

After the appointment/call, we will ask you to send us a completed application form and letter of motivation. After receiving the form and letter, we will invite you to attend one of our interview days (January 31st, 2020 or March 27th, 2020).

Step 3.

You will receive the official invitation by email and we will ask you to bring your portfolio to the interview if you are applying to the Fashion with Textiles Design BA (Hons) or the Foundation in Fashion, or to complete a written assignment if you are applying to the Fashion Business BA (Hons).

Step 4.

Within a week following the interview, we will let you know whether you have been admitted. If you have been successful, we will send you a letter of confirmation by email and we will request you to send us a signed version of our terms & conditions, digital copy of your passport, two passport-size photos, digital copies of relevant diplomas and payment of the enrolment fee.

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

The programme will give you all you need to become the complete fashion professional. You will become an all-in-one Fashion Talent, possessing all the practical and technical skills combined with the know-how and insight to make your mark in fashion. Learn to create your concepts, inspire your design, craft your garments and market your make. You will learn all you need to take control of your fashion career. To be a future fashion entrepreneur you need to develop your innovative creative genius and fashion design talents together with CAD skills, marketing knowledge and shrewd business insight. A talented and convincing communicator, confident and self-reliant with the ability to stay one step ahead of the pack.

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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 havo or vwo

KEY FACTS

DURATION:
3 YEARS

START PROGRAMME:
SEPTEMBER 2020

TUITION FEES:
FIRST YEAR € 16.750,-
SECOND YEAR € 13.750,-
THIRD YEAR € 10.500,-

MAXIMUM NUMBER OF STUDENTS:
12-14

PROGRAMME

YEAR 1 (120 UK credits equal to 60 ECTS)

Business Studies - 20 credits

This module provides the student with the opportunity to put their specialist area in a professional context, including the investigation of regulations and legislation specific to designers within the fashion industry.

Fashion Illustration - 20 credits

By using experimental drawing approaches and techniques, students will broaden their experience and understanding of visual language.

Fashion Realisation Techniques and Processes - 20 credits

A variety of skills will be taught including subject specific knowledge and practical application in order to create fashion products.

Introduction to Historical and Contextual Studies - 20 credits

This module introduces students to the contextualisation of their discipline by engaging in various related theories within historical, contemporary and cultural settings. Students will be introduced to academic writing conventions including the use of Harvard referencing.

Introduction to Design Processes - 20 credits

By understanding and using the design cycle, students will learn to produce commercially viable ranges that meet the requirements of their clients.

Textiles Realisation Techniques and Processes - 20 credits

Experimental approaches predominate including the recycling, deconstruction, and synthesizing of materials in new and unorthodox combinations.

YEAR 2 (120 UK credits equal to 60 ECTS)

Historical and Contextual Studies - 20 credits

This module builds on the first year of study enabling students to develop a deeper understanding of their chosen specialist pathway, identifying historical and contextual influences in their own work and the work of others.

Fashion & Textiles Design - 40 credits

Students are given a variety of briefs in order to expand their awareness of the fashion/textiles industry and working within commercial constraints.

Industrial Practice in a Global Context - 20 credits

This module gives students a clear understanding of the importance of marketing and promotion in the commercial environment and the changing climate of ethical and sustainable issues.

Fashion & Textiles Cutting & Construction - 40 credits

By investigating traditional and/or non-traditional materials students will achieve outcomes that can be used for a specified purpose.

Personal Development Plan and Internship

Students receive a Personal Development Plan (PDP): a self-analysis process involving invaluable individual contact hours with a lecturer to help develop their leadership and management skills, find the best internship (3-4 months) and identify the right career path.

YEAR 3 (120 UK credits equal to 60 ECTS)

Dissertation- 40 credits

Personal research topics are developed with tutor guidance and students are supported in undertaking thorough research in a specialist area of study. Dissertation is 10,000 words.

Live Industry / Competition Briefs - 40 credits

This module helps students develop their independent design skills by responding to a range of live briefs provided by industry or through international competition briefs.

Final Major Project - 40 credits

This module develops the advanced execution of innovative, conceptual thinking within project outcomes that are fully and expertly realised, with final outcomes that demonstrate the student's expertise.

HOW DO YOU STUDY?

Throughout the course you will develop your skills by tackling challenging project briefs, often in collaboration with leading labels in the fashion industry and with sponsorship from fabric manufacturers. You will 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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Fashion Designer: Joanna Grice, 2019 graduate
Photo: Wynke Brandsma
Model: Robin Baldy

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.

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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 havo or vwo

KEY FACTS

DURATION:
3 YEARS

START PROGRAMME:
SEPTEMBER 2020

TUITION FEES:
FIRST YEAR € 16.750,-
SECOND YEAR € 13.750,-
THIRD YEAR € 10.500,-

MAXIMUM NUMBER OF STUDENTS:
12-14

PROGRAMME

YEAR 1 (120 UK credits equal to 60 ECTS)

Fashion Business - 20 credits

This module provides students with the opportunity to put their specialist area in a professional context, including the investigation of regulations and legislation specific to designers within the fashion industry.

Introduction to Fashion Styling - 20 credits

This module gives students the opportunity to plan, develop and execute a creative strategy to set fashion styling briefs.

Introduction to Project Management - 20 credits

Students develop an understanding of what constitutes a project and the role of a project manager. They develop the skills needed to plan the activities required to carry out the project, including how to set up, control and execute a project.

YEAR 2 (120 UK credits equal to 60 ECTS)

Historical and Contextual Studies - 20 credits

This module builds on the first year of study enabling students to develop a deeper understanding of their chosen specialist path, identifying historical and contextual influences in their own work and the work of others.

Fashion Styling - 20 credits

Students respond to a variety of briefs in order to expand their awareness of the fashion industry and work within commercial constraints including managing the project from inception to completion.

Personal Development Plan and Internship

Students receive a Personal Development Plan (PDP): a self-analysis process that involves invaluable individual contact hours with a lecturer to help develop leadership and management skills, find the best internship (3-4 months) and identify the right career path.

YEAR 3 (120 UK credits equal to 60 ECTS)

Dissertation- 40 credits

Personal research topics are developed with tutor guidance and students are supported in undertaking thorough research into a specialist area of study. Dissertation is 10,000 words.

Final Major Project - 40 credits

This module develops the advanced execution of innovative, conceptual thinking within project outcomes that are fully and expertly realised, with the final outcomes demonstrating the student's expertise.

Introduction to Historical and Contextual Studies - 20 credits

This module introduces students to the contextualisation of their discipline by engaging in various related theories within historical, contemporary and cultural settings. Students will be introduced to academic writing conventions including the use of Harvard referencing.

International Branding - 20 credits

This module is intended to introduce students to the underpinning theory and practical skills required to develop visual strategies in the formulation and execution of effective brand identity and design proposals.

Fashion Marketing and Promotion - 20 credits

This module provides an understanding of the professional organisations that make up the fashion promotion industry, the role of advertising and the importance of market research.

Fashion Branding - 40 credits

Students develop the necessary skills to define a company's brand values and relate them to a specific marketing strategy. A practical understanding of the digital processes used in the design industry is developed through personal experimentation.

Fashion Communication - 40 credits

The aim of this module is to develop students' skills and understanding of how meaning, messages and information can be communicated visually in fashion graphic products. Students will also study editorial journalism, current applications of virtual and physical communications and magazine structures in relation to journalism.

Live Industry / Competition Briefs - 40 credits

This module will help develop students' independent design skills by responding to a range of live briefs provided by industry or through international competition briefs.

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 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

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.

ENTRY REQUIREMENTS

Good secondary school graduation grades (MBO 4 for the Netherlands). Students are normally aged 17 years or older. 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

Fashion in 3 Dimensions

This module introduces students to the idea of fashion as two- and three-dimensional form. It enables them to explore shape, silhouette and volume through playful approaches to working on the stand and introduces some basic pattern cutting techniques.

Fashion Communication

Students explore and develop skills in a range of different media and fashion illustrative techniques and applications. Mood boards and trend prediction to explore visual means of communication and short pieces of writing to follow the analysis of fashion PR and writing in journals, periodicals and websites.

Exploring Art, Design and Media

This module introduces students to key concepts in visual arts to develop their sensitivity and awareness of design development and graphic communication. Students are encouraged to explore mark making, design development and playful approaches to visual stimuli.

Textiles for Fashion

This module introduces some basic construction techniques and fabric embellishment and enhancement appropriate for fashion applications.

WHY STUDENTS SHOULD CHOOSE THIS PROGRAMME?

This programme provides a grounding in the skills and knowledge needed before embarking 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 allows students to explore and develop the skills needed for successful completion of a degree in fashion.

KEY FACTS

DURATION:

1 YEAR

START PROGRAMME:

SEPTEMBER 2020

TUITION FEES:

€ 9.950,-

MAXIMUM NUMBER OF STUDENTS:

12-14

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.

MEET OUR GRADUATES

The Amsterdam fashion academy is so much more than an educational conveyor-belt. We pride ourselves at being the hub of an entire fashion community. Our staff all have a background and links in the industry, and we are also part of an international fashion community and broader network. We like to keep in touch and help one another. We continue to support our alumni after graduation by giving advice when needed, using our network and through an extensive programme of masterclasses and career days. A wise person never stops learning. To give an idea of what happens after successfully completing a degree at the Amsterdam fashion academy we have asked a few alumni to tell us about their work.



Britt Mansveld

Year: 2016

"As the Marketing and Communications Coordinator at QASIMI I manage all social media accounts, implement digital ad campaigns and work closely with PR agencies and press. Furthermore, I coordinate and support QASIMI events, as well as all our digital content shoots. I'm also in charge of e-commerce and the website. For my Final Major Project at the Academy I developed a branding campaign for Rebecca Minkhoff".



Adam Favager

Year: 2017

"As Regional Visual Merchandising Lead at Crocs I'm responsible of bringing the powerful products stories to life, creating positive consumer engagement in stores throughout the Europe, Middle East and Africa regions. I work cross functionally with Merchandising, Marketing and Retail teams to create and distribute seasonal visual merchandising directives, and support Partner/Franchise store implementation".



Linda Dittrich

Year: 2018

"After working as Designer Assistant at Amsterdam-based brand Zoe Karssen, I moved to Berlin to work at Namilia as Studio and Production Manager. My graduate collection is based on my two passions: movies and fashion design, especially by director David Lynch. I created a universe around the vibe of the movie and the soundtrack, which I used as inspiration for my print designs and shapes of the garments".



Myrthe van der Leden

Year: 2019

"I have been selected to present my graduate collection at VFW Vancouver Fashion Week for the S/S 2020 Season. I will be the only Dutch young fashion designer who has been offered a sponsorship to attend the show. My graduate collection 'The collection 'Coup d'état' is inspired by the North Korean Culture and visually represented through a Western point of view".

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.

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.

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?

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.

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

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THE THINGS
YOU NEED
TO KNOW

15. All classes are taught in English.

14. Small classes (maximum 12-14 students per class)

16. You will benefit from our career-focused approach.

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.

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.

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.

GET IN TOUCH

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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
INSTAGRAM.COM/AMSTERDAMFASHIONACADEMY
TWITTER.COM/AMSFASHION
LINKEDIN.COM/AMSTERDAM-FASHION-ACADEMY

