

English Plus Summer Courses in Fashion

English Plus Cool Hunting

Start dates: 4 July, 1 August

College: Central Saint Martins

Level of English required: Intermediate or above

Hours per week: 15 English, 9 Plus

Cool Hunting is about understanding and predicting future fashion styles. It is becoming a crucial process for creative companies, helping them stay relevant and able to forecast emerging trends. On this course you will learn about London's role in influencing worldwide trends and why it is considered to be the fashion capital of the world. You will also discover where Cool Hunters seek out new and underground styles, guided by a CSM tutor in the know, who will also give presentations and lead on group discussions.

This course will include:

- Fashion cycles
- The British fashion industry
- An introduction to new fashion designers from London
- Trend forecasting
- Emerging trends.

English Plus Fashion Business

Start date: 4 July

College: London College of Fashion

Level of English required: Intermediate or above

Hours per week: 15 English, 7 Plus

This course provides an overview of the fashion industry from a British and European perspective. You will explore the structure of the industry and introduce the various business activities and opportunities that the fashion industry has to offer.

The course will include:

- Fashion design and development
- Different types of retailers
- Buying and manufacturing methods
- Marketing and PR
- Career and business opportunities available in the industry.

English Plus Fashion: Buying & Merchandising

Start date: 4 July

College: London College of Fashion

Level of English required: Intermediate or above

Hours per week: 15 English, 7 Plus

Buying and merchandising are essential roles within the retail industry. The buyer is responsible for choosing, developing, sampling and creating the product, and the merchandiser is responsible for the delivery, allocation and sales performance of the product. These roles will be explored and the potential career opportunities discussed.

The course will include:

- Industry structure
- Market research
- Customer identification
- Product selection and mix
- The roles of the merchandiser and the buyer
- The buying calendar
- Stock management
- Purchasing budgets
- Profit margins
- Range planning
- Sourcing and product development
- Pricing

Some mathematical formulae will be explained and practised during this course, so an understanding of basic mathematics would be helpful.

English Plus Fashion Design



English Plus Summer Courses in Fashion

English Plus Fashion Design (CSM)

Start date: 1 August

College: Central Saint Martins

Level of English required: Pre-Intermediate or above

Hours per week: 15 English, 15 Plus

The aims of this course are to introduce you to how fashion is taught in the UK, to build your confidence when researching new ideas through short projects and to enable you to present your designs, both verbally and in a two-dimensional format.

The course will include:

- Use of drawing and colour materials in presenting design ideas
- Research skills – how to use the resources of London (shops, museums and galleries) as sources of inspiration
- Illustration skills and drawing from a clothed model
- Lectures on current fashion design, and a visit to a major fashion exhibition or gallery, such as the Victoria and Albert Museum.

English Plus Fashion Design (LCF)

Start dates: 4 July, 30 August

College: London College of Fashion

Level of English required: Pre-intermediate or above

Hours per week: 15 English, 7 Plus

This course will help you to develop your fashion design ideas, through the use of research and the creative process. Your finished designs will show a good understanding of the fashion industry and current designers in the UK. You will develop a fashion vocabulary through analysing collections, build confidence when researching new ideas through short projects and be able to present your designs.

The course will include:

- Presenting design ideas through the use of different media
- Analysing figures and proportions
- Research
- Drawing/ illustration skills
- Visit to a major fashion exhibition or gallery, such as the Victoria & Albert Museum or Design Museum
- Presentation skills

English Plus Fashion Styling

Start date: 1 August

College: London College of Fashion

Level of English required: Intermediate or above

Hours per week: 15 English, 7 Plus

This course will provide you with an insight into the working life of the fashion stylist and offers the opportunity to work towards the creation of a styled image. You will interpret current fashion trends and current designer collections to create your own styled image. You will learn how and where to find inspiration, before interpreting a style brief and spending your last day mocking up a studio shoot.

The course will include:

- The role of the stylist
- Style tribes and trends
- Designer collections
- Magazine styling
- Fashion PR.

English Plus Fashion: Visual Merchandising

Start dates: 1 August

College: London College of Fashion

Level of English required: Intermediate or above

Hours per week: 15 English, 7 Plus

This course will introduce you to all the different display techniques and theories that are used in retail today. Visual merchandising is about displaying products in the best way to increase sales in a store environment. Exercises and lectures will help you to understand the importance of visual merchandising to create exciting displays, improve sales and build brands.

The course will include:

- brand communication
- the role of the visual merchandiser
- store layout
- display and presentation techniques
- merchandising techniques
- developing concepts
- window displays.