



REGENT'S
UNIVERSITY LONDON

London's Independent University



FASHION AT REGENT'S

Study Abroad Programme 2017-18

Join our cosmopolitan community and enjoy a unique experience in London



Located in the heart of the UK's vibrant capital city, Regent's University London is a superb place in which to live and study. Our campus in royal Regent's Park and specialist studios in neighbouring Marylebone Village offer an excellent setting to inspire your creative and commercial talents.

You will be within close reach of flagship stores in Oxford Street, Bond Street and Knightsbridge, together with easy access to alternative and vintage fashion destinations in Spitalfields and Camden. The city boasts hundreds of world-class museums including the British Museum, the Design Museum and the V&A with its famous fashion collection, as well as more than 800 art galleries.

At Regent's, you will:

Study in the heart of the fashion capital, with access to all the rich resources that fashion professionals enjoy

Gain an international perspective – a competitive advantage for aspiring fashion professionals

Experience our fabulous central location, just minutes from the West End, with fast access to major brands and industry events

Study in our specialist studio spaces and teaching facilities and on location around the fashion capital

Enjoy learning in small groups, giving you personalised teaching and quality contact time with tutors

Network with industry experts through lecturer practitioners, guest lectures, projects, talks and events

Live in secure campus accommodation in a royal park, or in central London



'It has been fabulous... We had friends who had studied here before and we came in expecting it to be different. It is a life-changing experience. I feel that I am now not afraid to go anywhere. We get very different classes than we could imagine at home.'

Eli Bejin,
University of Western Michigan



Fashion at Regent's enjoys an established presence in London. Originating in the 1970s as the American College in Switzerland, Regent's fashion and design programmes subsequently moved to London and found their home in heritage buildings in the fashionable Marylebone Village.

At Regent's, we encourage you to think and operate with independence, individuality and creativity – qualities that are key to success in fashion.

You will be taught by talented, cutting-edge industry lecturers and practitioners. Immersed in fashion projects, you will study on vibrant, experiential courses and complete work which replicates industry practice.

Student life

We have a number of extracurricular activities taking place at the campus and you will have plenty of opportunities to socialise, relax, exercise and be creative.

The Student Union organises a variety of activities, such as barbeques, parties, club nights, karaoke evenings, quiz nights, boat parties and networking events. Our students have access to a health club nearby and there are sporting facilities both on campus and in Regent's Park.

Student support

Our Student Services team can help you to make the most of your student life and being in London. We can help you with information about the local area, activities, cultural experiences and events across the city and other popular destinations.

Whatever you need, your first stop should be Regent's Student Hub. Our dedicated team can connect you with experts within Regent's community who can help you with academic success, personal support, career and business relations or financial matters.

Learning resources

You will study in an environment where you can feel confident that you are gaining the knowledge and skills you need to enter the international fashion industry as a consummate professional. We offer a wide range of resources to support your learning and research activities.

Well-equipped fashion and photography studios

Wide range of media equipment (cameras and kits for filming available for loan)

Virtual learning environment enabling you to access course material, submit work and receive feedback from anywhere in the world

IT/MAC centres with fully networked stations

Specialist industry databases in the fashion and design, arts, humanities, business, finance and social sciences

Will Conard – International Textile and Apparel Association (ITAA) Scholarships for Fashion Design and Fashion Merchandising – exclusive to Study Abroad students

This is a unique opportunity for undergraduate students to study in the Fashion capital of the world. The offer includes two full scholarships plus free accommodation for one term. Further information about the application deadline and process can be found on our website. regents.ac.uk/funding



Modules

We offer a wide range of module choices for study abroad students – you can select modules which interest you and complement your current studies.

Once you have chosen modules which form part of your degree core or an elective requirement and confirmed them with your academic advisor, you can liaise with our International Partnerships Office (IPO) to enrol and begin your exciting study abroad journey.

LEVEL 4

FSD401 Pattern 1

This module introduces the concept of working in three dimensions using a selection of fabrics to create simple garments. You will be introduced to core terminology, sewing and cutting techniques which will enable you to design and draft two-dimensional blocks/patterns with which you construct three-dimensional garments, focusing mainly on skirts and trousers. Working to a brief, you will explore garment construction and design details to develop design ideas which will form the basis of your finished garments. These garments will be photographed and styled in the photographic studio.

FSD402 Design Process

This module explores the design process using a current exhibition as a source of inspiration. You will be introduced to research, design, and development. You will gain an understanding of how to apply the creative working process, from inspiration, to design, to product. You will learn how to apply the selection process to your work and to pull information from various aspects that culminate in range planning and collection design. With a strong understanding of how to develop a concept, you will experiment with different media to find solutions for communicating your ideas in a creative visual format.

FSD403 CAD

In CAD you will learn how to use creative software to generate and manipulate digital images for the fashion industry. You will explore how fashion uses visual communication and image to promote products, and be shown how to develop professional techniques to articulate your own ideas through this medium.

'It is important for students, work to progress from "student standard" to "industry standard". CAD skills are crucial in helping this transition. This progress is guaranteed to happen by practice and observation, exactly like learning a musical instrument, or any professional practice.'

Stephen Myers, lecturer and designer





LEVEL 4

FSD404 Pattern 2

Pattern 2 further develops and extends your knowledge of pattern cutting skills. You will continue to practice and improve your garment production skills and become familiar with an extended vocabulary of appropriate design and construction terminology. Working to a brief and focusing mainly on the torso, you will learn how to join bodices to 'bottoms' and how to add 'fit' to a garment. You will explore garment construction and design details to develop design ideas which will form the basis of your finished garments.

FSD405 Textiles

This module introduces the creative art of constructing textiles. You will discover various hand knitting, crochet, felting, weaving and printing techniques. Working to a set brief the module gives you the opportunity to explore, create, develop, and assemble textiles. You will design a collection of outfits and construct one outfit, using fabrics that you have created, from this collection.

FSD406 Historical and Contextual Studies in Fashion

This module introduces the study of fashion from a historical and contextual viewpoint for both historical knowledge and to enhance your understanding of contemporary fashion. Fashion is understood as object, image, and idea and is explored through specific historical contexts. The approach is thematic as well as chronological. It introduces you to some of the fundamental developments in fashion from a critical perspective as well as fostering contextual awareness in relation to historical and current fashion, and wider art and design history. It will help you to develop key transferable skills in research, IT, and communication.



'We learned about show production, working with models and the technical aspects. We did a lot of backstage work for this [Graduate Fashion] show, we did model castings and we have learned all aspects of production. We selected the models for this show. The lecturers work with designers, and work all over the world, so we have learned from the best.'

Jess Blum, University of Western Michigan

Modules

LEVEL 4

FSM401 Fashion Marketing and Promotion

This module will give you a detailed knowledge of the structure and dynamics of the fashion industry. You will develop your knowledge of fashion and the fashion business, and learn how to keep abreast of developments at the forefront of this fast-moving industry.

You will explore key fashion marketing theories, tools and methodologies and apply these to projects about the contemporary fashion market.

You will comprehensively explore the range of marketing activities that fashion companies use, looking in depth at fashion promotion and fashion marketing communications using both traditional and digital media. You will examine fashion promotion activities including public relations, advertising, visual merchandising, sales promotion, personal selling, fashion shows and the fashion media.

What our students say about FSM401:

'Useful teaching and relevance to the module. Also fun, interesting and engaging.'

FSM402 Fashion Images

You will explore how visual images are created and how society uses visual signs and images to express and communicate. You will be introduced to the techniques, processes and commercial applications of fashion images for the fashion industry and in particular fashion marketing.

The module looks at how images are used as a means of communication in fashion and explores the roles of graphics and typography, styling and photography in communicating about fashion.

You will study how the fashion industry promotes its products and creates brand awareness through the web, advertising, advertorial and packaging. You will explore the use of new technologies in relation to visual imagery. You will develop a working knowledge of imaging techniques and learn how to create visuals and texts using appropriate software. You will apply theory to practice as you start to develop your own portfolio of work.

What our students say about FSM402:

'Great teaching approach, very enthusiastic and positive. Great use of the interactive content.'

FSM403 Marketing Research and the Fashion Consumer

This module will teach you how to conduct research for fashion marketing. You will look analytically at the business of fashion, examining how companies create competitive advantage and maintain success. You will research, analyse and present information in a report on an aspect of the fashion industry, using both market and competitor intelligence from a wide range of sources. Your research will engage with the industry on a deeper level as you develop your knowledge and understanding of marketing theories, tools and methodologies. You will broaden your understanding of fashion marketing practices, and the strategies and techniques used by companies to gain competitive edge.

FSM404 Fashion Trends

You will study how trends arise by considering market and consumer intelligence as well as aesthetic, economic, social and cultural influences. You will explore how emerging trends are used to inspire and influence in relation to the fashion industry, and conduct research on trend predictions. This analysis will enable you to explore future directions, working creatively through idea generation, and development so that you can fully understand the design development process. You will learn to assess markets, identify emerging trends and create directional trend materials. You will use mediums such as CAD, photography and illustration to work creatively to produce a directional trend prediction package.





Modules

LEVEL 5

FSM501 Fashion Product, Buying and Merchandising

This module examines how product development, buying and merchandising processes work within the contemporary fashion business and fashion marketing. You will learn about buying and merchandising theory, and look at product development, clothing manufacture and supply chain management. You will explore merchandise planning, strategies, costing, sourcing and supply. You will also learn about the fashion consumer, marketing research and fashion trends to research for and create a detailed range plan.

FSM502 Fashion Communication

This module will develop your knowledge and understanding of how fashion is communicated to the consumer. You will study both traditional and new media platforms and learn how integrated fashion marketing communications are planned, created, managed and delivered. You will study the fashion media and learn about media communications. You will learn how to research different audiences and markets and how to work in an informed, creative and responsible manner on fashion communications such as journalism, public relations, blogging, social networking, e-marketing, film, shows, launches, visual merchandising, exhibitions and store events. This module will enable you to develop your understanding of theory and practice in relation to fashion communication as you create a portfolio of work demonstrating your ability to create effective integrated fashion marketing communications. The portfolio will contain visual and text-based materials. Your work will include digital and web-based materials.

FSM503 Fashion Marketing Strategies

This module covers the planning and strategy development process in relation to fashion marketing and promotion. It takes you from initial concept, research and analysis, through concept development, to the creation of an integrated marketing and communications plan. You will learn about the theories and activities involved in marketing management and develop both your critical research and analysis skills, and your ability to engage in creative development. You will examine case studies in the form of the marketing strategies of fashion companies. The module is designed to enable you to assimilate and integrate learning from earlier modules so that you are prepared to begin your self-initiated marketing project at Level 6.

FSM504 Fashion Branding

This module focuses on British fashion branding and current British fashion markets. You will explore contemporary fashion brands and the strategies used to create a unique personality, generate appeal and develop a 'desirability factor' for potential consumers. You will look at how brands are built, from conception and development through to brand promotion and management. You will also examine how brand identity is used as a strategic tool to promote products and build loyalty in consumers. The module covers the development of values and ethics required to develop successful brands. You will also explore the implications of changing environments for fashion consumers and fashion brands and examine case studies of successful international brands. You will apply theory to practice, and employ research, creative thinking and innovative problem-solving skills in working on a brand strategy project.





Modules

LEVEL 5

FSD501 Design Studio 1

This module builds and expands on and apply technical, theoretical and design skills and knowledge gained from all Level 4 classes. This module will enable you to explore and generate design concepts through research, design experimentation, toile development, and interpretation of a project brief. It will give you the opportunity to demonstrate your skills through the use of fabric, colour, texture, silhouette, shape, and garment construction techniques. You will design a full collection of clothing and then select, construct, photograph, and style an outfit. Design Studio 1 is an especially creative module that encourages avant-garde and experimental design outcomes through the use of creative thought processes and contemporary influences. You will be working with greater independence and autonomy.

FSD502 Drape (Level 5)

Drape builds on the cutting and draping skills you gained in Pattern 1 and Pattern 2. You are introduced to various experimental draping techniques in order to challenge your thinking with regards to the link between two-dimensional and three-dimensional design techniques. You will discover and develop new techniques of manipulating fabric and draping directly on to the stand. This module challenges aesthetic principles with regard to shape and volume. A set design brief enables you to work with greater autonomy. You will develop the visual and verbal language with which to communicate the techniques, technologies and methods covered with skill and imagination.

What our students say about FSD502:

Lecturer was great and made me love drape. She taught me so much and really stimulated my interests.

FSD503 Theoretical Studies in Fashion

Building on the historical and contextual knowledge gained in Level 4, this module explores critically some of the main issues surrounding fashion in contemporary society. You will be introduced to theories that provide the analytical tools for the investigation of fashion from social, economic, political and cultural perspectives. This covers areas as diverse as body image and globalisation. The module aims to extend your understanding and awareness of material culture from a critical and theoretical perspective, as well as the complex social, economic and political issues surrounding current practice. It will further develop your research, IT and communication skills.

What our students say about FSD503:

I think the lecturer really encouraged our engagement and helped us to think deeply about the topics.

FSD504 Design Studio 2

This module builds on the technical, theoretical and design skills and knowledge gained from Design Studio 1. It will enable you to explore and generate design concepts through focused research, design experimentation, toile development and interpretation of a project brief. It will give you the opportunity to further demonstrate your skills through the use of fabric, colour, texture, silhouette, shape and garment construction techniques. You will design a full collection of clothing and then select, construct and style a minimum of two outfits. Design Studio 2 is concerned with commercial, more wearable clothing styles. You must apply your creative design skills to clothing that realistically fits within the current fashion zeitgeist.

FSD505 Fashion Illustration

Fashion Illustration introduces you, as a potential fashion designer, to the concepts, techniques and uses of various mediums that will enable you to communicate your ideas. Through drawing live models, you will learn to use line and colour to represent texture and movement. This will develop your perception and visual interpretation of garments and how they relate to the human form.

'Students will come to us with an unknown inbuilt aesthetic. It is my job to bring it out, shape it and develop it further whilst challenging conventional thinking.'

Stuart McKenzie – Lecturer and Author of Creative Fashion Illustration (Bloomsbury Publishing)





LEVEL 5

FSD506 Fashion Styling and Photography

This module covers two specialist and related areas of fashion. You will develop an understanding of the relationship between styling and photography in different areas of fashion, such as advertising, film, catwalk and editorial. You will learn about roles and responsibilities and study styling and photography as visual languages of contemporary fashion. You will develop your aesthetic sensibilities and learn to work creatively, developing ideas from concept through to finished work. You will work in groups, learning to communicate your ideas verbally and through image. The cultural significance of styling and photography are explored, together with audiences and media channels. You will experience being both the stylist and the photographer and learn to create and manipulate directional images using both traditional and new technologies.

'Styling tells and sells a story. A collection, product or idea for a campaign might be amazing but if the styling is not right, no one buys into that story... how to present something that we might have seen hundreds of times, like a pair of jeans, and to put it into a new and inspiring context.'

Georg Meyer-Wiel – lecturer, artist & designer

What our students say about FSD506:

'The lecturer was so helpful, passionate and knowledgeable on the subject material which was awesome'

'There is a palpable excitement for me in teaching Fashion Show Production at Regents after more than 20 years in the business. The point of the course is to teach students to produce a professional fashion show from setting up backstage to how to treat models... undertaking an intellectual as well as a practical approach to shows and production.'

John Walford – module leader and international show producer

FSD507 Fashion Show Production and Event Management

This module covers the history, theory and practice of fashion show production and how to plan and manage a fashion event. You will be introduced to the different roles and responsibilities involved in creating a successful fashion show or event, and develop your understanding of traditional catwalk shows and events. You will explore the role of shows and events within contemporary fashion and examine the social, ethical and environmental issues relating to these promotional activities. You will also learn the practice of fashion show production and event management through tutor-led presentations and guest talks, and by working in a team to plan a professional event yourself.

FSD508 Fashion Journalism and PR

This module explores how journalism and PR activities operate in the fast-moving world of fashion. You will learn how to research, conduct interviews, document, report and critique. You will look at high-quality fashion writing, and develop your own writing skills for different audiences and media, such as blogs, catwalk reports, editorial, advertising, web-based media, and features. The module looks at the relationship between the media and PR and how journalism and PR work together. You will explore the theory and the practice of PR through tutor-led presentations, guest talks and project work. You will learn to analyse and identify audiences, how to create personality and how to communicate and manage image through PR activities. You will examine the significance and responsibilities of PR in contemporary fashion and look at the future of PR in the light of fast-developing new technologies. You will work on projects which will demonstrate your knowledge of journalism and PR theory and practice. You will present a proposal for a PR campaign and where possible you will work on a live fashion PR event.

FSD509 Accessories

The module is focused on couture millinery. It introduces the specialist knowledge, plus cutting and manufacturing skills, involved in accessories, building on your existing conceptual and design skills. You will develop a strong understanding of the accessories marketplace and the relationship between this and the fashion garment industry. You will produce a small range of pieces with the opportunity to explore millinery, glove-making and fashion bags. Designs, demonstrating the application of skill and imagination, will be produced and styled for runway presentation.

Modules

TWELVE-CREDIT MODULES

PHT401 Digital Photography

This module covers the basic concepts and practice of digital photography, including understanding and use of the camera, lenses, and other basic photographic equipment. The module will address aesthetic principles as they relate to composition, space, exposure, light and colour. Technological requirements of digital formats will be discussed, such as formats and resolution. Students will learn basic digital manipulation of images in preparation for creating a photo portfolio of images. Students will produce photographs in response to seminars looking at the work of notable photographers, and give an oral presentation about the work of a photographer of their choice.

FSH501 Accessories

In Accessories you will be introduced to the specialist knowledge, and cutting and manufacturing skills, involved in accessories, whilst building on existing conceptual and design skills. You will develop a strong understanding of the accessories market place and the relationship between this and the fashion garment industry. You will produce a small range of pieces with the opportunity to explore accessories such as millinery, bags or other fashion accessories. Designs, demonstrating the application of skill and imagination, will be produced and submitted for runway presentation.

FSH502 Fashion Buying

In Fashion Buying you will examine how the product development and buying processes work within the contemporary fashion business. You will learn about the fashion product, product development, clothing manufacture, and supply chain management. You will learn how the role of merchandising integrates with buying and ranges are put together and ranged out to stores. You will explore product planning, strategies, costing, sourcing and supply. The course covers sourcing and ordering stock for retailers of varying size from large multiples to individual stand-alone stores and online. You will draw upon your learning in earlier modules and integrate your knowledge of marketing with knowledge of the consumer, marketing research and fashion trends to research for and create a detailed targeted range plan.

FSH503 Fashion Journalism

Fashion Journalism enables students to build on existing knowledge and develop understanding and specialist skills surrounding how fashion is communicated to an audience. You will study both traditional print and digital web platforms and learn how to research and target features to suit appropriate media through various feature treatments, for instance: blogs, catwalk reports, editorial, advertorial, web-based e-zines, and news features. Also in this module you will learn how to conduct interviews, demonstrate personality within copy, help to 'sell the dream' in copywriting, appreciate high quality fashion writing of different kinds, and to document, report, review and critique in a compelling and persuasive style.





You will learn about the relationship between fashion media and journalists, and explore the theory, practice and ethical challenges of good practice through tutor-led presentations, guest talks and project work. You will learn how to identify and pitch story ideas and communicate copy angled to a specific audience. You will examine the significance and responsibilities of a contemporary fashion writer and study developing new technologies that are impacting on the fashion media environment.

FSH504 Fashion Photography

Fashion Photography enables students to develop an understanding of photography in different areas of fashion such as; advertising, film, catwalk, and editorial. You will learn about roles and responsibilities and you will study photography as a visual language of contemporary fashion.

You will develop your aesthetic sensibilities in relation to photography and you will learn to work creatively, developing ideas from concept through to finished work. You will engage in group work and will learn to communicate your ideas verbally and through image. You will explore the cultural significance of photography and examine audiences and media channels. You will learn to create and manipulate directional images using both traditional and new technologies.



FSH505 Fashion PR

Fashion PR enables students to develop specialist skills in this key area of fashion. You will learn writing skills for different audiences and for different media, for instance: editorial, advertising, web-based media, and features. You will learn how PR activities operate in the fast-moving world of fashion.

You will learn about the relationship between the media and PR. You will explore the theory and the practice of PR through tutor-led presentations, guest talks and project work. You will learn to analyse and identify audiences, how to create personality and how to communicate and manage image through PR activities. You will examine the significance and responsibilities of PR in contemporary fashion and you will study the future of PR in the light of fast developing new technologies. You will work on projects, which will demonstrate your knowledge of PR theory and practice. You will present a proposal for a PR campaign and where possible you will work on a live fashion PR event.



FSH507 Fashion Styling

In Fashion Styling you will develop an understanding of the role of styling in different areas of fashion such as; advertising, film, catwalk, and editorial. You will study styling as a visual language of contemporary fashion.

You will develop your aesthetic sensibilities in relation to styling and you will learn to work creatively, developing ideas from concept through to finished work. You will engage in group work and will learn to communicate your ideas verbally and through image. You will explore the cultural significance of styling and examine audiences and media channels. You will experience being the stylist will also learn to create use technology to create directional images.

EXPLORE LONDON FASHION

Discover London and some of its most inspiring fashion events taking place in the 2017/18 academic year:



London Design Festival, Victoria & Albert Museum

London Fashion Week Festival, The Store Studios

The World of Anna Sui, Fashion and Textile Museum

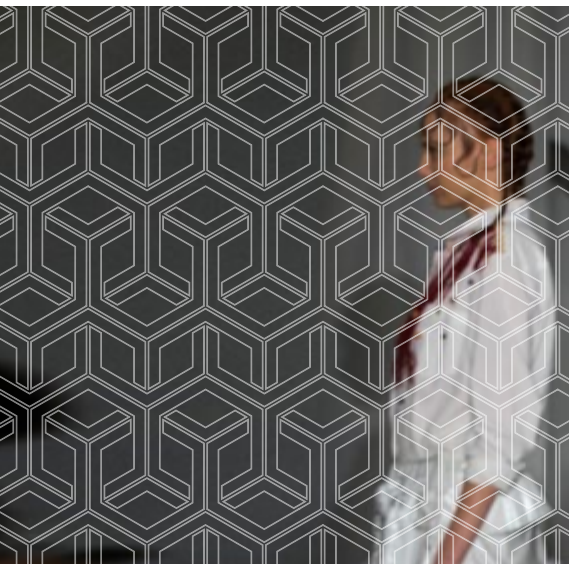
Balenciaga: Shaping Fashion, Victoria & Albert Museum

Mary Quant: Fashion Icon, The Museum of Costume

Louise Dahl Wolfe: A Style of Her Own, Fashion and Textile Museum

Harper's Bazaar 150 Years: The Greatest Moments, Fashion and Textile Museum

Wallace Sewell: 25 Years of British Textile Design, Fashion and Textile Museum



'My time in London was paramount in my development as a designer, creator, professional, and person. London truly is a creative oasis, and the instruction and mentorship I received from Regent's helped to hone my abilities and talents as I began my career in the fashion apparel industry. The successful career I have built and continue to grow in owes much of itself to my time studying abroad in London. Still to this day London is one of my favorite cities in the world!'

John Hamilton,
Purdue University Alumni.
Since graduating, John has worked
at Ralph Lauren (NY) and adidas



MODULES

See which modules are available in your chosen term.

Module	UK Credits*	Autumn 17	Spring 18	Summer 18
FSM401	FASHION MARKETING AND PROMOTION	20	X	
FSM402	FASHION IMAGES	20	X	
FSM403	MARKETING RESEARCH AND THE FASHION CONSUMER	20		X
FSM404	FASHION TRENDS	20		X
FSM501	FASHION PRODUCT, BUYING AND MERCHANDISING	20		X
FSM502	FASHION COMMUNICATION	20	X	
FSM503	FASHION MARKETING STRATEGIES	20	X	
FSM504	FASHION BRANDING	20		X
FSD401	PATTERN 1	20	X	
FSD402	DESIGN PROCESS	20	X	
FSD403	CAD FOR FASHION	10	X	
FSD404	PATTERN 2	20		X
FSD405	TEXTILES	20		X
FSD406	HISTORICAL AND CONTEXTUAL STUDIES	20		X
FSD501	DESIGN STUDIO 1 (WOMENSWEAR)	20	X	
FSD502	DRAPE	20	X	
FSD503	THEORETICAL STUDIES IN FASHION	20	X	
FSD504	DESIGN STUDIO 2	20		X
FSD505	FASHION ILLUSTRATION	20		X
FSD506	FASHION STYLING AND PHOTOGRAPHY	20	X	X
FSD507	FASHION SHOW PRODUCTION AND EVENT MANAGEMENT	20	X	X
FSD508	FASHION JOURNALISM AND PR	20		X
FSD509	ACCESSORIES	20		X
PHT401	DIGITAL PHOTOGRAPHY	12		X
FSH501	ACCESSORIES	12		X
FSH502	FASHION BUYING	12		X
FSH503	FASHION JOURNALISM	12		X
FSH504	FASHION PHOTOGRAPHY	12		X
FSH505	FASHION PR	12		X
FSH507	FASHION STYLING	12		X

If you would like more information about any module, its indicative content, assessment and/or a reading list, please contact our dedicated team at fashion@regents.ac.uk

Please note that all modules listed are subject to availability.

* According to the European Credit Transfer and Accumulation System, two UK credits are equivalent to one ECTS credit. Thus, for example, a 20-credit UK module is worth 10 ECTS credits.

POSTGRADUATE STUDY

If you have already gained your first degree, why not explore the excellent postgraduate qualifications we offer? Our programmes are designed to give our international students a competitive advantage in the fashion and luxury industries:

MA International Fashion Marketing

MA Luxury Brand Management

Postgraduate Diploma in Fashion Journalism

Postgraduate Diploma in Fashion Buying & Merchandising



Fashion Graduate Collection May 2017



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