



INSTITUTE OF
LUXURY
FASHION
& STYLE —



SUMMER SCHOOL FASHION FOUNDATION

KEY INFORMATION

Certificate Course

Duration: 4 weeks, Part time

Live Tutored Sessions

Industry-relevant Learning



WEEK ONE

1

Introduction to Fashion Design

- Introduction to Fashion Designing – who is a Fashion Designer?
- Global Fashion Awareness
- Skills required to become a successful Fashion Designer
- Career choices and options for Fashion Designers

Outcomes

- A thorough immersion of the ins and outs of the Fashion Designing industry



WEEK TWO

2

Introduction to Fashion Styling

- Introduction to Fashion Styling – who is a Fashion Stylist?
- Different roles of a Stylist in the fashion industry
Skills required to become a successful Fashion Stylist.
- Career choices and options for Fashion Stylists

Outcomes

- A 360 degree overview of how the Fashion Styling industry is set up and the skills to become successful.



WEEK THREE

3

Introduction to Fashion Management

- Understanding Fashion Management and what it entails.
- Overview of various aspects of Fashion Management such as retail, marketing, brand management, visual merchandising, etc.
- Career opportunities open to a Fashion Manager

Outcomes

- You will gain valuable insights to the Fashion Management industry and skills and career



WEEK FOUR

4

Introduction to Fashion Communication

- Gain an overview on the critical role of communication in Fashion Management
- An overview of the various communication tools and strategies
- An overview of social media, blogging, advertising, etc.
- Understand career opportunities as a Fashion Communication Specialist

Outcomes

- A wholistic overview of the Fashion Communication industry and the career opportunities

Additional Information & Enrolment Process

Why should you consider doing the Fashion Foundation course?

- The fashion foundation course is aimed for students who are unsure how to choose the right area of fashion as a career. The Fashion Industry is vast and covers everything from design, styling, fashion management, communication, marketing, retail, and much more.
- The Fashion Foundation gives students the opportunity to experience various subjects, pathways and career options giving them a clear direction on their future academic decisions.

How long is the course?

- The course is 4 weeks long and each week we will be covering some new learning within the programme. We have designed the course in a way that you will gain knowledge in a new area within the program of your interest as you pass each week.

What will be taught in the courses?

- Each week is dedicated in a way that students will learn a new facet of the fashion industry. You will begin with fashion design then move into fashion styling in week 2. By week 3 you will dive into the array of Fashion Management subjects and finish week 4 with exploring fashion communication.
- Details of the course are given below week wise. Alternatively, please contact us by email, telephone or WhatsApp to get more details about your specific course of interest.

How will the courses be delivered?

- The courses will be tutored online using live video sessions teamed with some practical assignments and feedback sessions. The assignments will help you understand where your strengths and interest lie.
- At the end of the course we will have a one on one counselling session to further support you in exploring your strengths therefore enabling you to chose the right academic path.

What will be the benefit of studying on the online courses?

- The big advantage is that you will be in live communication with a tutor / mentor who will give you personalized input.
- You will have complete access to all industry webinars and masterclasses that FAD is currently hosting.
- You will be given practical work and assignments which will be reviewed and feedback provided
- It is our goal to ensure you walk away with a basic portfolio at the end of the programme

Is it part time or full time?

- The course is part time and requires up to 10 hours of your commitment per week plus some personal working time.

Can I speak to a counselor on a video chat or a call? -

- Certainly, we always recommend that all interested students speak to our academic counsellor at least once to gain more insight. Our counsellors can also help you pick the right course and complete the application process. We are also happy to host video counselling sessions should you wish. Get in touch with us and we will set it up.

Can I request information by email & WhatsApp? -

- Yes, please contact our admissions team on email and telephone as follows:
- **Mumbai:** counseling@fadcademy.com // 9819190904 | 9619300201 | 7506081899
- **Pune:** admissions@fadacademy.com // 8551910022 | 9970158726

What are the fees and how can I enroll?

- Enrolment is easy you may either write to us at **admissions@fadacademy.com** or **counseling@fadacademy.com** or you can WhatsApp us on any of the numbers mentioned above confirming your interest. We will release a letter of acceptance. Once you pay the fee, you will receive the receipt and receive confirmation of your seat on the programme.
- Kindly reach out to our admissions team for Fee details.



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