

Bachelor of Arts in **FASHION DESIGN**

September 29th 2025

The BA in Fashion Design is structured to support specialisation tracks by incorporating selected common modules that provide a foundational context for all students.

TEXTILE & ACCESSORY DESIGN SPECIALISATION COURSES

Clothing & Accessory Design
Textile Technology
Applications
Accessory Materials
Identity Collection
Model Creation
Textile & Accessory Design
thesis workshop

FASHION & LUXURY MANAGEMENT SPECIALISATION COURSES

Branding & Marketing
Strategy
Distribution Systems & Value
Chain
Product Category &
Merchandising Planning
International Market Strategy
Data-Informed Strategic
Planning
Fashion & Luxury
Management thesis
workshop

FASHION PRODUCT DEVELOPMENT SPECIALISATION COURSES

Manufacturing Planning
Product Innovation &
Sustainability
Fabric Printing
Product Lifecycle
Quality Assurance and Fit
Fashion Product
Development thesis
workshop

The Bachelor of Arts in Fashion Design encompasses the multifaceted and evolving fashion design system, preparing students to create clothing and accessories collections, develop strategies and marketing plans for fashion and luxury businesses, and gain experience in fashion product development.

Fashion is a dynamic and complex global industry, deeply intertwined with historical and social contexts that shape personal and cultural values. The Fashion Design undergraduate programme embraces this diversity, preparing students to become versatile and creative professionals. Graduates will become creative designers, innovators and experts in sustainable practices, ready to meet the demands of the professional world. Adopting a methodology that encompasses comprehensive research, concept development, and project execution, the Bachelor of Arts programme aims to boost creativity, cultivate innovation, and emphasise craftsmanship and originality, culminating in the creation of a complete clothing collection as the final achievement. The learning methodology includes lessons, workshops, labs, boot camps, critical thinking sessions, internships, a thesis workshop, and a final project.

FASHION DESIGN

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LEARNING OUTCOMES

- Develop a comprehensive understanding of the fashion design process, from research and concept to the final product, including forecasting, sketching, pattern making, and prototyping.
- Gain expertise in selecting appropriate materials and sourcing them effectively to meet design and production requirements, ensuring quality and sustainability standards.
- Acquire the ability to analyse fashion trends and conduct market research to create relevant and innovative designs and develop a merchandising plan.
- Master digital tools and technologies, such as computer-aided design, digital drawing and illustration.

CAREER OPPORTUNITIES

Graduates can embark on careers as Fashion Designers, creating original clothing, accessories, or footwear collections, often for a brand, retailer, or as independent designers. They may choose a career as Fashion Creative Director shaping the creative vision and overall aesthetic of a fashion brand. Students can become Fashion Entrepreneurs launching their own brand or Fashion and Luxury Managers/Consultants, overseeing strategy, buying, planning and marketing of product lines, ensuring products meet customer needs and align with business goals. Additionally, graduates may choose to become Fashion Product Developers supervising the creation and development of fashion items, collaborating with designers, suppliers, and manufacturers to source materials, refine prototypes, and manage timelines from concept to production. Depending on their chosen specialisation, students can further tailor their career paths.

SPECIALISATIONS

Textile & Accessory Design

This track focuses on the integration of creative and ethical considerations in fashion design both in apparel and accessory. Students will learn to combine aesthetics with sustainability, manufacturing products that are both visually appealing and environmentally responsible. They will acquire the principles of sustainable and ethical design, the use of eco-friendly materials and socially responsible

production methods to design conscious and contemporary fashion and accessories collections.

Path career opportunities: Accessory Designer, Fashion Designer, Digital Fashion Designer, Textile Designer, Knitwear Designer, Pattern Maker, Creative Director, Sustainable Fashion Designer, Fashion Illustrator.

Fashion & Luxury Management

It focuses on Fashion & Luxury Businesses to interpret new consumer behaviours and develop strategies and marketing plans. Students will learn to conduct market and data analysis to identify new trends, consumer preferences, enhance brand awareness, develop business plans, and demonstrate team leadership, all aimed at driving brand growth and achieving commercial success in the fashion industry. They will be able to design and implement strategies for managing the lifecycle and supply chain of fashion and luxury products, focusing on improving customer experience, boosting sales through market insights, data analysis, and strategic planning.

Path career opportunities: Fashion Designer, Collection Merchandiser, Retail Marketing Specialist, Digital Fashion Designer, Fashion/Luxury Buyer, Fashion/Luxury Manager, Luxury Customer Experience Manager, Creative Director, Fashion/Luxury E-Commerce Manager, Fashion Buyer, Fashion Consultant.

Fashion Product Development

This specialised track emphasises the role and collaboration of product development with creative direction in transforming design concepts into market-ready products and defining merchandising strategies for developing long-term production plans. They will gain expertise in all stages of product development and acquire technical skills in overseeing prototypes and samples, selecting and sourcing materials, and ensuring quality and sustainability in design and production.

Path career opportunities: Fashion Designer, Digital Fashion Designer, Product Manager, Fashion Product Developer, Collection Merchandiser, Sourcing and Production Coordinator, Quality Assurance Specialist, Supply Chain Expert, Creative Director.