

## INTERNATIONAL FOUNDATION PROGRAMME



### FASHION MANAGEMENT PATHWAY

Study this exciting and dynamic course and progress to a wide range of fashion-based courses at university.

PROGRESS TO A TOP RANKED UNIVERSITY

GUARANTEED PROGRESSION TO ISTITUTO MARANGONI

HIGH QUALITY URBAN BOARDING

## INTRODUCTION

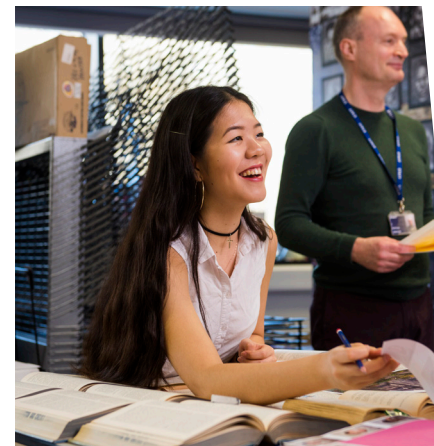
Our Fashion Management pathway seeks to train and inspire future fashion professionals with acute commercial awareness and prepare students for undergraduate study in a range of fashion-based courses.

Situated in the heart of London, an international centre for fashion, DLD College London is ideally placed for students preparing for a career in the Fashion sector. The college is in close proximity of the vast range of extraordinary galleries and fashion related venues.

## COURSE STRUCTURE

The IFP Fashion Management incorporates theory and practical design. There are four components:

- Fashion, Culture & Identity
- Design Process
- 21st Century Business
- Management & Strategy





## PATHWAY COMPONENTS

### FASHION, CULTURE & IDENTITY

This module covers the history and development of Fashion, looking at key developments, historical and contemporary. It also studies how Fashion has developed to be a social and cultural phenomenon that can express and reflect cultural identity and value, as well as its' recent development as a diverse social art form expressively connected to identity, creative self-expression, and lifestyle.

- Traditional & Ceremonial Dress
- Functional/Official Dress
- Social/Tribal Dress
- Key Designers/Fashion Houses & Brands

### DESIGN PROCESS

This module combines theory and practical design in order to develop students' creative potential in an intellectually stimulating environment. Learners will focus on the communication of design through a variety of briefs aimed at a broad set of audiences. This module also examines the fundamental properties of colour and our human response to colour - visually, culturally, psychologically, and emotionally. The importance of colour in the design process will be explored through the study of colour in advertising, on the internet, colour reproduction in the media, and colour psychology.

- Designing Fashion (the role of the Fashion Designer)
- The Crafting and Construction of a Garment (use of materials and construction of proto-types)
- Commercial Production (from mass production to hand-made and Haute Couture)

## PATHWAY COMPONENTS

### 21ST CENTURY BUSINESS

Businesses and business leaders have been key architects of the digital age and the globalised world we inhabit. The challenge of managing finite resources in a way that satisfies a network of stakeholders is perhaps greater and more exciting than ever.

This module requires students to critically engage with foundational concepts and the evolving functional areas of business.

- An introduction to business in the UK
- Stakeholders; their interests & behaviour
- Revenue, costs, contribution and profit
- Foundations of marketing
- Introduction to accounting
- Operations and lean processing
- Key concepts in human resources
- Market-driven decision making
- Digital business & entrepreneurship

### MANAGEMENT & STRATEGY

The fast-paced and dynamic nature of modern business requires leaders to be incisive in their decision making whilst taking into account the interests of their stakeholders. This module explores a variety of decision making models based on fundamentals of business strategy.

- Fundamentals of leadership
- Developing corporate strategy
- Managing external pressures
- Principles of financial accounting
- Decision making models
- Evaluating investment decisions

## KEY DETAILS

### ASSESSMENT

Assessments are by a mix of formal written exams and portfolio submission with extensive verbal and written feedback.

### KEY COMPONENTS

The Fashion Management Foundation Programme is completed with Core compulsory subjects in order to form a complete DLD International Foundation Programme.

The core modules of Essential Mathematics, Academic Skills & Research and Personal Development are studied by all Foundation students, and aim to develop their Academic and English language skills.



## KEY DETAILS

### UNIVERSITY PROGRESSION

In today's visual, technological and digital age, it is essential for creative learners to receive high quality training that enables both critical reflection and skills development. The creative industries make a vital contribution to a progressive and thriving society.

In addition to Istituto Marangoni, DLD IFP students can progress to a wide range of universities and fashion, design and marketing undergraduate degrees. These include University of Arts London (UAL), Royal Holloway London, Newcastle University and University of Southampton.

### ISTITUTO MARANGONI - GUARANTEED PROGRESSION

**istitutomarangoni**   
enhancing talent since 1935

An exclusive agreement between DLD College London and Istituto Marangoni will enable all Merit and Distinction level students to be given unconditional, guaranteed places at either the London, Milan or Paris schools. Students at Pass level will be invited to interview and be asked to bring along a portfolio.

### APPLY NOW!

Complete the International Student Application Form on our website or contact our International Admissions Centre +44 (0) 330 053 6082 or email [admissions@abbeydld.co.uk](mailto:admissions@abbeydld.co.uk). Students must be aged 17 or over before 1 September in the year of registration and have GCSE English or IELTS level 5.0.



## DLD COLLEGE LONDON

199 Westminster Bridge Road  
London SE1 7FX

T: +44 (0) 20 7935 8411

E: [dld-admissions@dld.org](mailto:dld-admissions@dld.org)

[www.dld.college.co.uk](http://www.dld.college.co.uk)

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