



"THE CONTACTS BETWEEN THE COURSE AND THE INDUSTRY ARE REALLY GOOD, AND THE FACILITIES WE HAVE HERE AT HARROW ARE BRILLIANT."

OLIVIA HANSON
FASHION DESIGN BA HONOURS



"THE SANDWICH YEAR WAS INVALUABLE FOR ME; THROUGH IT I GOT OFFERED A JOB MONTHS BEFORE GRADUATING."

HANNAH MENZIES
SOFT ACCESSORIES
DESIGN ASSISTANT,
MULBERRY GROUP

»» The School of Media, Arts and Design has one of the most varied arts and media portfolios in Europe. We prepare you not only to enter the creative industries, but to shape and lead them. Our reputation for professional and practice-based education is matched by a distinguished record in academic teaching and scholarly research, encouraging the development of reflective, critical practitioners.

»» Alumni from the University of Westminster Fashion courses include Vivienne Westwood; Christopher Bailey, Creative Director of Burberry; Michael Herz, Creative Director at Bally; Stuart Vevers, Creative Director of Loewe; Markus Lupfer; and Carrie Mundane of Cassette Playa.

»» Our courses have incredibly strong links with the fashion industry. Our Fashion Buying Management BA was designed specifically to meet the needs of the fashion retail industry, while the Fashion Merchandise Management BA has been developed in association with Marks and Spencer. Current Fashion Design BA students on their sandwich year in industry are working at Alexander McQueen in London, American Vogue in New York and John Galiano in Paris, among others.

»» We foster new thinking, new ideas and new possibilities. You will be encouraged to collaborate across disciplines, to think in an international context, to debate theories and practices. Taught by active practitioners in a research-intensive environment, you will work alongside students from film, photography, music, art and design, and journalism – a unique hothouse of creative opportunity.

»» The UK's first Fashion Retail Club, hosted by the University of Westminster, bridges the gap between academia and retail. It connects fashion students with fashion alumni, increasing your contact with the retail industry and improving your employability and networking opportunities. Fashion Retail Club patrons include River Island Executive Chairman Bernard Lewis, BIBA founder Barbara Hulanicki, and Derek Lovelock, Executive Chairman of Aurora Fashions.

For more information about Fashion courses visit the School of Media, Arts and Design website at westminster.ac.uk/mad

Fashion Buying Management BA Honours

The School has an international reputation in retail management, and this course, which addresses the buying side of the retail industry, sits alongside the highly regarded Fashion Merchandise Management BA Honours. We aim to produce graduates who have the knowledge and skills necessary to become effective buying professionals. The course has widespread support in the retail and fashion industries, and close links with leading companies including Debenhams, John Lewis Partnership, Per Una, River Island, and The Arcadia Group.

Course content

You will build thorough product-buying knowledge and skills, supported by a rigorous academic grounding in strategic business management, and other key elements of the wider business environment. Emphasis is placed on developing creative, technical and interpersonal skills, commercial flair and business acumen. You can also advance your language skills to meet the increasing standards of global competition. Our teaching staff have had successful retail careers and understand the pivotal role of buyers within the decision-making hierarchy. Business modules are taught by staff from the Westminster Business School, and industry specialists take an active role in delivering particular modules.

Year 1 (Credit Level 4)

The modules provide an overview of the retail industry while exploring trend forecasting, product development, fashion marketing and key elements of business finance in more depth. You will be introduced to the techniques and methods of 2D and 3D design practice.

Subjects of study include: Buying and Merchandising in the Fashion Industry • CAD and Illustration • Fashion Marketing • Fashion, Trends and Contemporary Culture • Financial and Management Accounting • Languages • Management of Information • Product Development and Garment Technology

Year 2 (Credit Level 5)

Modules build upon those of Year 1 (Credit Level 4), encompassing consumer and contract law, textiles and manufacturing knowledge, range planning and visual merchandising. You will examine and practice techniques for maximising business profit, and further develop your design capabilities.

Subjects of study include: Business Acumen • Career Planning • Languages • Law and The Buyer • People, Work and Organisations • Range Planning and Buying Calculations • Realisation • Textiles and Manufacturing and Product Realisation • Visual Merchandising

Year 3: Sandwich placement year

A year out in business experiencing the dynamic nature of product-buying management enables you to build on your industry knowledge and skills. Your placement will be within the buying function of a retail head office, but may include the opportunity for working within related sourcing/manufacturing international offices. You will undertake the Business Acumen module as part of this year. All work placements are subject to an annual University administration fee.

Year 4 (Credit Level 6)

This level develops and synthesises the cumulative and practical learning achieved.

Subjects of study include: Brand Management • Commercial Skills and Application • Customer Behaviour • Global Sourcing • Languages • Major Project • Multi-Channel Retailing • Strategic Management • The Future of Fashion Buying

Length of course

Four-year, full-time sandwich

UCAS code

N590

Location

Harrow

Teaching and assessment

Teaching and learning is interactive, covering the academic, practical and applied elements of the subjects studied. As well as lectures, seminars and individual tutorials there are a wide range of off-site visits to the manufacturing and retailing industry. Assessment methods and processes are designed to meet the business environment that you will subsequently enter, and take the form of self-reflection through learning logs, interpersonal skills through presentations, academic skills and business acumen through business reports, and creative and technical skills through practical exams and design projects.

Associated careers

Our impressive employability record and global industry contacts ensure graduate opportunity and success in the fields of buying, product development and retail management. Subsequent roles may encompass fashion buyer, PR manager, trend forecaster, and retail manager.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBC
International Baccalaureate	29 points
BTEC National Diploma	DMM

At interview, you must show your creative skills through a portfolio, if you have studied an art-based subject, and pass a numeracy test.

See also standard entry requirements on p206.

Other related areas/courses you might be interested in:

- Business Management BA Honours (p52)

This course has an outstanding reputation for developing highly talented and original fashion graduates. We specialise in enabling you to become an individual and creative designer, capable of working within all levels of the international fashion industry.

Throughout the course, the emphasis is on the development of your personal design philosophy. The course offers a comprehensive design education for dedicated and ambitious individuals looking for a specialist career in the creative arena of the fashion industry.

Graduates of the course include Christopher Bailey, Creative Director of Burberry; Michael Herz, Creative Director of Bally; Katie Hillier, Consultant Accessory Designer for Marc Jacobs; Jutta Kraus, Creative Director of Bernhard Willhelm; Mark Maidment, Creative Director of Ben Sherman; Carri Mundane, Creative Director of Cassette Playa; and Stuart Vevers, Creative Director of Loewe.

Course content

Whether negotiating the design elements appropriate for commercial fashion retailing or exploring the individual conceptual practice of the designer, you are critically challenged to extend your creativity. The course's exceptional links with the fashion industry ensure fast-track access to both cutting-edge and established designers.

Year 1 (Credit Level 4)

This level covers the basic elements of the fashion design discipline. You will be introduced to all areas of 2D and 3D practice, and design, research, illustration, pattern cutting, construction, trend research, print and CAD are all covered.

Modules include: Experimental Design and Modernity • Fashion Research for Design Development • Introduction to Design Development and Creative Cut • Introduction to Fabrication and Print • Introduction to Tailoring and Menswear • Technology for Illustration

Year 2 (Credit Level 5)

In the second year you will focus on working with the fashion industry, either with live projects set by industry partners, or through a sustained eight-week period of work placement within the international fashion industry. You will be encouraged to develop a more personal design style, and to develop collections through the process of research, design development and design translation. This includes toiling, fabrication, print, garment construction, CAD, and understanding fashion business.

Modules include: Design for Sportswear • Future Textiles Fabrication and Print • Historical Research for Design Innovation • Industrial Work Placement • The Fashion Business Proposal

Optional Sandwich Placement year

You will have the option of undertaking a year-long placement in industry between Credit Levels 5 and 6 of your undergraduate degree. The purpose of the year is to enhance the profile of placement within the framework of your undergraduate studies, and allow you to work internationally for a far more substantial period of time. The optional sandwich year is subject to an annual University administration fee.

Length of course

Three-year, full-time;
four-year, full-time sandwich

UCAS codes

W230; with sandwich W232

Location

Harrow

Teaching and assessment

We use a number of different teaching methods to enable you to develop a creative approach to your discipline, based on an increasing knowledge of practice and transferable skills. Assessment methods help to evaluate your learning and encourage a self-reflective approach to your own development.

Associated careers

Career opportunities include: creative director, design assistant, fashion buyer, fashion designer, PR manager, studio manager, stylist, and trend researcher.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	Not applicable
International Baccalaureate	30 points (minimum)
BTEC National Diploma	MMM

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Work placements on both the three-year and sandwich course are undertaken at organisations such as: Aitor Throup • Alexander McQueen • American Vogue • Burberry • Celine • Chanel • Chloe • Christian Dior • Christopher Kane • Diane Von Furstenberg • Gareth Pugh • Giles Deacon • Harper's Bazaar, NY • Hussein Chalayan • John Galliano • Lanvin • Luella • Marios Schwab • Moschino • Mulberry • Peter Jensen • Preen • Stella McCartney • Todd Lynn • Topshop • Versace • Vivienne Westwood • Vogue

Year 3 (Credit Level 6)

You will develop your signature design style, leading to a final portfolio and a fully realised runway collection. You will also develop a diffusion collection from this, and a personal marketing strategy. An industry panel selects the very best students from the final year to present their collections during Graduate Fashion Week.

Subjects of study include: Brand Identity and the Fashion Product • Final Portfolio Project • Fashion Thesis • Major Project: Research, Pre-collection, Design and Realisation • Market Specific Portfolio

We do not take students straight from A Levels. You will need to have at least five GCSE passes at Grade C or above, including English and Maths, and at least MMM in a BTEC National Award or HNC/HND, or have completed an appropriate Access or Foundation course with a merit. Selection for the course is highly competitive. If you meet the entry requirements you will be asked to submit example pages from your portfolio. If you are then invited to an interview, you will be asked to present your full portfolio. We are looking for creative individuals who can show evidence of personal expression, creative ideas, related skills, and a depth of subject knowledge.

See also standard entry requirements on p206.

This course was developed in response to a shortage of graduates with appropriate merchandising and business skills, and is unique in Europe. It enjoys support throughout the fashion and retail industries, and graduates are much sought after, working for companies such as Aurora, M&Co, Mothercare, River Island, Selfridges, Surfdome, Thomas Pink and Topshop. Many have been fast tracked in their careers because of the skills they have acquired via the course and the work placement experience.

Our teaching staff have had successful careers in retailing and understand the key role of merchandisers within the decision-making hierarchy. Business modules are taught by staff from the Westminster Business School, and industry specialists take an active role in delivering specific modules. Merchandising, not be confused with visual merchandising or retail management, is a satisfying, rewarding career path for commercially minded students with a passion for fashion.

Course content

Year 1 (Credit Level 4)

You will develop a good understanding of the retail industry and the key responsibilities of the merchandiser, as well as receiving an introduction to skills applicable to the wider business. You will also develop your personal skills, learn to write a targeted CV, and practise your interview techniques.

Modules include: Fashion in Society • Fashion Marketing • Finance and Accounting • Law • Management Learning and Career Planning • Merchandising, Buying, Cycle and Range Planning in the Fashion Industry • Polylang

Year 2 (Credit Level 5) – two calendar years

In preparation for your one-year paid business placement you will study modules covering the human side of business and organisational theory, the analytical and commercial skills used by merchandisers, and how to research and write a business report.

Modules include: Business Experience • Internship • Management Research Methods • Merchandising Calculations • People, Work and Organisations • Role of Design

Students are given substantial support in finding suitable business placements and the course has excellent contacts with many well known and respected retail companies; however students are ultimately responsible for securing employment. All work placements are subject to an annual University administration fee.

In the final term of the third year there is the opportunity to study abroad in Hong Kong or North America, which in the US often includes the opportunity to work as an (unpaid) intern within a fashion company. Many of our students choose to take advantage of the opportunity to study abroad, but a UK pathway is also available.

Year 4 (Credit Level 6)

You will study subjects that build on your work experience and allow a degree of specialisation appropriate to your chosen career path. The Major Project is a year-long, in-depth piece of original work on a retail area.

Modules include: Brand Management • Commercial Skills • Consumer Behaviour • Delivering Change Managing the Future • Global Sourcing • Major Project • Multi-Channel Merchandising • Supply Chain Management

Other related areas/courses you might be interested in:

- Business Management BA Honours (p52)

Length of course

Four-year, full-time sandwich

UCAS code

WN25

Location

Harrow

Teaching and assessment

Teaching methods include formal lectures, activity-based seminars, discussions, debates and tutorials. A feature of the course is the high number of guest speakers from industry who share their knowledge and expertise. Assessment is predominantly through written reports and presentations, with a few case study exams.

Associated careers

These include merchandising, buying, fashion PR, retail management, stock distribution, and supply chain management.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBC
International Baccalaureate	29 points (minimum)
BTEC National Diploma	DMM

At interview you will be expected to demonstrate numeracy and communication skills. Retail experience is highly recommended along with a clear understanding of the role of the merchandiser within fashion retail.

See also standard entry requirements on p206.