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*Welcome to
The Fashion
School*

Advanced Courses

kidswear design
underwear & beachwear design
fashion film storytelling
fashion production
the retail experience
social media for fashion
boutique hotel design

Kidswear Design

through this course you will learn some of the key skills to create a collection for children and develop all aspects relating to it. you will be provided with information and skills to build your pattern cutting abilities, with specific techniques in small scale proportions, the selection of appropriate textiles, the application of prints and the analysis of accessories for quirky and playful solutions for the exciting and competitive design field of kidswear. this course is designed for those who would like to work in, or who are already working in this sector and wish to specialize and improve their skills.

week 1

textiles, materials, prints, graphics and embroidery: an overview in kidswear, starting from the consideration of appropriate textiles through to the personalisation of specific product solutions. analysis of micro proportions and appropriate pattern cutting and the finishings from both casual and sportswear, which best suit the sector. market analyses through the research into the most competitive and innovative international brands.

week 2

collection building: inspiration, design, technical files, colour charts, textiles, accessories, prints and graphics. product analysis of competitors and the market, in order to position the collection with both design and commercial appeal. preparation of a portfolio, which includes the research, experimentation and creation of a collection.





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Underwear & Beachwear Design

this course will provide you with some fundamental skills to create an underwear and a beachwear collection for both men and women. you will be given the information and the important tools and specific techniques to deepen your understanding of specialist pattern cutting related to the sector.

you will create a collection, which includes not only swimwear but also resort wear and accessories for both beach and cruise. this course is for those who would like to work in or who are already working in this area and who choose to specialize and improve their skills.

week 1

underwear: planning, design and development of a lingerie and pyjama collection.

the textiles, specific technical tools and construction characteristics of pattern cutting, manufacture techniques and product solutions. historical overview of the corset and the birth of lingerie right up to the contemporary ergonomic solutions borrowed from the world of activewear.

market analyses through the most competitive and innovative brands

week 2

beachwear: inspiration, design development, technical files, colour charts, textiles, prints and accessories. product analysis for beach or cruise: examination of various aspects, accessories and types of clothing suitable for specific occasions.

the development of a portfolio, which includes materials research, and demonstrates the experimentation and preparation of a collection.

prerequisites • qualification or work experience in the fashion design field.
software skills: photoshop • illustrator (preferably indesign).

Fashion Film Storytelling

this course aims to broaden and strengthen the expressive skills in fashion communication.

by exploring the creative language of the moving image the course aims to create an editorial video or fashion film, which narrates as if like a film short, a collection, the life of the designer or the birth and development of a project.

a fashion film gives life to a product or context that photographic work lacks and can be more expressive and seductive.

the course helps the participant to develop their own personal expression and skills in visual communication, through new and evocative techniques in film production, with the specific aim to interact with the world of fashion.

this course is suited to those people who are employed as fashion photographers, stylists, fashion bloggers and journalists, fashion designers or graphic designers.

week 1

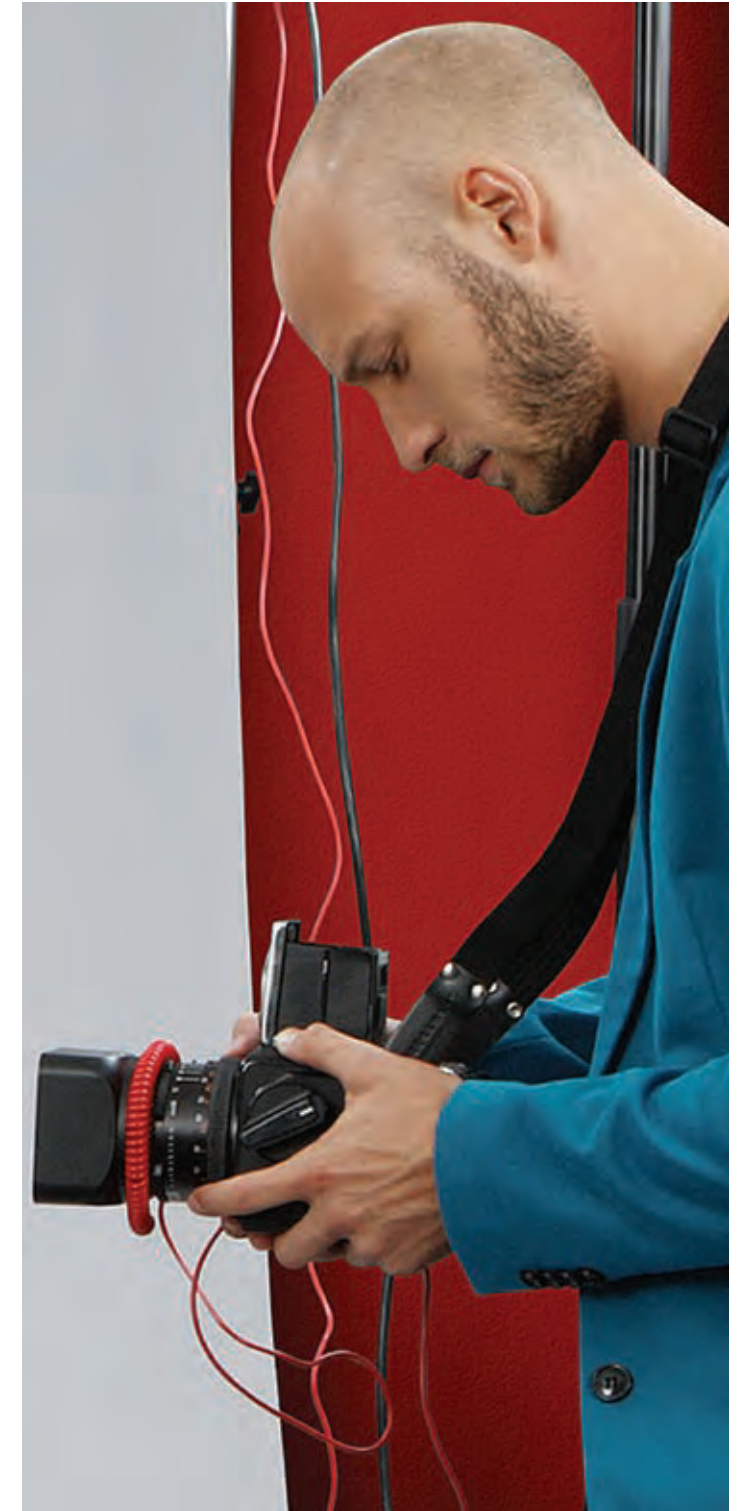
basic information: overview of software used for video editing and fashion film. analysis of the most representative fashion film productions selected by top brands in the promotion of their products (e.g. karl lagerfeld for chanel, mcqueen, gareth pugh, tod's...) overview of the new evocative means of expression through video, film, music, art and cultural traditions that enrich the realm of fashion communication.

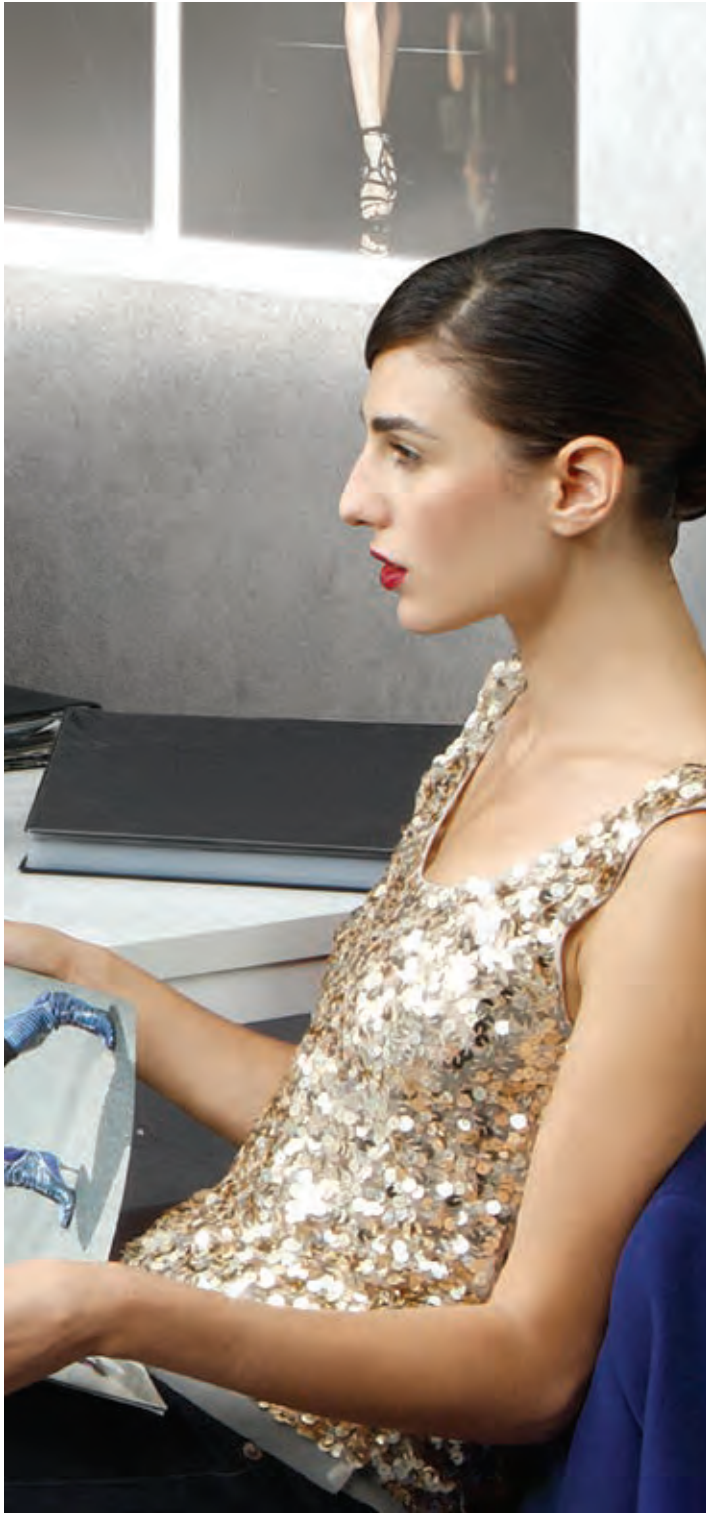
week 2

experimentation: research on a specific subject, that is a fashion collection, an iconic product, the life of a designer, behind the scenes, realization of a project or event. study and development of the project. through the use of specific software the final cut of a video editorial or fashion film.

software: adobe flash - adobe after effect - adobe photoshop.

prerequisites • qualification or work experience in the following areas: photography, styling, journalism, fashion and graphic design, communication, marketing, advertising.





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Fashion Production

the product manager is able to turn ideas and design concepts into reality, by transforming creativity into a commercial offer.
you will learn about the skills needed to organize and implement production quality assurance protocols of a fashion product.
you will acquire a deep and broad understanding of various textiles, their properties and uses.
you will have an idea of the process of cutting and manufacture in relation to production timelines.
this course is for those who already work in or who want to work in this sector and would like to specialize and improve their skills.

week 1

textiles and materials: analysis of yarns, from the fibres right through to the latest technological innovations.
finishing, processing and treatment of special materials such as leather.
print and embroidery.
overview of the fashion system: the textiles sector, areas of processing, production timelines, commercial calendar and the supporting structure.
textile trends in texture, colour and design. fashion trends in silhouette.

week 2

the product: the technical file. coordination of image, budget and the timescale of a collection.
understanding the importance of the relationship between supplier and production.
outsourcing production: quality and price control. preparing a micro-proposal for the development of a product that simulates the creation of a collection, from the first samples to the final production.
interpreting the collection style from the design concept right through to the garment or fabric product.

prerequisites • qualification or work experience in fashion design, product management accessories and specific sectors such as leather, print, knitwear.

The Retail Experience

this course will prepare you with some fundamental skills necessary to work in the luxury retail sector at an international level. you will therefore learn the main tools and techniques for managing and organising a retail space and showroom. this course is for those who would like to work in or who are already working in this sector, and aim to specialize and improve their skills.

week 1
understanding the principal techniques of negotiation, presentation, team building and networking.
analysis of the retail system and merchandising approaches in conjunction with basic selling skills.
indepth analysis of key roles in the retail world, such as the sales agents, buyers, merchandisers and managers.

week 2
critical analysis of the most significant international fashion retail organisations.
indepth examination of the domain of luxury brand identity, its related solutions in terms of selling techniques, as well as style proposals.
examination of the showroom: structure, functions, roles and regulations.

prerequisites • qualification in the following areas: interior, design, architecture and/or work experience in relevant areas.





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Social Media for Fashion

this course will help you connect the fashion world with the new and exciting domain of interactive marketing: social media.

whether on a mobile phone or through the web, the diffusion of social media has had considerable impact on fashion.

since it has become more user-friendly, it has increased its interactive potential as a means of communication, thus making it excitingly more effective in its immediacy for marketing strategies.

you will acquire information on specific tools and strategies in order to make your own fashion communication instant, original, seductive and highly competitive.

the course is designed for those who would like to work in or who are already working in this sector and aim to specialize and improve their skills.

week 1

the social context: internet, facebook and twitter. overview of the evolution of communication: from paper-based communication to the web and newly applied technologies.

marketing: basic information and principles linked to the virtual world.

analysis of new trends in expressive and sociological terms, which characterise the new ways of communicating and their impact on the fashion world.

research and analysis of the most significant and influential exponents of social media communication as a means of expression for fashion.

week 2

tools: the study, analysis and research of the platforms of communication, the forum, weblogs, social blogs, micro-blogging, wikis, social networks, podcasts, etc.

the online magazine, webinar, but also pinterest and instagram. preparation of a personal blog relating to fashion or of an online micro-magazine, which implements the knowledge of the social media and marketing techniques acquired, whose content is identifiable as vant-garde and original.

presentation of the project and final assessment.

prerequisites • qualification or work experience in fashion styling, journalism, media, advertising, marketing, literature.

Boutique Hotel Design

luxury hotel design aims not only to meet the practical needs of the tourist or businessman, but also intends to capture the imagination of the clients, allowing them to experience the charm and relaxation of holiday travel or business trip by design.

particular attention is given to high-end experimental design, with innovative solutions of maximum impact, which are more frequently used in contemporary luxury living today.

this course will prepare you with skills in how to formulate an aesthetic through design, which will respond to the requirements for luxury living. this course is for those who would like to work in or who are already working in this specific sector, and require to specialize and refine their skills.

week 1

background and techniques. textiles and materials: overview of furniture textiles and materials to be used in the design of interior space for luxury hotels.

analysis of the most international iconic boutique hotels for image, architectural, aesthetic and functional solutions, designed by renowned architects and designers.

general analysis of the most important trends in the assessment of the contemporary layout of a hotel, from the lobby to the spa. lighting solutions, project management and contractual agreements.

week 2

design and décor. development of the layout in the boutique hotel through appropriate design considerations.

project representation through the use of specialist software. analysis of the professional, architectural and technical skills necessary of the interior designer in order to respond to the aesthetic and functional criteria that a demanding traveller expects.

preparation of a portfolio, which includes design layouts, technical drawings, materials and furniture proposals, lighting and decorative elements through to 3d rendering.

prerequisites • qualification or work experience in interior design, product design, architecture, engineering.

basic software skills: autocad (3d studio max, mental ray and vray preferably).

