Module Overview

How does the fashion communications industry work? Fashion design is just the start of a huge industry that uses concepts of fashion promotion and communication to connect fashion with global audiences. This course will explore the workings of the fashion industry helping students to understand how to promote fashion. Your fashion journey will track the process of research, design and realisation for fashion communication and then focus on understanding creative ways to promote fashion. You will look at how different media is used to communicate fashion and specifically how journalism, photography and styling can help sell fashion ideas. Your final project will be to produce a fashion shoot or a look-book for a fashion brand.

This course will enhance your existing communication skills and help to formulate your communication ideas. Students will be immersed in a European fashion arena for 3 weeks and will be expected, independently, to explore aspects of the industry as directed, with other students.

Although an intensive course, it is a unique and fun London fashion experience with likeminded "fashionistas".

| Class hours: | 60 hours |
| Non-class hours: | 15 hours |
| Course level: | Open |
| Entry requirements: | This course is open to all students, from ambitious beginners to those with more experience. |
Project Description

Fashion Communication is essential to the promotion of fashion. In these 3 weeks you will learn about the various facets that make up this diverse industry. You will:

- Research fashion designers and understand their design signatures
- Undertake street style and learn how British style is influential globally
- Explore London retail and markets and understand different market levels
- Study fashion writing and understand how different readers require different content for magazines, newspapers and the web
- Undertake portrait photography and create images
- Write a fashion profile
- Become informed about fashion public relations and write a press release
- Explore fashion graphics and branding
- Study fashion styling and fashion production

Aims

- Introduction to research for fashion communication, understanding contemporary fashion and image making
- Organisation of a fashion event/campaign

Learning Outcomes

- The ability to undertake and apply relevant primary research to inform coursework (Analysis, Research)
- A basic knowledge of the structure of the fashion industry (Subject Knowledge)
- The ability to experiment with different materials and media (Technical Competence)
- An ability to manage and complete projects within specific deadlines (Personal and Professional Development)

Students will end up with the following as a result of their projects:

- Sketchbook of research
- Fashion writing
- Portrait images

Materials Required

- Sketchbook/Journal
- Pen/pencil
- Scissors
- Craft knife
- Digital Camera (or camera phone)
- Please also bring a laptop, if you have one, with memory card and cable for downloading photos digitally

Items can be purchased from the college shop or local art store.
Melanie Ashley is a tutor on BA Fashion Communication and Promotion at Central Saint Martins and manages the Fashion press and events at the school including both MA and BA Fashion Shows. Fashion in London is her specialist subject having worked across PR, styling and digital innovation in London for 10 years. After graduating from CSM in BA Fashion Communication she worked with famed fashion PR Mandi Lennard, then alongside Camilla Lowther at CLM and then with Willie Walters (MBE) and has continued to focus on emerging talent in London throughout this time. Alongside her teaching and work at CSM she continues to be part of music artist M.I.A's team on creative projects, traveling internationally and as a freelance PR for designers including Richard Malone and DanShan.