

## **Immersive Experiences Week 1**

### **The Design Process**

Learn where designers find inspiration and study the origins of iconic collections

Get step-by-step guidance on the design process from a professional fashion designer

Discover how designers bring their visions to life, from drawing board to mannequin

### **Become the Fashion Designer**

Meet with a forecasting expert and learn how they analyse the market to predict future trends

Engage with current predictions and modify your ideas to suit the consumer market

Construct a 'colour story' that will inform the palette of your collection

Observe a live sketching demonstration and produce concept sketches of your garments

Elevate your designs by adding colour and detail to your rough sketches, experimenting with collage and fabric sampling to bolster your creative vision

### **Your Designs in 3D**

Transform your concept sketches into accurate production drawings

Finalise your 'tech pack,' considering details such as seams, pockets and fastenings

Gain insight into the latest technology allowing fashion designers to accurately visualise their garments

Work in your fashion studios to prototype your designs in 3D, repurposing fabric to construct silhouettes from recycled materials

### **Building Your Portfolio**

Combine all your work into final boards, exploring concept, development and final pieces

Receive guided career coaching by industry experts, and understand exactly what universities, internships and job opportunities look for in a stand out portfolio

Ask your burning questions: take part in a panel Q&A with top designers, stylists, buyers and fashion professionals



## **Immersive Experiences Week 2**

### **Build Your Brand: Buying, Merchandising & Marketing**

Understand the most pressing issue facing the fashion industry today: sustainability

Receive your design brief: to build an ethical clothing brand with a unique selling point

Understand the world of buying and merchandising, before visualising the concept for your clothing store

Work with consultants to develop a marketing strategy to launch your brand

Collaborate to produce a cohesive brand narrative and storyboard an ad campaign

Prepare the launch of your sustainable company and present your business to potential investors

### **The Shoot**

Meet stylists and fashion photographers and discover the creative process behind a fashion shoot

Create the lookbook for your fashion collections: planning, styling and shooting your own editorial photographs with the aid of an expert at a professional central London studio

Review your shots and write your article, which will then be printed in your very own magazine

### **Fashion Journalism**

Tour the headquarters a top fashion magazine in central London

Discover the many roles involved in creating an iconic editorial: journalism, styling, art direction, photography and more

Meet the magazine writers documenting London's latest trends

Break down the elements of an enticing cover story with guidance from the experts

### **Textile Design**

Participate in a series of interactive workshops uncovering the various roles available in textile design

Explore techniques including knitting, printing and weaving

Expert guided tutorials by professionals working in the industry

Mini crit: receive feedback on your creations, while evaluating each other's work and getting inspired!

## **Costume Design**

Character breakdown: understand what makes an iconic costume

Enter the theatre and tour backstage, seeing behind the curtain of a professional production

Experience a live performance and create the concept for your assigned character

Finalise your designs and showcase your ideas to the cast and crew!

## **The Fashion Show**

Showcase your projects from across the Summer Experience by hosting your own show at a London Fashion Week venue

Work collaboratively with your peers to create the ultimate catwalk, considering lighting, seating, music and set design

Experience the backstage of a show, discovering all the roles involved behind the scenes

From concept to catwalk: present your pieces to a line up of professional designers and makers, with prizes for top designs

Invite top Fashion Designers, Stylists, Buyers, Merchandisers and Journalists to your 'after party': a private networking session at the end of the show