

Immersive Experiences Days 1-5

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 Days 6-10

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

Immersive Experiences Days 11-15

CAREERMAX

Over the next five days, we will prepare you to outperform others in the race to become a top fashion designer. You will be given dedicated coaching on how to become a world-class professional in any industry, with training on the most crucial skills that universities and employers are looking for: public speaking, leadership, teamwork, problem-solving, communication, time management and negotiation. Expect hands-on, interactive activities led by professional development experts, to help turn you into a confident young fashion designer, right now.

Leadership & Teamwork Coaching

- How you can build a high-performance team
- The most effective styles of leadership you can adopt
- What makes the ultimate team player?
- Inspiring and motivating others
- Leading vs managing

Leadership & Teamwork Challenge: work with your team to try and devise how to create a city fit for human habitation on Mars

Public Speaking & Communication Coaching

-Public speaking coaching by a specialist who trains CEOs

-Perfecting enunciation, tone, pace and body language

-How you can engage an audience and read the room

-The art of persuasion

-How to communicate effectively in a team environment

-Understanding emotional intelligence and using empathy

-Building strong interpersonal skills

-Influencing others

Communication challenge: use your communication skills to guide a blindfolded team member to safety on an obstacle course

Public speaking challenge: critically analyse public speaking performances

Negotiation Coaching

-Understand the art of negotiation and its importance

-How to identify when you are actually in a negotiation

-The typical stages of a negotiation

-Key negotiation styles

-Building relationships

-Key tactics: anchoring, tradeable concessions, commitment tactics, bluffing, injecting urgency, varying pace and more

Negotiation challenge: enter a simulated hostage negotiation scenario. Work with your team to get the hostage released

Problem-Solving Coaching

-How you should approach problems and solve them decisively

-Analytical skills: identifying and structuring problems

-Creative and lateral thinking

-Effective decision-making

-Implementing solutions, analysing results and making changes

Problem-solving escape room: work through a series of complex problems under time pressure

Time Management Coaching & Reflection

-How successful people manage time

-The time management quadrant

-Setting goals, prioritising, simplifying and re-evaluating

-The power of hyper-focusing

-Eliminating distractions

-Practising the '4Ds': doing, deferring, delegating and deleting

-Implementing solutions, analysing results and making changes

Time management challenge: enter a humanitarian crisis simulation. Identify your goals, decide your priorities and execute them under time pressure