

# FASHION

The University of Westminster is famous for producing highly creative fashion professionals, and our alumni include London Fashion Week designers Roberta Einer, Claire Barrow, Liam Hodges, Mary Benson and Ashley Williams; Christopher Bailey, CEO and Chief Creative Officer of Burberry; Stuart Vevers, Creative Director of Coach; and Michael Herz, Artistic Director of DVF. Fashion at the University of Westminster has been placed in the top position globally for its international internship programme in the most recent Business of Fashion Global Fashion School Rankings. Our course resources, including fashion studios and workshops, were also awarded the highest mark globally. Overall the University is ranked number three in the UK and number seven worldwide, confirming its reputation as a world-leading institution for fashion education.

## Teaching and learning

We foster new thinking, new ideas and new possibilities. 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.

## Employability

Most of our courses offer you the opportunity to take a year-long industry placement, and encourage internships throughout your time at Westminster, giving you a competitive edge in the job market and contributing to your professional development. During London Fashion Week our design students work with companies including Alexander McQueen, Tom Ford, Burberry, Celine, Christopher Kane and Stella McCartney, while others undertake internships internationally with companies such as Balenciaga, Givenchy, Lanvin and Dior in Paris, and Marc Jacobs, Alexander Wang and Thom Browne in New York.

Our courses have incredibly strong links with the international fashion industry. Our Fashion Buying Management BA Honours was designed specifically to meet the needs of the fashion retail industry, while the Fashion Merchandise Management BA Honours was developed in association with Marks & Spencer.

See also: Business & Management p66



The University of Westminster was ranked **no. 1** globally for its international fashion internship programme



Our student work and facilities at Harrow Campus

## FASHION BUYING MANAGEMENT BA HONOURS

**Length of course:** Four years full-time sandwich

**UCAS code:** N590

**Campus:** Harrow (See p22)

**Typical offer for September 2016:** A Levels – BBB depending on subjects taken; International Baccalaureate – 29 points; Edexcel BTEC Level 3 Extended Diploma – DDM depending on subject and overall academic profile. Suitable candidates will be invited for interview. See also entry requirements on p197.



A fashion buyer is responsible for the profitable development, sourcing and selection of a range of products that meet the needs of the target customer, by working closely with the merchandising, design and marketing teams. As a Fashion Buying Management student you will combine your creative flair with robust business management skills in a fast-paced, industry-focused course which enjoys widespread support throughout the fashion and retail industry.

The extensive contributions from industry leaders include guest lectures, live retail projects and student placements and internships. Key fashion and retail relationships include ASOS, Debenhams, Net-a-Porter, River Island and Urban Outfitters. The focus of the course is global, to reflect the nature of the industry, with additional opportunities to advance your language skills and study abroad.

For module information and further details, please visit: [westminster.ac.uk/fashion](http://westminster.ac.uk/fashion)

### FACTS & FIGURES

**100%** of Fashion Buying Management students were in work or further study within six months of graduation.

(KIS data, 2015)

## FASHION DESIGN BA HONOURS

**Length of course:** Three years full-time; four years full-time with sandwich

**UCAS code:** W230; with sandwich W232

**Campus:** Harrow (See p22)

**Typical offer for September 2016:** A Levels – not applicable; Edexcel BTEC Level 3 Extended Diploma – DDM; Foundation in Art & Design – grade offer based on overall application profile, including previous qualifications at level 3. See also entry requirements on p197.

Please note: We only accept applications for the current year and do not accept applications for deferred entry.

Selection for the course is highly competitive, and 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 DDM in a BTEC National Award or HNC/HND, or have completed an appropriate Access or Foundation course with a Distinction. 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.



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 at the highest 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. Internships are undertaken at leading international fashion companies, and have recently included Kenzo, Celine, Chloe, Christopher Kane, Maison Margiela, Mary Katrantzou, Loewe, Alexander McQueen, Louis Vuitton, Balenciaga, Craig Green, Christian Dior, Givenchy, Marc Jacobs and Tom Ford. Course graduates include designers Roberta Einer, Claire Barrow, Ashley Williams, Christopher Bailey (Burberry), Michael Herz (DVF), Katie Hillier and Stuart Vevers (Coach).

For module information and further details, please visit: [westminster.ac.uk/fashion](http://westminster.ac.uk/fashion)



## FASHION MARKETING AND PROMOTION BA HONOURS

**Length of course:** Three years full-time

**UCAS code:** NN56

**Campus:** Harrow (See p22)

**Typical offer for September 2016:** A Levels – BBB including Art and Design or Media; International Baccalaureate – 29 points; Edexcel BTEC Level 3 Extended Diploma – DDM. See also entry requirements on p197.

We prefer applicants to have completed a Foundation in Art and Design. Suitably qualified applicants will be asked to complete a creative project, present excerpts from their portfolio and attend an interview.



This course has been developed to respond to the needs of businesses in the changing fashion industry landscape. Our commercial network is increasingly looking for creative and digitally literate fashion business graduates to help drive their marketing and promotion strategy across multiple customer touch points.

This course is designed to develop your creative, technical and interpersonal skills as well as your commercial flair and business acumen. You can also advance your language skills to meet the increasing global opportunities. As a Fashion Marketing and Promotion student at the University of Westminster you will be part of a community of designers, fashion management students, academics and practitioners with an excellent reputation in the fashion industry.

For module information and further details, please visit: [westminster.ac.uk/fashion](http://westminster.ac.uk/fashion)



Fashion studios, Harrow Campus

## FASHION MERCHANDISE MANAGEMENT BA HONOURS

**Length of course:** Four years full-time sandwich

**UCAS code:** WN25

**Campus:** Harrow (See p22)

**Typical offer for September 2016:** A Levels – BBC; International Baccalaureate – 29 points (minimum); Edexcel BTEC Level 3 Extended Diploma – DDM. Suitably qualified applicants will be invited to an interactive open afternoon in the spring where they will take part in a group exercise and a short interview; offers for UK-based applicants will be made following these afternoons. Suitable overseas applicants will be interviewed by Skype. See also entry requirements on p197.



This course was designed to directly meet the needs of the retail industry, and developed with extensive input from the fashion and retail sectors. Our graduates are much sought after, with current graduates working at Arcadia, ASOS, Aurora, Coast, Debenhams, John Lewis, Michael Kors, Oasis, Reiss, River Island, Selfridges and Tom Ford, to name just a few.

Companies support the course through guest lectures and student placements. Our aim is to develop graduates with strong commercial skills, an excellent understanding of the sector, outstanding communication skills and who are real team players. While being numerate is an essential skill, the focus is much more on analytical ability, and merchandising is a great career choice for commercially minded students with a passion for fashion.

For module information and further details, please visit: [westminster.ac.uk/fashion](http://westminster.ac.uk/fashion)

"My placement year at Reiss was truly invaluable, along with the study abroad in New York. The skills taught from the range of modules, accompanied by the experience gained puts graduates in a strong position to get not only a job but a career in what is a competitive environment. The course has a great reputation within the industry and I would highly recommend to anyone aspiring to have a career in retailing."

**Charlotte Holland**  
Graduated 2011, Jigsaw



Charlotte Scott, Fashion Design BA Honours



Roberta Einer, Fashion Design BA Honours