



Manchester
Metropolitan
University

Hollings Faculty
Department of Apparel

Fashion Summer School

24 July –
4 August
2016

Designed by our expert teaching and research team, you will experience workshops and seminars led by industry experts, immersive study trips and social activities across Manchester and the UK.

We are excited to invite you to our first International Summer School hosted by the Department of Apparel. This unique opportunity will be held at our city centre campus and includes educational visits across the UK to London and scenic Derbyshire.

Manchester is home to one of the largest student populations in the world, a vibrant and thriving hub, internationally renowned for our rich history in industry, culture and the arts. Ranking in the top 3% of global universities, Manchester Metropolitan University accommodates more than 36,000 current students from over 120 different countries across the world. Joining the Hollings Faculty Summer School will allow you to take advantage of our outstanding links with industry, state-of-the-art facilities, and enjoy a high-quality student experience in a first-class learning environment.

At the Department of Apparel, we encourage students to be ambitious, visionary, enquiring, dynamic, innovative and experimental. Business and creativity are at the heart of the Department of Apparel's courses with a major emphasis on developing your high-level practical and theoretical skills. Our Summer School gives students at undergraduate and postgraduate level from all over the world the opportunity to learn and explore more about the global fashion industry.

Our Fashion Summer School incorporates the complete cycle of the fashion industry, delivering workshops and seminars led by industry experts and professional designers. From inspiration, conception and design, to development, manufacturing and distribution and finally, promotion within the global fashion market place. Business practice and management principles will be embedded throughout the course, firmly focusing your learning experience within a creative and commercial fashion industry context.

What's included?

- Airport meet and greet
- Accommodation
- Tuition
- Fully inclusive Culture Programme
- Fully inclusive Social Programme
- Welcome/Farewell meal

Fees are £1200 subject to final schedule, not including food and drink other than where stated.

Further information

If you would like to obtain further information, please contact hollings.summerschools@mmu.ac.uk.

www.mmu.ac.uk/hollingssummerschools

Day 1, 24 July

Arrival in Manchester

Day 2, 25 July

Registration, welcome and networking breakfast

Visit to Platt Hall

Following your registration, we will host a welcome talk and networking breakfast before a Manchester orientation session with a market analysis exercise. To kick-start your educational experience, we provide a guided tour through The Manchester Gallery of Costume at Platt Hall. This tour will take you through fashion history, showcasing pieces throughout the ages from seventeenth-century petticoats to contemporary iconic fashion garments.

Day 3, 26 July

Fashion design and technology

Innovation in design is at the heart of the Department of Apparel. Through lectures and practical workshops, you will consider the relationship between fashion design and new technologies, with the opportunity to develop your original ideas and apply in practice using our design studios with industry-standard equipment.

Day 4, 27 July

Company visit

Giving you an insight to the thriving Manchester fashion economy, we will lead a visit to one of Manchester's leading fashion retailers which has seen rapid growth and achieved great success with their on-trend fashion offering. This will include an industry expert guest lecture and seminar.

Day 5, 28 July

Fashion buying and merchandising

This day is all about understanding the buying and merchandising function and the effects of this in the retail environment. You will consider key practices such as identifying a target market, product development and sourcing on an international level.

Days 6/7/8, 29–31 July

Study trip to London

An opportunity to explore the UK's capital city, visiting iconic sights including Buckingham Palace, Westminster Abbey, the Houses of Parliament, the Thames and South Bank. The study trip will include visits to key attractions, such as the V&A Museum, Harrods, Spitalfield Market and Brick Lane, to contextualise your experience from industry and academic perspectives.

Day 9, 1 August

International fashion promotion

Exploring how fashion companies raise brand awareness and promote their products on a global scale using a variety of channels. Featuring a workshop with a fashion stylist, you will focus on the vital role of visual communication within fashion marketing and promotion.

Day 10, 2 August

Visit to Chatsworth House, Derbyshire

A group visit to one of the UK's most impressive stately homes, the beautiful Chatsworth House in Derbyshire. Chatsworth House is a popular tourist destination of historic, architectural and artistic interest and will allow you to experience British heritage at its best in the heart of spectacular countryside.

Day 11, 3 August

Fashion business and management Farewell dinner

In this final session, the Fashion Summer School looks at how fashion businesses are managed, both nationally and globally. You will take part in activities focusing on developing transferable business skills, such as communication and problem-based learning, and strengthening your abilities as a fashion professional.

The day concludes with a farewell dinner.

Day 12, 4 August

Departure