

SOLENT
UNIVERSITY

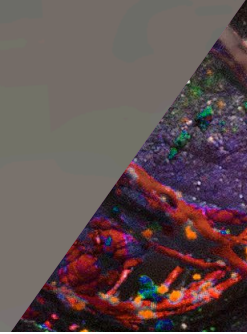
SOUTHAMPTON



FASHION
AND BEAUTY

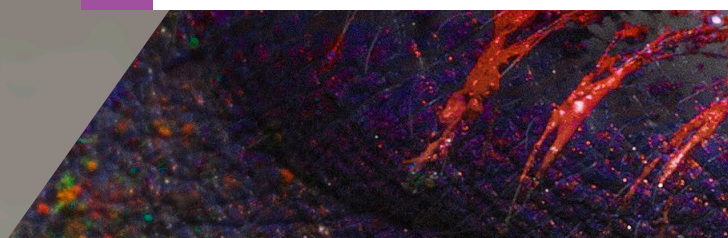
2022





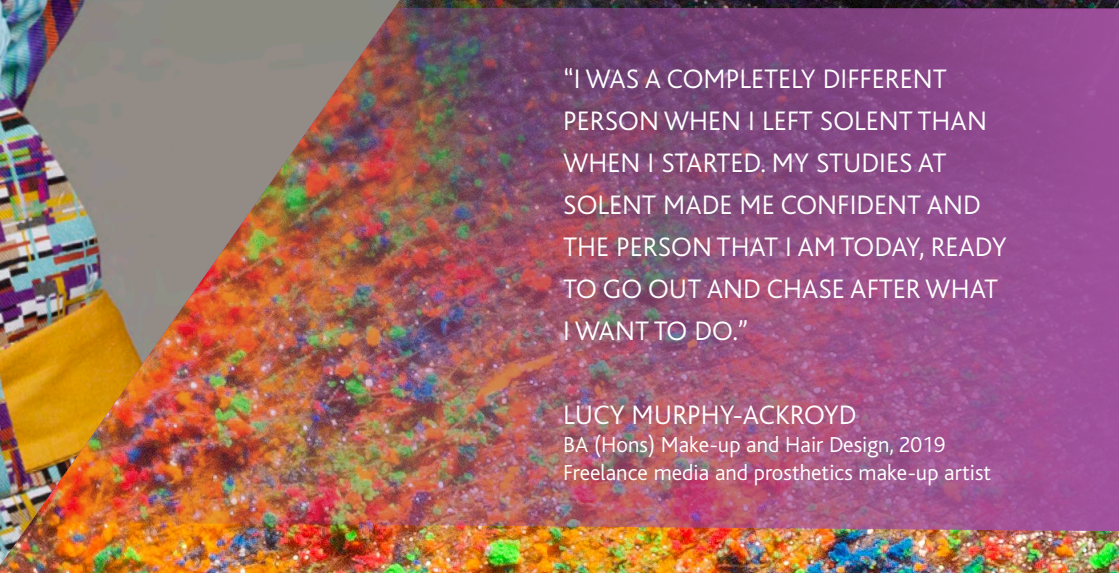
GET READY TO BE THE NEXT BIG THING.

Learn the skills, build a portfolio and find your place among the half a million people already working in the fashion and beauty industry right here in the UK.



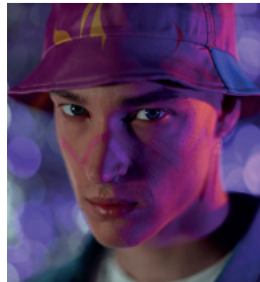
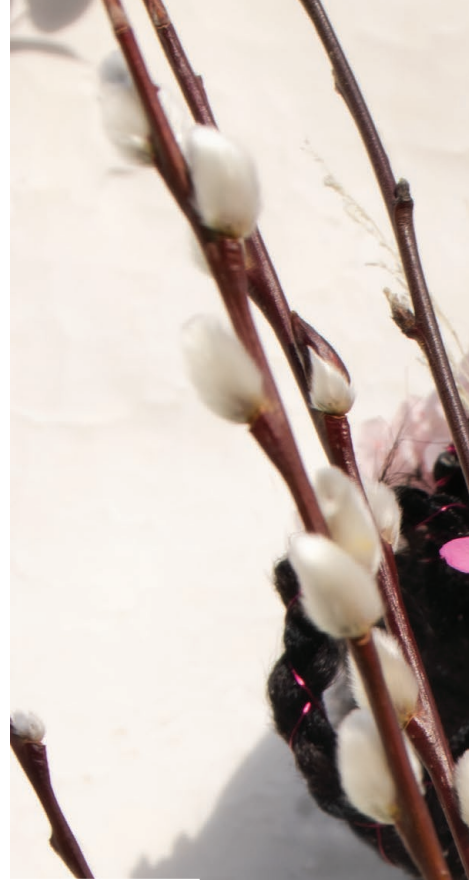
"I WAS A COMPLETELY DIFFERENT PERSON WHEN I LEFT SOLENT THAN WHEN I STARTED. MY STUDIES AT SOLENT MADE ME CONFIDENT AND THE PERSON THAT I AM TODAY, READY TO GO OUT AND CHASE AFTER WHAT I WANT TO DO."

LUCY MURPHY-ACKROYD
BA (Hons) Make-up and Hair Design, 2019
Freelance media and prosthetics make-up artist

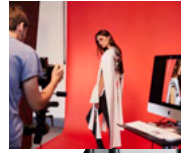


WHY SOLENT?

- Opportunities to attend guest lectures by key players in the fashion industry – past speakers have included Terry Barber (MAC Cosmetics), Caryn Franklin (TV presenter and *i-D* editor), Debra Bourne (PR consultant and campaigner), Alex Brownless (Artsthread), Pablo Rodriguez (Illamasqua), and Ateh Jewel and Paddy Hartley (artist and designer for Nick Knight and Lady Gaga).
- Free access to the Media Academy, including Mac suites with the latest Adobe Creative software, large-format printers, plus a wide range of digital equipment – from the latest cameras to outside lighting kits – to make your portfolio industry-standard.
- The chance to showcase your final-year collection at the Solent Graduate Fashion Show.
- Fashion students have the opportunity to get involved with retail activities at Re:So, Solent's stunning student-run store.







SPECIALIST FACILITIES AND EQUIPMENT

As a fashion student at Solent you will have access to a range of high-end facilities to support your hands-on learning, including:

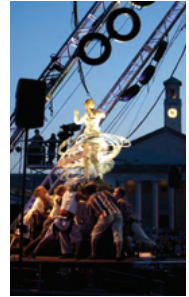
- purpose-built fashion studios featuring industrial machinery and pattern-cutting tables, lock-stitch machines, an overlock machine, cover stitch machines, two industrial button-hole machines and a chain-stitch machine
- over 50 mannequins and other machines, including a blind hemmer, a fusing press and industrial steam-irons with vacuum tables
- fully-equipped make-up and hair design studios
- eleven photography studios and a fully-equipped infinity cove
- industry-focused special effects studios, a fibre glass lab and a plaster room
- a Mimaki digital fabric printer for print and surface design projects.



"FROM THE INDUSTRY PROFESSIONALS THAT I WAS SO LUCKY TO BE TAUGHT BY, TO THE GUEST SPEAKERS AND FACILITIES THAT SOLENT OFFERED, I COULDN'T HAVE WISHED FOR A BETTER COURSE TO GET ME READY FOR MY CAREER."

AMBER RAPLEY
BA (Hons) Beauty Promotion, 2020
Social and community executive, ICONIC LONDON





OUR GREAT CITY

With a population of almost 250,000 – including 46,000 students – Southampton is a thriving city that has recently had a £1.6 billion injection of investment.

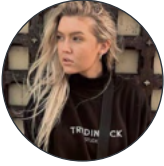
Southampton is a city with something for everyone. Beautiful city-centre parks, an electric night-time economy and a thriving arts and music scene all meet to offer residents something truly unique.

Moving away from Westquay (one of the UK's largest shopping centres) and towards the waterfront, you'll find a hub of independent eateries, venues and stores. At the other end of the city is Bedford Place, the centre of the city's nightlife and home to a huge range of pubs and clubs.

There's plenty happening on campus too. The Students' Union is complemented by fitness facilities, a student-run cinema and a range of other leisure venues. Spend downtime between lectures relaxing in our cafes or step out of the front reception directly into one of the city's five parks.



"I AM SO GRATEFUL TO SOLENT –
I DON'T THINK I WOULD BE WHERE
I AM WITHOUT THE UNIVERSITY,
COURSE OR LECTURERS."



ALYSHA LILY STROUD

BA (Hons) Fashion, 2020

Design Assistant, Serge DeNimes

Tell us about your career journey so far, and what a typical day looks like for you:

I interned with Serge DeNimes in summer 2019 to complete my 100 hours for work-based learning, a unit within the course. At the end of my 100 hours I was hired by the brand for the summer and then left to complete my third year at Solent. I was hired again by Serge in September 2020 and have been working there full-time ever since. My typical day changes all the time. My main jobs consist of running the social media, designing, customer service, planning photoshoots and assisting on them.

What do you enjoy most about your role, and what are the biggest challenges?

The jobs I enjoy most would be the design process and being on photoshoots. The biggest challenge would be learning the new role from home. When I interned I didn't see many sides of the business, so it was a whole new world for me, but the team has been amazing and so supportive. I also went to uni to study clothing – however, I now work in men's streetwear jewellery. This has been a massive change to what I know but I have learnt so much and really enjoy working within this area of fashion.

How do you feel your studies at Solent helped prepare you for your career?

I am so grateful to Solent – I don't think I would be where I am without the University, course or lecturers. If they didn't have the work-based learning unit in place I would not be working as a design assistant now, and I have taken so many of my skills from the course to my new job.



What advice would you give to students wanting to follow in your footsteps?

Work hard, turn up to your classes, build a bond with your lecturers, don't be afraid to make mistakes and get as much feedback as you can. Also make sure you have fun! When it comes to completing your 100 hours of interning, message anyone and everyone. I got my internship with Serge from an Instagram message – it works!



LUCY ELLIOTT

BA (Hons) Fashion Management with Marketing, 2011

Head of Marketing, Pan-n-Ice

Tell us a bit about your role with Pan-n-Ice.

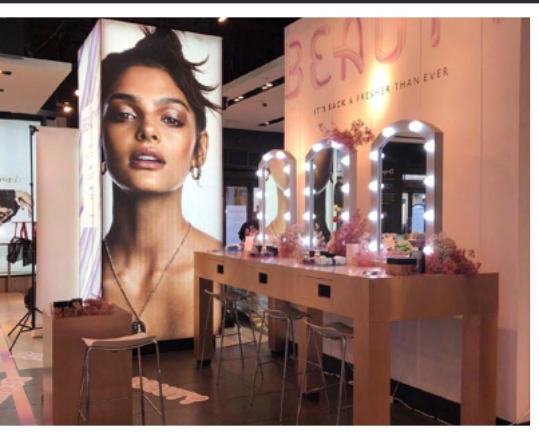
My key responsibilities within the role are really varied. Firstly, I manage all communications with our customers, so this can be anything from sending and writing our newsletters to approving all social media content and copy before it goes live – alongside our social content manager – and then ensuring our website is updated with any key messages or promotions. We also have a fantastic PR agency that reports into me – we have weekly meetings to check features and any influencer-gifting opportunities, plus any press releases with key dates for product launches and so on. Alongside the agency, I also reach out to celebrity agents and management to try and push our products out wider – just recently we had a fantastic pick-up from Holly Willoughby who used our events pan on her IG feed. This really sparked

an exciting chain of events, with press including *Hello* magazine, *The Sun* and so on picking up on it and advertising our products. I also manage all branding, content and paid social media.

Finally, we are very focused on how we can give back to the community and spread happiness. Therefore, I manage the relationship with our dedicated charity, Spread a Smile, which focuses on bringing happiness to children who are suffering in hospital.

What was your role at Topshop Topman?

My role at Topshop Topman was just as varied, but with more focus on our international franchise markets including Canada, Russia, Malaysia, Thailand and more. I started out as an international marketing coordinator and then



“SOLENT PROVIDED ME WITH GREAT OPPORTUNITIES TO LEARN ABOUT NOT ONLY THE THEORY OF MARKETING BUT ALSO THE PRACTICAL SIDE, WITH MANY WORKSHOPS AND TEAM-LED PROJECTS.”

worked my way up into the global marketing manager role. As a manager I had two direct reports within the department and we were always busy. In total I managed approximately 21 international wholesale partners and 40 global franchise partners, alongside the European market where we managed the store marketing directly. It was a lot of responsibility and you had to be constantly focused to ensure nothing was ever missed.

One of the most exciting projects I led during my time at Topshop was the launch of Kylie Jenner’s beauty line in our US stores – I had to liaise with all department team members to ensure everyone was on the same page. We also created an amazing competition for our customers to win a flight out to our New York store and did a full website takeover. We had huge advertising billboards around all of our stores, which I signed off with the creative teams, alongside providing and signing off all social media on our channels and on Kylie’s channel.

What do you enjoy most about your role with Pan-n-Ice, and what are the biggest challenges?

I absolutely love being able to work with a team that is so flexible, fun and ambitious. No task is out of reach, and we are always able to come up with creative solutions together. The biggest challenge is that we have a fairly small team at the moment, but huge business

growth – which is never a bad thing. We are currently hiring for new positions and building the team, which is extremely exciting.

How do you feel your studies at Solent helped prepare you for your career?

Solent provided me with great opportunities to learn about not only the theory of marketing but also the practical side, with many workshops and team-led projects. Team projects were also really important to learn how best to work with different people and varied personalities, which really prepared me for going into the workplace. Of course, my time at Solent also taught me how to prioritise work and play!

What advice would you give to students wanting to follow in your footsteps?

Show determination. Most of my career to date has been in fashion, and having worked at brands such as Burberry, Calvin Klein and Topshop Topman, I know it really is a tough industry to break into.

When I was at university, I made business cards which really enabled me to stand out, as a lot of potential employers were shocked that I had them – I actually secured work experience at Calvin Klein because of it. Today is a lot more digital-led, so I would recommend that you ensure your LinkedIn profile is strong and up-to-date, and that you are posting and engaging on there as much as possible.



OLIVIA TUFFREY

BA (Hons) Fashion Media, 2020

Editor-in-Chief, *Mad About Doin'* magazine

While in her final year of studies, BA (Hons) Fashion Media alumna Olivia Tuffrey realised her passion for the slow fashion sphere. For her final major project she decided to pull together this passion, her interest in magazines and the reselling site Depop to create *Mad About Doin'* magazine.

Since graduating in 2020, Olivia has gone from strength to strength, gaining a place on a programme with Depop and continuing to build her magazine brand – now on its third issue. We caught up with her to find out more.

Hi Olivia, tell us about your magazine and how the idea came about.

During my studies at Solent I did a unit based around publication and magazine curation, and absolutely loved it. For my final major project I decided to create my own publication, focusing on three of my passions – slow fashion, magazines and Depop – exploring the humans of the sustainable, eco-conscious fashion world.

How did your mentorship with Depop come about, and what will you be doing during this?

I had lots of contact with Depop staff members and Simon (Depop's founder) throughout the process of creating issues 01 and 02 of my magazine, and sent them copies of it. This got my name around the team, and in November last year I was scouted to be part of their new series, Now/Next. The programme is designed to help small businesses and brands develop. Four other creatives and I were selected from around the world – it feels amazing to have been chosen when there are SO many creatives and independent businesses out there.

Over the next six months I will be taking part in various webinars and Zoom meetings, learning about sustainability, finance and so many other important factors that need to be taken into account when running a business – or in my case, a magazine. It is so helpful, and I am so honoured to be able to be a part of this and to speak to some incredible, very wise people.

What are your future plans for *Mad About Doin'*?

To keep creating and keep collaborating! I love working with like-minded people, so hopefully I will expand the community and network even more while giving small, sustainable brands a platform to speak on. I have lots of exciting things pending, too – a couple of well-known publications are running features that include me in them, which feels insane. Long-term, I'd love to be a recognised publication, doing what I love, and being able to live off it and pay my bills.

How do you feel your studies at Solent have helped prepare you for this opportunity with Depop and in creating your magazine?

Solent helped me learn how to use the software and what it takes to produce a publication. Without the technical lessons, curating three publications would have been a lot harder. Studying in Southampton also allowed me to meet and work with creatives and be surrounded by like-minded people.

"STUDYING IN SOUTHAMPTON ALSO
ALLOWED ME TO MEET AND WORK
WITH CREATIVES AND BE SURROUNDED
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CARBON

ON CAMPUS

GET REAL FASHION MEDIA EXPERIENCE DURING YOUR DEGREE

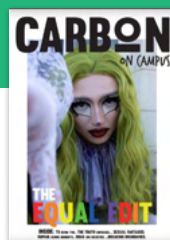
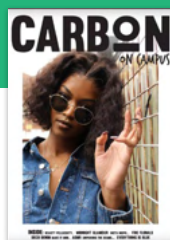
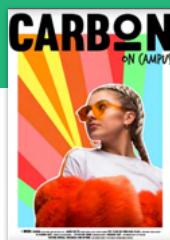
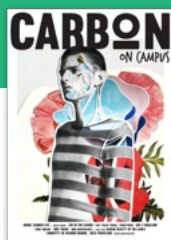
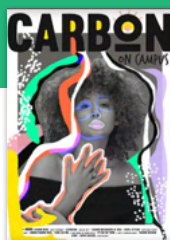
Gaining real-world experience is an integral aspect of Solent degrees, and students on BA (Hons) Fashion Media have the opportunity to gain this in a unique way by working on a vibrant print and online publication, *Carbon*.

Carbon showcases some of the best talent in grass-roots art, fashion and culture and was initially created by first-year students as a response to a feeling of disenchantment about what was available to Gen Z in print. The glossy magazine is a quarterly title documenting fashion and contemporary culture, with the online platform adding new and exciting ways to display great images and encourage creativity.

Carbon is continuing to build a reputation as being a creative and inspirational platform for young creatives, and – recognising this success – it was shortlisted for student magazine of the year in the Stack Magazine Awards 2019.

Yas Feasey, BA (Hons) Fashion Media, said of her time working on *Carbon*: "It gives you an inside look into what it's like in industry. Before I came here I wanted to work as a magazine editor, so it's given me the chance to see what the role actually entails. I've had practice working to tight deadlines and working within a team – and there's so much freedom on what content we can create, which is brilliant."

Rachel Lamb, Course Leader for BA (Hons) Beauty Promotion and BA (Hons) Fashion Media, said: "*Carbon* is an active learning initiative that engages students, from the moment they start their university journey, to get stuck in and give their dream careers a test drive. Every student gets the chance to be an editor, writer, designer, stylist and photographer, collaborating with networks of talented students and creating a portfolio of amazing industry-standard work in print, online and across all social media platforms."



FASHION AS COMMUNITY

Curated by Rachael Taylor, Senior Lecturer in fashion, Fashion as Community is an annual platform that explores alternative possibilities within how fashion and art can be used as tools for sustainability, well-being and social change. Students across Solent have the opportunity to attend the week of talks and workshops in order to learn more about how they can make an impact on society or to gain inspiration for future projects.

The 2020 events focused on how caring and sharing are alternative forms of protest that can build resilience in order to empower ourselves and our communities, and how engaging with what exists within our lived experiences of everyday life can connect us with creative ways to embrace meaningful exchanges and open conversations and create opportunities for change.





SOPHIE MAHMUD

BA (Hons) Fashion Graphics, 2017, Freelancer
(now known as BA (Hons) Fashion Media)

“THIS COURSE IS FOR YOU IF YOU LOVE BEING CREATIVE AND ARE WILLING TO LEARN WHATEVER IS THROWN AT YOU.”

How did Solent prepare you for your career?

University has allowed me to learn all different aspects of graphic design for fashion, as well as new software that I never knew existed before starting my university life. I have now got a bag full of skills in more areas than I could have imagined. These skills have enabled me to stand out from the crowd to employers.

Favourite Solent memory?

I have lots, but I loved living in halls in my first year and making so many friends.

What is fashion graphics?

Fashion graphics is a mixture of graphic design and fashion design, with elements of art and illustration.

What’s been your career highlight so far?

Having my design sold on ASOS is my highlight so far – it was really surreal. I have been lucky enough to work with big brands before I even graduated. It made me think, if I can do this, I can aim for anything.

What’s next for you?

I am now freelancing while I prepare for my full-time job, working for a jersey supplier company in London which supplies designed clothing to Topshop, Urban Outfitters and Miss Selfridge, to name a few.

My role is creating/drawing designs (graphics) and shapes ready to be sent to the factories for samples. Usually a buyer sends over information they want and we make the magic happen.

What tips would you give to someone wanting a career in this area?

Be passionate and willing to learn things that may not be directed at where you think you want to go. I had an open mind, going in wanting to be an editorial designer for a magazine, but I came out the other end skilled in lots of other areas, mainly wanting to pursue a career in print design.



RE:SO

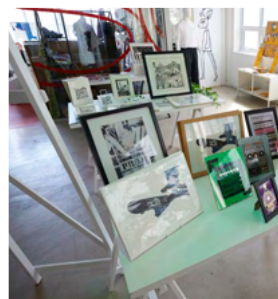
A UNIQUE PLATFORM FOR RETAIL, FASHION AND DESIGN

Launched in 2012, our innovative Re:So store was the first entirely student-run retail initiative in a UK shopping centre, selling a unique mix of fashion, accessories, publications, furniture and art produced by the University's creative students and graduates.

Fashion promotion graduate Gemma Aspland said: "I'm really excited to showcase my brand in Southampton. It's an amazing opportunity to be able to gain experience in a very difficult industry, and for graduates to expose their brands to a wider audience."

Re:So is located in Southampton's Marlands shopping centre where it provides students and graduates with somewhere to learn, gain valuable work experience, and showcase and sell their designs in a live retail environment.

Gok Wan, fashion consultant, author and television presenter, said: "Re:So is absolutely amazing – having a real shop is something different and is really supporting the next generation of designers. I love it."





"THIS IS A RARE, EXCELLENT PROVISION FOR STUDENTS WHICH PLACES SOLENT'S SCHOOL OF ART, DESIGN AND FASHION AT THE TOP OF ITS FIELD."

Barry Laden MBE
British fashion entrepreneur



LUCY MURPHY-ACKROYD

BA (Hons) Make-up and Hair Design, 2019

Freelance media and prosthetics make-up artist

Tell us a bit about what you've been up to since graduating.

Since graduating in 2019 I have gone on to pursue my career as a freelance media make-up artist. This means I work for myself and spend my days either working from home or out on jobs. Each day is very different as I do not work a typical nine-to-five. A typical day at home would involve spending a lot of time on the computer: organising portfolios, sending out CVs, sorting through invoices and general admin work.

What does a typical day look like for you?

Days where I go out on jobs are very different every time. For example, if I'm working on a commercial shoot, this is normally a full day of shooting, plus having to travel to and from London. Other days could be shorter if I'm on a photoshoot closer to where I am based. Through February and March 2020 I moved to Aylesbury to specialise in prosthetics and special effects make-up at Gorton Studio within Millennium FX. This was an intense seven-week course during which I specialised in full-face prosthetics, mould making and art finishing. Now I have finished the course I will be pushing to pursue my career more towards prosthetics and special effects in film and television.

What's been your career highlight to date?

My career highlight would probably be my seven-week course at Gorton Studio. Although this was a learning experience, not working, I was able to make connections and meet industry-leading professionals, which has really set me up for future work as, in this industry, it is a lot about who you know.

What are the best bits and biggest challenges of what you do?

The thing I love most about what I do is that every day is different. I'm someone that gets easily bored, and don't enjoy doing the same thing every day. This career means that I can go out and be creative and meet new people every day. However, the biggest challenge would be the lack of security that comes with being self-employed – you don't have a secure nine-to-five salary job. However, that being said, if you are determined enough, keep pushing for work and keep building up your portfolio, it does get easier.

How do you feel your studies at Solent have helped you progress in your career?

I was a completely different person when I left Solent than when I started. My studies at Solent made me confident and the person that I am today, ready to go out and chase after what I want to do. It taught me so many practical skills, so that I feel confident going into every job.

What advice would you give to future students?

My advice to future students is to lose yourself in your work. Spend these three years loving every project you do, taking on the advice of all the tutors and pushing your work to be the best it can possibly be. Go to every class and lecture, and absorb every piece of information you're given. Never stop learning – even when you've graduated, you will learn every single day.



"MY STUDIES AT SOLENT MADE ME CONFIDENT AND THE PERSON THAT I AM TODAY, READY TO GO OUT AND CHASE AFTER WHAT I WANT TO DO. IT TAUGHT ME SO MANY PRACTICAL SKILLS, SO THAT I FEEL CONFIDENT GOING INTO EVERY JOB."



EVA DOBREVA

BA (Hons) Fashion Styling and Creative Direction student

"THIS COURSE IS FOR YOU IF YOU ARE INTERESTED IN FASHION, WANT THE WORLD TO SEE YOUR TALENT, AND ARE READY TO EXPLORE NEW THINGS."

Why did you decide to study this course at Solent?

Since I was in high school I wanted to study in the UK. When the time for choosing a university came, I applied to different ones. However, after looking at all the different courses, I decided that the one at Solent University would be the best one, as it covers a variety of fields. This is something really good for a person who is just stepping into the fashion industry, as you are able to try everything, and in your final year you have already understood what field you are best in and would like to work in in the future.

What's your favourite part of the course, and what are the biggest challenges?

I cannot choose only one favourite part because all of them are amazing. However, photography has really stolen my heart. One of the biggest challenges is that you need to come out of your comfort zone and work really hard for what you want to achieve. For an international student such as me, the challenges were even bigger, as you really need to overcome the language barrier and all your insecurities. However, after spending three years already at Solent, and with the help of our amazing tutors, I can say that now I am much more comfortable and ready to dive into the fashion world.

What's been the biggest highlight of your studies so far?

Every year, at one moment of your studies, you think that you have the biggest highlight. However, this later changes, as you are growing professionally and mentally every year. I think my biggest highlight would be when I finished my final major project this year, as it was something that I put all my energy and heart into. Otherwise every time you have good feedback and comments about your work, from family, friends and so on, you just really feel that you have accomplished something that people appreciate.

What are your future career plans?

I would love to work as a fashion photographer in the near future, but you never know where and how you will end up. The most important thing is to follow your dreams and heart and never give up.







"THIS COURSE DEFINITELY TAKES YOU ON
A JOURNEY, AND CHALLENGES YOU TO
THINK CREATIVELY."





ELYSIA PALMER

BA (Hons) Fashion Photography student

"THIS COURSE IS FOR YOU IF YOU WANT TO IMPROVE YOUR PHOTOGRAPHIC AND MEDIA SKILLS, AND WOULD LIKE TO HAVE EXPERIENCE OF COLLABORATING WITH VARIOUS OTHER FASHION CREATIVES, INCLUDING STYLING, MAKE-UP AND HAIR."

Why did you decide to study this course at Solent?

I decided to study this course at Solent because I have always had a huge passion for photography and fashion. I felt that this course was a perfect combination of those two interests, and that the units that we were to undertake all sounded exciting, interesting and important for preparation for the industry.

What are your favourite parts of the course, and the biggest challenges?

My favourite parts of the course have been getting to practise with industry-standard equipment – with the help of some extremely knowledgeable technical instructors. My photography skills have vastly improved each year and this has given me the confidence to go into the industry post-graduation. A key challenge that the course has made me face has been the journey into discovering the type of photographer I truly am, and finding my own unique style. I definitely struggled with this throughout the first and second years, but towards the end of the second year I gained confidence and encouragement from the amazing lecturers, and I have definitely found my own vision in fashion photography.

What has been the biggest highlight of your studies at Solent?

The biggest highlight of my studies has been the process of creating my final major project. Although it was during the Covid pandemic, I managed to create something which I feel incredibly proud of. I was able to collaborate with some amazing fellow creatives, models and a fashion brand. I feel that this was a visual representation of my journey throughout the course, and I could really show not only the skills I had gained, but also my passion for fashion photography and the meaning behind my project.





AMBER RAPLEY

BA (Hons) Beauty Promotion, 2020

Social and Community Executive, ICONIC LONDON



Hi Amber, tell us about your role at ICONIC LONDON.

My role involves working closely within the social media team to plan content for all of ICONIC LONDON's social media channels, with a strong emphasis on Instagram, Pinterest and TikTok. I help to bring innovative social-first thinking and ideas to the team, create campaign briefs for videos and images, while also reaching out and finding 'influencers', make-up artists and talent to work with. The community side of my title means that I'm always active on social listening across all channels, working with PR and customer care. Being proactive and reactive with community engagement is one of the most important parts of my role and I find it so rewarding seeing all the positivity and excitement in our ICONIC community.

What do you enjoy most about your role?

Building relationships with talent, management, brands and, of course, our ICONIC followers. I also really enjoy being on the pulse with trends and content opportunities while being a social storyteller. I feel so lucky to be a part of the ever-growing beauty world – it has such a positive buzz about it. Every day is different, but I know that every day will be exciting and give me a chance to learn something new.

How do you feel your studies at Solent helped prepare you for your career?

Studying on the Beauty Promotion degree prepared me for the industry I'm now working in more than I could imagine. It's true what they say: 'Do what you love, and you'll never work another day in your life.' From the industry professionals that I was so lucky to be taught by, to the guest speakers and facilities that Solent offered, I couldn't have wished for a better course

to get me ready for my career. The BA (Hons) Beauty Promotion is an industry-focused course that gives you the opportunity to study all the many types of jobs in the beauty world – you get experience like no other, and I'm so proud to be a part of the 2020 alumni! Studying at Solent gave me the confidence to approach with an open mind any task that might be out of my comfort zone and to remain positive throughout. When it comes down to it, remember – you can do whatever you put your mind to.

Favourite memory from your time at Solent?

Extremely cliché, but meeting some of the most talented and inspiring people. I was so lucky to have a small course group, but we all got on so well. I can remember my first day when we all went around the group and had to say who inspired us. Little did I know that two years later it would be all those people in the room who inspired me the most. I feel so proud of us all, and I know that each and every one of us has a successful future in the industry ahead of us.

What advice would you give to those wanting to follow in your footsteps?

One piece of advice that I always try to remember is: good things take time, and just because one door has closed, it doesn't mean a better one won't open. We live in a world that is full of what is perceived as 'perfection', but in reality, life really is a rollercoaster and what might seem bad at first can roll out into a direction that you would never have seen coming.

Believe in yourself, be yourself and be kind to everyone.



EMILY SALMON

BA (Hons) Fashion Media, 2020

Social Media Manager, Keep You Posted Digital

Tell us a bit about your role and what a typical day looks like for you.

In the course of a normal day, I produce content calendars for a variety of clients in the fashion, beauty, food and drinks industries. I produce social media strategies for each client and carry out community management to engage with and grow their online communities. I come up with influencer marketing campaigns and also produce paid ad campaigns for our clients across Facebook and Google ads. Other days might include going to client events, or creating behind-the-scenes content, TikToks, Instagram reels and other marketing pieces that need doing.

What do you enjoy most, and what are the biggest challenges?

I enjoy the freedom of producing content for brands that I'm passionate about. I also enjoy seeing results and being active, following trends and crossing lines in terms of destructive social media marketing. I also just love social media – I like being in an ever-changing and ever-growing industry. The biggest challenge of my role is having to be constantly online – no social media detox for me.

How do you feel your studies at Solent helped prepare you for your career?

My course at Solent prepared me for the industry, not just specific areas or job roles. We were given such an array of knowledge and experience across every sector in the industry that I feel confident in carrying out brand strategies, social media strategies, consultant work and creative (photography, graphic design) work, which has allowed me to show a really diverse portfolio. Having industry professionals as tutors also really helped – they were so

hands-on with our units, which really enabled us to delve deeper than just the surface-level, academic bits. Their experiences and contacts were also so helpful on a networking level.

Favourite memory from your time at Solent?

My favourite memories from my time at Solent were the Carbon LIVE events, where we produced and carried out four live events – it was great to see them go from the planning stage and brainstorm to real-life events that people actually paid to come to. I also loved seeing our magazine, *Carbon*, come to life. Seeing the first ever issue printed in all its glory was a really great feeling after so many months of planning. Another fond memory I have is being able to attend a festival to do press for *Carbon* and getting to photograph and interview some of the artists.

What advice would you give to those wanting to follow in your footsteps?

Make the most of your time at university – there were so many opportunities offered to us throughout the course, so put yourself forward and do them. The industry is so diverse and changes ALL the time, so putting time and effort into topics and units that may not seem your cup of tea will pay off in the future. Be really enthusiastic and eager to learn (anything and everything!) – a good, positive, can-do attitude will get you further than any experience ever will. Play to your strengths and collaborate. Help out others with their projects and NETWORK – the more people you know in the industry, the better.

COURSE LIST

COURSE	UCAS TARIFF POINTS	WORK PLACEMENT OPPORTUNITY	FOUNDATION YEAR AVAILABLE
BA (Hons) Beauty Promotion	96–112	Y	Y
BA (Hons) Fashion	96–112	Y	Y
BA (Hons) Fashion Management with Marketing	96–112	Y	Y
BA (Hons) Fashion Media	96–112	Y	Y
BA (Hons) Fashion Photography	96–112	Y	Y
BA (Hons) Fashion Styling and Creative Direction	96–112	Y	Y
BA (Hons) Make-up and Hair Design	96–112	Y	Y
Design Foundation Year	48		

HOW TO APPLY

Solent University code name: **SOLNT**
Solent University UCAS code: **S30**
www.ucas.com



1 RESEARCH UNIVERSITIES
March – September

2 WORK ON YOUR UCAS APPLICATION
September – January



3 CHECK UCAS TRACK
This is where you'll see if you have an unconditional offer (the place is yours) or a conditional offer (based on exam results or other evidence), or if your application has been unsuccessful.



3 APPLY ONLINE VIA UCAS
By 26 January



4 REPLY TO YOUR OFFERS
Select your firm choice.
Select your insurance choice – this is a back-up choice in case you don't meet the conditions for your firm choice.
Decline your other offers.

5 FIND OUT IF YOU'VE GOT YOUR PLACE
You'll see in UCAS TRACK if your place is confirmed. BTEC results are published from July onwards and A-level results will be published in mid-August.



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SOUTHAMPTON
SCHOOL OF ART,
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PART OF
SOLENT
UNIVERSITY
SOUTHAMPTON

Solent University,
East Park Terrace,
Southampton SO14 0YN

Course enquiries: **+44 (0)23 8201 3039**

Main switchboard: **+44 (0)23 8201 3000**

Email: **ask@solent.ac.uk**

www.solent.ac.uk