

Fashion Is Not Just Textiles Discovery Day - Monday 8 June 2020 (09:30 -16:00)

Ideal for students interested in learning more about the fashion industry, this Discovery Day will allow students to take part in a number of sessions to help them understand this very collaborative and exciting industry.

Schedule for the day is planned as follows:

9:30 - 10:00 Arrival & Registration

10:00 - 10:15 Welcome Talk to all groups

10:15 - 11:45 Session One (students to pick one of the following sessions):

(A) Fashion	(B) Fashion Media/Fashion Graphics
(C) Fashion Promotion & Communication/Beauty Promotion	(D) Fashion Styling/Fashion Photography
(E) Fashion Management with Marketing/Fashion Buying and Merchandising	

11:50 - 12:40 Lunch (students will be provided with food vouchers to enable them to pick their own hot meal at our eatery)

12:45 - 14:15 Session Two (students to pick one of the following sessions different from first session):

(A) Fashion	(B) Fashion Media/Fashion Graphics
(C) Fashion Promotion & Communication/Beauty Promotion	(D) Fashion Styling/Fashion Photography
(E) Fashion Management with Marketing/Fashion Buying and Merchandising	

14:30 - 15:30 Group Session

15:30 - 16:00 Review/Feedback and Goodbyes

Please note is this the plan is currently flexible and may change due to demand for sessions.

Sessions Details are as follows:

A) Fashion

The fashion industry employs nearly 1 million people across a wide spectrum of roles in the UK. Fashion design is at the very heart of the industry; it's where innovation and new trends start. Whether designing for a high street retailer or for a high end brand, a career in fashion design is dynamic, creative, challenging and rewarding. This course can not only lead to a career into design, but also into buying, trend forecasting and production.

This workshop includes two activities to get your creative juices flowing. Firstly using collage and photomontage to develop new ideas for shape and detail, then experimenting with fabric and garments on a dress stand to explore silhouette.

B) Fashion Media/Fashion Graphics

If you think a career in the fashion industry could be for you but do not want to create garments our Fashion Graphics workshop will offer you a taste of the other roles open to you if you want a creative career working for your favourite brands. Starting with an introduction to trend forecasting, you will create exciting, trend driven mood boards using the latest CAD software, before exploring how your favourite brands would translate these forecasts into street style, high street and luxury fashion items.

You'll take away some amazing visual work ready to help your university application stand out and a clearer idea on a career path that would suit your individual passion and skills.

The Fashion Media workshop will put you at the heart of content creation for your favourite magazines, social media platforms and brands.

Giving you a taste of the wide variety of career choices in this field, our team of industry experts will guide you as you create professional images in our state of the art studios, design cutting edge magazine content and explore advertising and marketing campaign opportunities using a range of fashion influencers.

This workshop is perfect for anyone who fancies a career documenting the latest fashion stories who wants to leave university with key industry skills and a varied portfolio to maximise their career opportunities.

C) Fashion Promotion and Communication/Beauty Promotion

Think a career as a beauty or fashion editor, PR, marketing executive, brand manager or trend forecaster might be for you? Solent is the first university in the UK to offer a beauty promotion degree, an innovative course which focuses on developing you for a career within the global beauty industry. Fashion Promotion & Communication course can help you to improve your knowledge of PR, styling, marketing, photography and creative writing - following the fashion process from original concept all the way through to the promotion of a final product.

Generating creative promotional projects is an exciting and important part of the fashion and beauty industry.

In this workshop, you'll have fun in a practical workshop in which you develop your own concept for a fragrance for a fashion or beauty brand.

You'll get the chance to experience different scents and create your own visual response to a fragrance 'juice'. You will then develop your own concept for an advertising campaign, assuming the role of a marketing creative or creative director to develop your concept and this will culminate you producing the mock-up for an advertising campaign.

D) Fashion Styling and Creative Direction/Fashion Photography

Fashion styling and photography are key to the success of products, brands, media and celebrities. These courses aim to teach students the creative, technical, and professional skills required by industry to be successful photographers, stylists and visual communicators. Employability is embedded into the course at each level. Students learn how stylists and photographers work within different sectors of the industry including: magazines, advertisers, designers, catwalk shows, digital media, e-commerce, and trend forecasting. Acquire skills not only in photography and styling, but also in communication, networking, make-up and hair, retouching, trend forecasting and branding - helping students to become creative practitioners with broad and diverse skill.

In this workshop, you'll work as part of a creative team to produce a trend-led fashion shoot, worthy of a high fashion magazine!

You'll get the chance to try a range of different roles, from photographer and stylist, to creative director and editor, working in our industry standard Cove Studio, and using specialist photography and studio equipment. We'll also be opening the doors to our bespoke Fashion Wardrobe, so you can put together innovative and experimental outfits that look as though they have strutted straight off the catwalk.

E) Fashion Management with Marketing/Fashion Buying and Merchandising

If you have a business mind but love fashion, come and find out more about our Fashion Management with Marketing and Fashion Buying and Merchandising degrees where you can learn how to be highly influential in this multi-million pound business. These degrees combine the skills of the fashion marketeer, buyer and merchandiser and are key in delivering a successful business, that's why are so many of our graduates walk straight into well-paid professional jobs with big brands.

In this practical workshop you will work in groups to develop a collaborative product range for your chosen brand and a fashion influencer.

You will devise the concept of the range for your influencer and a marketing plan for a successful launch, including events and social media promotions. This will culminate in your group presenting your ideas for your chosen brand.

All materials will be provided for students, we just ask they bring a keen mind and passion for the subject!