

DESIGN  
IN  
LONDON

13  
DAYS

This two week fashion design camp programme will take you on an amazing journey through fashion and design in London. Attend classes at the London School of Fashion, meet with UK fashion students and industry experts, enjoy participating in fashion design workshops, develop your design skills through creativity, see behind the scenes at prestigious colleges, and visit iconic UK company's stores and sites to discover the UK's fashion industry workings. The students will have the chance to look at UK fashion history through to the fashions the UK public are wearing now. Throughout the programme the students will be reviewing the fashions they have seen, learnt and heard about and also they will analyse the activities they actually participated in, culminating in a review session of learnings and findings.



### Tour Highlights

- ✓ Study at the London College of Fashion
- ✓ Meet UK Fashion Students
- ✓ Lectures with Industry Experts
- ✓ London area Homestay
- ✓ Fashion Design Workshop
- ✓ British School of Millinery
- ✓ V & A Museum
- ✓ Costume Design at The National Theatre
- ✓ Bicester Village Outlet

### Essentials

- ✓ Accommodation
- ✓ 24-Hour Tour Manager
- ✓ Daily Breakfast, Lunch and Dinner
- ✓ Transfers



# Itinerary

## Day 1

### Arrival in London

Welcome to London! Meet your tour manager and start with an introduction to your 13 day Fashion programme.

### Discover London

Discover London, for your fashion orientation, and learn about the city as a global fashion capital. Pass by sites, attractions and buildings which have hosted shows for London Fashion Week. See the royal palaces, the lions in Trafalgar Square, Tower Bridge and the most famous clock in the world, Big Ben.

## Day 2

### London College of Fashion - Study Day 1

Spend a full day studying at the London College of Fashion, part of the University of Arts, London, and the only college in Britain to specialise in fashion education, research and consultancy. Learn from London College of Fashion tutors, and through this class discover how to design a styling set. Take part in a lecture on latest London Trends.

### British Brands Case Study & Visit to Flagship Stores

Spend the afternoon researching case studies on 3 British fashion brands. Visit the flagship stores for each brand accompanied by your London College of Fashion tutor.

## Day 3

### London College of Fashion - Study Day 2 - Branding

This morning spend the day learning about branding and customer profiling for a leading industry lecturer. Following on from yesterday, choose one of the three British brands to complete your project. Part of the project includes creating design and mood boards for your brands 2016 collection.

### Journal & Debate Session

Discuss and reflect your findings from the past 2 days and debate with fellow students your thoughts and opinions on the British Fashion Industry.



## Day 4

### London College of Fashion - Study Day 3 - Materials & Textiles

Day 3 starts with a visit to London art and textile shops to collate research for your project. Each student will then produce up to 10 designs for their chosen brand for a Spring Summer 2016 collection. Present your designs to the group discussing what influenced the designs and your thought process.

## Day 5

### UK Fashion History at the V & A Museum

Introduction to UK fashion history. Participate in a private guided tour of the V & A's world renowned fashion collection which covers changing shapes and tastes in style, from beautiful 17th-century fashions to contemporary, cutting-edge designs and haute couture. The collection also includes accessories such as jewellery, gloves and handbags.

### Natural History Museum

Visit to the Natural History Museum, full of hundreds of exciting, interactive exhibits in one of London's most beautiful landmark buildings.

### Interactive Session with London Fashion Students

Meet with student(s) or former students of the London School of fashion for an interactive session on the latest trends and what life is like studying in a foreign city.

## Day 6

### Costume Design Session

Follow the process of creating a costume design at the National Theatre, from initial sketches to realisation of the design.

### Backstage at The National Theatre

Explore the backstage life of the National Theatre, following in the footsteps of the greatest actors and directors of the last 35 years.

### Tate Modern

Spend time exploring the Tate Modern, London's iconic art gallery housing the UK's collection of modern and contemporary art from 1900 to the present day.

### Journal & Debate Session

Make notes on your findings from the day and debate your findings with fellow students.



## Day 7

### Meet with Industry Fashion Experts

Meet with an Industry expert from the fashion industry and listen to their thoughts and opinions on current British Fashion.

### Shopping at Bicester Village

Travel to Oxford and spend time at Bicester Village outlet shopping centre which has luxury fashion shops, home ware boutiques & discounted designer stores.

### Journal and debate session

Discuss and reflect your findings and debate with fellow students your thoughts and opinions.

## Day 8

### Spitalfields Market

Visit Spitalfields Market. Resplendent under a Fosters & Partners-designed glass canopy, Spitalfields Traders Market and shops offer cutting edge fashion and interiors, original artworks, as well as food.

### Rich Mix Centre

See the current exhibitions in the mezzanine gallery of the Rich Mix Centre, Shoreditch.

### Free time to explore

Spend the afternoon exploring Shoreditch

### Journal and debate session

## Day 9

### Millinery Tour of London

Join a member of The British School of Millinery team for a guided walk around the Oxford Street area visiting the Millinery suppliers.

### Q&A Session with a leading retailer

Interact with a representative from a leading retailer, who will take you through the process from design concept to store front.



## Day 10

### **Fashion / Design Workshop**

Spend the morning with a professional fashion consultant, learning about the process of Bodymapping. Using a unique Bodymapping system you are able to analyse your body shape and proportions, enabling you to understand how to maximize your best features and how to minimize those you are less fond of, whilst taking into account your lifestyle, style, aspirations and budget.

### **Personal Shopping Experience**

Put into practise the techniques learnt in the Fashion Workshop. Visit leading retail stores such as Nike, Burberry, Gant and Abercrombie and Fitch, and take it in turns to be a personal shopping consultant for your fellow students. Take photos of outfit choices to discuss in your journal and debate session this evening.

## Day 11

### **Visit to the Tate Britain**

Visit the Tate Britain, the oldest gallery in the Tate network, opening in 1897. Take a walk through collections of historic British art, as well as contemporary work.

### **Visit the British Museum**

Visit the British Museum home to some eight million pieces and one of the largest and most visited cultural and historical collections in the world.

### **Journal and Debate Session**

## Day 12

### **Camden Market**

Visit Camden with its markets and trendy boutique shops, a must for any student of fashion or design.

### **Wellcome Collection**

Spend time at the Wellcome Collection, which explores the connections between medicine, life and art in the past, present and future.

### **Final Presentation Evening**

Summarise your findings and the key things you have learned across your classes and workshops from the last two weeks culminating in a final journal and debate session.

## Day 13

### **Departure Day**

## Tour Learning Objectives

- Learn how to challenge your assumptions, and broaden your creative awareness through a series of fashion classes and then feed this back into your own designs and styling
- Develop analytical and interpretative skills and a self-critical approach to fashion enabling you to develop as a designer
- Develop your knowledge of the professional designer environment including branding, operation and timelines
- Learn about 3 leading British fashion brands and how to create customer and mood boards adding layers to your designer portfolio
- Learn the history of fashion from 17th century fashion to current day and how and why it has evolved
- Learn about the creative process behind costume design taking you from initial sketches to completion
- Learn about the process of Bodymapping to analyse body shape and proportions
- Build on communication skills through a series of debates and presentations throughout the programme



**ual:** university  
of the arts  
london  
london college  
of fashion

### Testimonial

**I came to know about different cultures and traditions.. learnt new languages... my thinking... my knowledge is no longer just confined to my main stream education but it has broadened my horizon.**

### Why ECE

- Unique Access to People, Places and Events
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