

# FASHION

The University of Westminster has a world-class reputation for producing highly creative fashion professionals, and our alumni include London Fashion Week designers Robyn Lynch, Roberta Einer, Claire Barrow, Liam Hodges and Ashley Williams; Stuart Vevers, Creative Director of Coach, and Christopher Bailey CBE, former Chief Creative Officer of Burberry. In February 2018, the University of Westminster became the first university in the world to show a selection of their Fashion Design BA Honours collections in the official London Fashion Week.

## 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.

2017 saw the launch of the Westminster Menswear Archive, a collection of over 1,700 garments covering the last 120 years. This exceptional resource allows students to study the very best examples of menswear design from designers such as Alexander McQueen, Stone Island, Ralph Lauren, Jean Paul Gaultier, Calvin Klein, Meadham Kirchhoff, Vivienne Westwood, Burberry, Vexed Generation, and Comme des Garçons.

## Employability

Our courses have incredibly strong links to the international fashion industry and 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. Students undertake placements with international fashion houses which include Balenciaga, Kenzo, Givenchy, Balmain, Louis Vuitton, Martin Margiela, Tom Ford, Dior, Marc Jacobs, and Thom Browne. During London Fashion Week our design students work with companies including Alexander McQueen, Tom Ford, Burberry, Celine, Christopher Kane and Stella McCartney.

Graduates from the last three years are already working as designers for the following fashion houses: Acne, Adidas, Aitor Throup, Alexander McQueen, Burberry, Ferragamo, Givenchy, H&M, Lanvin, Louis Vuitton, Max Mara and Versace.

See also: Business and Management p68

Student work, Manon Planche



Student work, Wendy Leong



**100%**  
of our Fashion  
Design students  
are in work  
or further  
study within  
six months of  
graduating

Student work, Emma Istvanffy



Student work and Graduate Show

## FASHION BUYING MANAGEMENT BA Honours

**Length of course:** Four years full-time sandwich  
**UCAS code:** N590

**Campus:** Harrow (see map p206)

**Entry requirements:** A Levels – BCC/ABB; International Baccalaureate – 27 points; BTEC Extended Diploma – DMM/DDM; BTEC Diploma – D\*D/D\*D\* in creative subject. Overseas students require IELTS of 6.5 overall and 6.0 in one component and 5.5 in the remaining. See also p198.

For full and most up-to-date information, see course web page:  
[westminster.ac.uk/fashion](http://westminster.ac.uk/fashion)



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, Net-a-Porter, River Island and Urban Outfitters. The focus of the course is global, to reflect the nature of the industry.

## 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 map p206)

**Entry requirements:** A Levels – Not Required; International Baccalaureate – 27 points; BTEC Extended Diploma – DDM in Art w. Design or arts related subject. Overseas students require IELTS of 6.5 overall and 6.0 in one component and 5.5 in the remaining. See also p198.

For full and most up-to-date information, see course web page:  
[westminster.ac.uk/fashion](http://westminster.ac.uk/fashion)



This course has an exceptional reputation for being aligned with the international fashion industry and giving you outstanding opportunities to engage with the industry throughout your course. We specialise in enabling you to become a highly original and individual 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 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. Central to the international reputation of the course is the exceptional industry relationships that enable us to offer world-class internships. Internships in the last three years include Kenzo, Celine, Maison Margiela, Loewe, Alexander McQueen, Louis Vuitton, Balenciaga, Craig Green, Christian Dior, Givenchy, Marc Jacobs and Tom Ford.



ScreenSkills (see page 182)

**“It’s an honour to be part of one of the most valuable fashion design courses in the world. It does require a lot of discipline, organisation and dedication. However, throughout this course, one does reach their full potential through the support of a range of highly qualified tutors and extensive facilities.”**

**Lidiia Pyshna**  
Fashion Design BA Honours, student  
Nationality: Ukrainian

## FASHION MARKETING AND PROMOTION BA Honours

**Length of course:** Three years full-time  
**UCAS code:** NN56

**Campus:** Harrow (see map p206)

**Entry requirements:** A Levels – BBC/ABB to include Art and Design or an arts-based subject; International Baccalaureate – 27 points including at least 5 in HL Visual Arts; BTEC Extended Diploma – DMM/DDM in Art and Design or an arts related subject; BTEC Diploma – D\*D\* in an arts related subject. Overseas students require IELTS of 6.0 overall, with 6.0 in writing and speaking. See also p198.

For full and most up-to-date information, see course web page:  
[westminster.ac.uk/fashion](http://westminster.ac.uk/fashion)



This course in Fashion Marketing and Promotion has been designed to cater for the creative, passionate and motivated students who want to pursue a creative degree within the fashion industry along with a solid understanding of business in our digital era.

The fashion promotion sector offers some of the most attractive jobs in the industry and this course allows you to experience the wide spectrum of this field. The course will also give you a much better understanding of how you could use your strengths towards achieving your future ambitions in the arena of fashion promotion.

You will be part of a community of designers, fashion management students, academics and practitioners with an excellent reputation in the fashion industry.

**“FMP is the perfect balance of business practices with creative development. It has really allowed me to enhance my creative ideas and production, to marketing and promotional theories. The tutors have been great every step of the way, guiding and allowing us to develop independently.”**

**Tamara Hill**  
Fashion Marketing and Promotion BA Honours, student  
Nationality: British

## FASHION MERCHANDISE MANAGEMENT BA Honours

**Length of course:** Four years full-time sandwich  
**UCAS code:** WN25

**Campus:** Harrow (see map p206)

**Entry requirements:** A Levels – BCC/ABB; International Baccalaureate – 27 points; BTEC Extended Diploma – DMM/DDM; BTEC Diploma – D\*D/D\*D\*. Overseas students require IELTS of 6.0 overall, with 6.0 in writing and speaking. See also p198.

For full and most up-to-date information, see course web page:  
[westminster.ac.uk/fashion](http://westminster.ac.uk/fashion)



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 and are working with a range of companies including Arcadia, ASOS, Aurora, Coast, John Lewis, Michael Kors, Oasis, Reiss, River Island, Selfridges and Tom Ford.

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.

**“The course gave me the invaluable theoretical and practical skills needed to cope with the future developments in buying and merchandising. My placement year at River Island was invaluable; the support provided by course staff was outstanding. The course is recognised within the industry for producing high-quality graduates. I would highly recommend it.”**

**Cheyenne Meehan**  
Fashion Merchandise Management BA Honours, graduate

Student work, Dillian Chipchase



Student work, Lauren Audrey



Student work, Paolo Carzana



Student work, Suzi Lee

