

# Fashion Design

**Duration** 3 years  
**Study mode** Full-time attendance  
**Location** Milan  
**Language** English or Italian  
**Credits** 180

ACCADEMIA  
DEL LUSSO

## Entry Requirements

- Upper secondary school qualification. Please note that for qualifications obtained outside of Italy, a Declaration of Value (Dichiarazione di Valore in loco) must be presented by 1st July of the year of enrolment.
- Suitable level of the language the course is taught in, to be demonstrated through formal certification or via an online interview with the admissions office (for non-native speakers).
- All students will be required to reach a B2 level (CEFR) of Italian within the first year of the course.\*

## Qualification awarded

Bachelor's Degree in Fashion Design (**Diploma accademico di primo livello**)

## Career prospects

Fashion designer, Fashion graphic designer, Fashion graphic illustrator, Fashion coordinator, Assistant designer, Product manager, Trends researcher, Fashion consultant, Patternmaker, CAD operator, Dressmaker, Dressmaking technician, Quality control, Product development.

## Course objectives

The three-year bachelor's degree course in **Fashion Design** at Accademia del Lusso allows students to acquire complete skills in the **creative field of the fashion sector**. The main objective of the course is to provide all the **technical and operational tools** necessary to connect creative originality with the needs of the market: an **essential skill-set** for being part of the Fashion System. The broad and varied curriculum includes an in-depth study of the cultural and social evolution of fashion from a historical and contemporary point of view; a complete analysis of the production chain; and the application of the main trend research methods. Through **practical workshops**, students develop essential skills in the areas of

planning, drawing, fashion patternmaking, dressmaking, and product development. By the end of the course, students will have acquired the skills to be able to design and develop an entire collection and create a comprehensive portfolio.

## Teaching and learning

The teaching method at Accademia del Lusso is **dynamic and interdisciplinary**. The programme of the Bachelor's Degree in Fashion Design includes various types of lessons and activities which differ in form and in educational objectives.

- **Classroom lessons:** traditional classroom teaching, which is compulsory to attend. Including classes based solely on theory, those based on practice, and some which combine both theory and practice.
- **External visits:** guided visits to museums and showrooms, including the analysis of fashion and luxury locations.
- **Seminars:** seminars to consolidate learning, with experts from the fashion and luxury system.
- **Work Weeks and Workshops:** interdisciplinary educational workshops focussed on developing an assigned project.

## Teachers

The Bachelor's Degree in Fashion Design is taught by **expert** higher education teachers who, as well as teach, also currently work in the luxury sector. This allows students to establish a **direct contact with the business world** right from the start of their course.

## Assessment

Students are assessed through **periodical tests**. At the end of the course, students must take a **final exam** and present their thesis before the Examination Committee of Accademia del Lusso.

\* Accademia del Lusso provides intensive Italian language courses for those who require support in this area. For more details, please contact us or speak to your student advisor.

Module code	Discipline	Credits
ABST47	<b>History of art 1</b> The figurative tradition in modern culture. The main artistic movements from the Renaissance to the end of the eighteenth century. The evolution of styles in relation to the world of fashion and applied arts.	4
ABST48	<b>History of fashion and design 1</b> The historical evolution of fashion and costume from the dawn of Mesopotamian textiles to the early twentieth century in Europe and the United States. Comparative analysis of the economic, political and social situation and of aesthetic influences in the artistic-architectural field.	6
ABPR21	<b>Patternmaking and prototyping workshop 1</b> The language of patternmaking and dressmaking. First approach to the manufacturing techniques of the fashion textile product. Formulas for creating the basic blocks of paper patterns for tops, dresses, skirts, and trousers with simple designs. First approach to dressmaking techniques through practising on canvas.	3
ABTEC38	<b>Computer graphics for fashion 1</b> The role of graphic design in the fashion system. Technical tools for manipulating digital images. Photoshop: basic tool management, use of layers and masks, image retouching tools.	4
ABPC67	<b>Communication of fashion products 1</b> Glossary and tools for understanding communication techniques. Communication mix. Analysis of the advertisement: structure and contents. The advertising narrative. Genesis of the fashion product, socio-economic processes and dynamics, distribution.	8
ABPR34	<b>Textile culture and colour</b> Fashion design and materials. Analysis and evolution of the textile product from its origins to today. Colour: knowledge and awareness of its uses. Perceptual, communicative, social, symbolic, aesthetic and synthetic aspects of colour. Colour value and chromatic accords. Colour change in relation to surface and light.	9
ABPR34	<b>Textile design</b> Designing fashion prints. Creation of the print modules. Printing techniques in the textile industry. Textile supports for printing. Difference between theory in the field and specificity of the design for printed fabric from a compositional and chromatic point of view. Application to the project/design.	3
ABPR34	<b>Fashion design 1</b> Fundamentals of drawing for the development of the fashion sketch and technical drawing. Basic principles of stylization. Creating silhouettes for fashion design. Rendering techniques. Personal style development. Knowledge of the processes for the creation of fashion products and collections. Online and offline trend research techniques. Fashion supply chain and main players.	5
ABLE69	<b>Brand design</b> Strategic marketing. Identification of needs. Competition analysis. Effective promotion. Present and future scenarios of the world of fashion and luxury. Leading companies: case studies.	7
ABLIN71	<b>English Language 1</b> English language and revision of grammar rules. Written exercises, tests, conversations, dialogues, readings related to the world of fashion.	8

Module code	Discipline	Credits
ABST47	<b>History of art 2</b> Overview of the main contemporary artists. Analysis of the relationship between art and fashion. Comparison between the work of artists and the work of designers. Languages of art in fashion.	4
ABST48	<b>History of fashion and design 2</b> National and international landscape of the most recent trends in fashion design. Analysis of emerging brands and comparison with established brands. Historical / social excursus from the 1980s to today. Dynamics underlying the new forms of design.	6
ABPR21	<b>Patternmaking and prototyping workshop 2</b> Construction of paper patterns. Basic rules common to all methods for the construction of paper patterns. Flat pattern construction technique. Construction of paper patterns on the mannequin. The human body and its shapes. Shaping and wearability. Creation of fabric garments starting from complex designs. Dressmaking techniques with samples of finishings and details.	5
ABTEC38	<b>Computer graphics for fashion 2</b> Image editing and post-production techniques with Photoshop. Main InDesign tools for design processing and layout.	4
ABPC67	<b>Communication of fashion products 2</b> Social media management in the digital marketing strategy. Analysis and understanding of communication tools. Creativity and objectives.	3
ABPR34	<b>Textile design 2</b> Tools for designing a collection of fashion prints. Digital design of drawings for printed fabrics, with print reports, in line with market trends. Customisation of the design and professional execution.	3
ABPR34	<b>Eco-Fashion and innovative techniques for fashion</b> The world of eco-sustainable fashion with a view to ethical/global product development. Sustainable materials and production processes. New technologies for more responsible production. Human rights in the world textile industry.	6
ABTEC41	<b>CAD patternmaking techniques 1</b> Introduction to the use of Lectra Modaris 2D software for the digital transposition of basic paper patterns. A glance at fabrics. Size development.	5
ABPR34	<b>Fashion design 2</b> Fashion design. Development of womenswear, menswear, sportswear, knitwear collections. Trend research. Creation of the inspirational moodboard. Development of technical drawings. Choice of materials and colours. Merchandising plan development. Creation of the collection line up.	3
ABPR34	<b>Accessories design</b> Development and composition of an accessories collection. Nomenclature of accessories: footwear, bags, belts. Materials. Merchandising plan	2
ABST58	<b>Psychology and sociology of colour applied to design</b> Psychological and emotional aspect of colour in fashion and marketing. Communicative aspects and sociological and psychological dimensions. Implications of cultural differences in the use and aesthetics of colour. Communication strategies and social behaviours for the affirmation of iconic colours in fashion.	3
ABLIN71	<b>English Language 2</b> English language and revision of grammar rules. Written exercises, tests, conversations, dialogues, readings related to the world of fashion.	8

Module code	Discipline	Credits
ABPR21	<b>Patternmaking and prototyping workshop 3</b> Advanced patternmaking and dressmaking skills for the realisation of the final collection. Techniques for the production of the basic blocks for jackets, outerwear, kimono, shirts, and the related dressmaking techniques. Focus on the development of sizes and designs.	6
ABTEC38	<b>Computer graphics for fashion 3</b> Techniques for professional portfolio development and personal online graphic presentation.	4
ABPR34	<b>Textile manipulation techniques</b> Analysis, study, and exercises on the main decoration techniques of fabrics and materials, such as embroidery, dyeing, and finishing. Manipulation and reuse of materials in compliance with the new ethical codes.	3
ABTEC41	<b>CAD patternmaking techniques 2</b> Essential knowledge of Lectra 3D CAD software (3D Modaris) and its main applications in the textile industry. Creation of 3D models of previously designed garments up to the prototype.	4
ABPR34	<b>Fashion design 3</b> Development of kidswear, underwear, and swimwear collections. Trend research. Creation of the inspirational moodboard. Development of technical drawings. Choice of materials and colours. Merchandising plan development. Creation of the collection line up. Elaboration of the final collection.	5
ABLE69	<b>Fashion brand management</b> Definition of brand identity as a strategic lever for the success of the fashion product and the brand. Distinctive features of the brand: verbal brand and iconic brand, interaction between consumer and brand, brand equity, brand awareness, brand fidelity, cobranding. Process analysis. Analysis of sampling and production costs. Compilation of a basic itemised list of materials and definition of the most suitable mark-up margin for the target and the type of product.	6
ABLE69	<b>Fashion start-up management</b> How to start a business project in the fashion sector. Main business models in the sector. Principles of modern entrepreneurship. Development of a winning start-up strategy and an action plan for the launch of a business project.	7
ABLIN71	<b>English Language 3</b> Conversation in English on articles chosen by students. Writing a curriculum vitae in English and preparing for a job interview through role-play	9
	<b>Credits chosen from optional modules, workshops, and work weeks</b>	10
	<b>Individual work under tutoring</b>	12