

Fashion

Postgraduate



WELCOME

to Regent's University London

Regent's is London's only independent, not-for-profit university, with a highly cosmopolitan community, based in royal Regent's Park and Marylebone.

Set in the heart of the UK's vibrant capital, Regent's is a superb place in which to live and study, just minutes away from all that this world-class city has to offer.

We offer a range of postgraduate programmes that enable both fashion and non-fashion graduates to gain the specialist knowledge and skills to pursue a career in this exciting and competitive industry.

Visit our beautiful central London campus and find out what Regent's can offer you.

regents.ac.uk/visit



Welcome to Fashion at Regent's.

Our market-driven approach provides a unique, creative-academic education for graduates, tailored to the entrepreneurial global creative industries.

As a Regent's student, you will experience an exciting academic journey resulting in a body of work unique to you.

This will be your calling card to a wide range of career or self-directed opportunities. As a network hub, we will help you build valuable professional connections that endure beyond the length of your programme.

Central to our vision and philosophy is a diverse portfolio of programmes, which we constantly appraise and update to reflect our students' interests and career goals. We are very fortunate

to have experts in many other academic fields within the wider University that we can call upon. This enables further exploration and development of concepts outside the realm of fashion and design.

At Regent's, we give you the creative freedom to cultivate your own fashion philosophy, and we look forward to welcoming you here.

Mark Eley
Head of Programmes
Fashion & Design



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FASHION AT REGENT'S

Fashion is a worldwide phenomenon. It plays a dynamic role in the construction of individual and collective identity, modern popular and consumer culture. To remain at the forefront of this competitive and rapidly changing industry, fashion professionals need to be creative, knowledgeable, ethical and adaptable.

Fashion at Regent's offers a vibrant career-focused education that aims to develop your creativity, as well as the practical and intellectual skills needed to work in the contemporary fashion and design industries. We aim to help you to get the most out of your education and student experience, as well as equipping you for future professional success.

Our vocational programmes are designed for both fashion and non-fashion graduates. They give an intensive preparation for a creative and rewarding career, providing you with the necessary knowledge, insights and practical skills for success in the industry.

At Regent's, we blend theoretical understanding with practical, hands-on experience. We aim to develop a fusion of creativity and business acumen to ensure you are well prepared for work in this competitive industry.

You will have plenty of opportunities to put your theoretical knowledge into practice and work on live industry projects. This experience will give you the valuable insight needed to confidently begin a career in the fashion industry.

London is one of the global fashion capitals and a key centre for the wider creative industries, hosting international fashion, film and art events each year. The city also has global status as a media, cultural and retail centre, offering an extensive range of national galleries, museums, libraries, theatres, cinemas, famous retailers and shopping locations.

If you are keen to develop a career in fashion, then Regent's, based in the heart of this world-class city, is the perfect place to begin your journey.

You will benefit from:

- Practical, industry-focused programmes that provide the skills and know-how to secure jobs in an exciting and demanding sector
- Personal attention from academic staff who are also practising professionals, bringing industry experience into the classroom
- Direct contact with industry experts through talks, workshops and visits to external companies
- Small classes that ensure you get the individual guidance and support you need to thrive professionally
- Our central London location, just minutes from the West End – perfect for easy access to major fashion brands, designers and industry events
- A lively learning environment, rich with speakers, live projects, fashion shoots and fashion shows
- Support from our dedicated Careers & Business Relations team throughout your programme

MEET THE FACULTY

Gill Stark

Head of School
School of Creative & Liberal Arts



Gill's background is in art history, fashion design and fashion marketing. She gained a first-class degree from Bretton Hall (University of Leeds) and went on

to complete a postgraduate business course at Cranfield School of Management and an MA in Design Management. Gill established a business specialising in luxury lingerie and nightwear. Prior to Regent's, she was the Dean of Fashion and Interim Director of Education at AIU London. Gill's research interests include at lingerie and corsetry, and the catwalk show. Her book, *The Fashion Show*, was published in July 2018.

Julia Robson

Course Leader
MA Fashion (Journalism)



Since graduating from Central Saint Martins with a degree in fashion journalism, Julia has written widely about fashion, lifestyle and culture. Her former staff roles

include deputy fashion editor of *The Daily Telegraph* and fashion editor of *The Sunday Mirror*. Julia has also written fashion features for national and international supplements, including the *Financial Times* to *The Sunday Telegraph's Stella* magazine. She creates digital and print content for branded editorial, such as Matches, Urban Junkies and British Airways *First life* magazine. Fashion publication clients include *Grazia*, *Elle* and *Instyle*. She is an associate lecturer at several universities and works on projects including an educational charity and woman's prison.

Mark Eley

Head of Programmes
Fashion & Design



Mark has been the Head of Fashion & Design at Regent's since June 2017. He is also the director, with partner Wakako Kishimoto, of ELEY KISHIMOTO, a

design practice primarily focusing on fashion/interior productions, consultancy and collaboration. In more recent years, their portfolio has become even more diverse, ranging from work with technology companies, to architects and community projects.

Helen Joslin

Lecturer



Helen Joslin is a lecturer in creative fashion communications for the BA (Hons) Fashion Marketing and the MA International Fashion

Marketing. On these programmes, Helen teaches fashion marketing, fashion branding, fashion trends and product development, fashion buying and merchandising and consumer trends. As well as teaching at Regent's, Helen also delivers short courses at London College of Fashion, both online and in person. Her previous industry experience is in fashion buying and merchandising, working across the high street for large multi-brand department stores. Specialising in menswear, Helen has extensive experience buying and merchandising across multi-product categories for companies such as Arcadia and Debenhams. Helen now runs her own online platform business selling lifestyle and stationery products to a global consumer.

Stefan Vidler

Course Leader
MA International Fashion Marketing



Stefan's background is in fashion, art and technology. He completed an MA in communications and technology and is currently undertaking a PhD in the use of

technology and computation within fashion. Stefan joined Regent's in 2014 and has taught on both the BA Fashion and the BA Fashion Marketing programmes, as well as leading the Integrated Design Foundation. He is also a consultant lecturer on the MA Fashion – Womenswear at Istituto Maragoni. Stefan started working in higher education while running his own label, Vidler and Nixon, with former business partner Kerry Nixon. The label achieved international success and has been stocked in the designer studio of Harrods. In 2008, the label also fronted the Harrods marketing campaign. The label established a strong celebrity client base and has featured in numerous fashion magazines including, *Vogue*, *Hello Couture*, *Gap Press*, *192*, *Vision* and *Dansk*. Prior to this, Stefan worked of a number of International Youth Arts projects, including audio soundscapes, fashion, art and animation projects.





MA INTERNATIONAL FASHION MARKETING

Be at the cutting edge of a rapidly changing industry, where technological innovation is driving global change and challenging long-established systems.

Developed in consultation with industry experts, the programme will equip you with the knowledge, skills and adaptability to become a future leader in international fashion marketing.

You will gain a thorough grounding in well-established fashion marketing theory and practice, learning to think critically about its application in the international fashion marketplace.

At the same time you will build your personal, professional and leadership skills, and your ability to think creatively in response to change.

You will explore sources of disruption and innovation within the industry, in areas such as supply chain management and fashion marketing communications, and learn how to make the most of the opportunities that change presents.

Located in central London, the heartland of fashion, you will make a study trip to Milan (included in the fee) and have additional opportunities to visit Paris and New York, giving you an unparalleled international perspective on the fashion industry.

The dynamic, intensive programme combines modular study with field trips, masterclasses, live projects and industry opportunities. You will learn to apply analytical and creative thinking to real fashion marketing briefs.

You will build your knowledge and understanding of the nature and structure of the international fashion industry and its processes, from trend forecasting through to distribution.

You will learn to develop integrated marketing and communications strategies and activities, and apply them in global fashion contexts.

Programme content

You will study the following core modules:

Fashion Branding
Fashion Marketing Communications Strategy
Fashion Trends, Buying and Distribution
Marketing Strategy
Research Methods
The Global Fashion Consumer

In addition, you will choose two modules from the following:

Entrepreneurship and Luxury
Fashion PR and the Fashion Show
Fashion Retail Marketing
Language option 1
Language option 2
Luxury Goods

You will also complete a compulsory Capstone in the third term, choosing either:

Dissertation
Individual Consultancy Project

Entry requirements

You will require a minimum of a lower-second class (2:2) UK honours undergraduate degree in any discipline, or its international equivalent from a recognised institution.

Alternatively, you may be eligible to apply for exceptional entry if you have alternative qualifications and/or relevant experience. See the website for further details.






Future opportunities

As an aspiring fashion marketing manager or director, you will gain the intellectual and practical knowledge to create and implement international marketing strategies within the dynamic contemporary fashion industry.

You will develop as a professional who is capable of independent, innovative and entrepreneurial thinking in relation to complex and changing contexts, equipped with the skills necessary to lead and succeed in your future career.

Regent's has launched many successful international careers in fashion over the past 20 years. Many of our graduates start their own businesses and creative ventures, while others have gone on to work for international brands including All Saints, Burberry, Ralph Lauren, Jaeger, Saks and Vivienne Westwood.

MA International Fashion Marketing

 Duration	12-18 months full time
Start dates	September and January
 Tier 4 visa sponsorship	Yes
 Entry requirements	Undergraduate degree with a minimum 2:2 classification, or international equivalent
English language requirements	IELTS: Overall score of 6.5, with 6.0 or above in all 4 components, or equivalent
Exceptional entry	Yes
 Fees 2019-2020	£18,500*
 Location	Marylebone

* Fees for the January intake may vary. Please check the website.



For module descriptions, visit us online regents.ac.uk/study





MA FASHION WITH PATHWAYS

In today's fashion industry, job roles have become more fluid. Fashion professionals are expected to work across sectors and undertake a range of different duties. The MA Fashion with Pathways is specially designed to prepare you with the necessary skills and broad-based knowledge to build a successful career in this rapidly-evolving industry.

Choose from two specialist pathways:

- MA Fashion (Buying & Merchandising)
- MA Fashion (Journalism)

The programme is suitable for both fashion and non-fashion graduates. The pathway structure enables you to specialise in a specific area of fashion – Buying & Marketing or Journalism – while also gaining a wide-ranging knowledge of the entire industry.

We combine formal, tutor-led teaching with practice-based

workshops to ensure you develop the right knowledge and skills to confidently work in this competitive industry. Each pathway offers a rich learning experience, with opportunities to work on live projects and fashion shoots, attend guest lectures and participate in industry-related activities.

To ensure the fast-changing agendas of the fashion industry remain at the core of our teaching, we regularly review our programmes. Our lecturers have extensive academic and industry experience, with many continuing to practise alongside teaching. This grounding guarantees that the programme content reflects

current practices, giving you the best preparation for this fast-paced industry.

Our central London location offers superb opportunities for fashion professionals. With some of the world's most famous designers, organisations and media outlets based right on our doorstep, there'll be plenty of chances to broaden your industry knowledge and gain first-hand experience.

Fashion is a global industry and an international discipline. Both pathways include a fashion study trip to another country to strengthen your international perspective on fashion. There may also be other opportunities

to take part in study trips to other fashion destinations and further enhance your fashion knowledge in a global context.

MA Fashion with Pathways offers the perfect balance of formal learning and practical application. Throughout your studies you will develop into a creative, ethically responsible and adaptable fashion professional.

You will be encouraged to participate in work experience placements to help contextualise your education. As well as enriching your understanding of the industry, work placements will help you to make valuable professional contacts.

Key features

Specialist vocational programme for both fashion and non-fashion graduates

Central London location close to major fashion brands and media outlets

Expert staff and guest speakers with a wealth of experience in fashion buying, merchandising, journalism and more

Opportunities to take study trips abroad to gain a broader, more global understanding of the fashion industry

Practical workshops with a strong focus on the social and ethical issues surrounding the industry

Programme content

Students on both pathways study the following core modules:

Fashion Cultures: History, Theory, Creativity

Introduction to Textiles and Product Manufacturing

Research Design and Methods

Sustainability and Fashion

Dissertation OR Individual Consultancy Project (with or without work placement)

You will also study a set of modules specific to your chosen pathway in either Buying & Merchandising (p.8) or Journalism (p.10).

Entry requirements

A minimum lower second class (2:2) UK honours undergraduate degree from a recognised institution. Other equivalent international qualifications from recognised institutions will be accepted

We require proof of English proficiency, either a completed undergraduate degree studied in English, IELTS 6.5 overall, with a minimum of 6.0 in each individual component.

Alternatively, you may be eligible to apply for exceptional entry if you have alternative qualifications and/or relevant experience. See the website for further details.

Future opportunities

This programme will equip you with the knowledge, confidence and skills to pursue roles in international luxury brand management, marketing, communications and retailing.

You will be able to develop a network of industry contacts that will be invaluable in your future career. Our alumni are working in a range of roles in advertising, PR, brand management and marketing, in prestigious companies throughout the industry. Others have started their own companies.



For module descriptions, visit us online regents.ac.uk/study



■ MA Fashion (Buying & Merchandising)



Buying and merchandising are key specialist retail functions that lie at the core of the fashion industry. Responsible for creating ranges and ensuring profitable sales, buyers and merchandisers must accurately analyse data, forecast trends and respond effectively to the shifting interests of the consumer.

The fashion industry is in a constant state of flux. To meet the increasing demands of the consumer, buyers and merchandisers must be flexible, innovative and creative. They must be able to make quick commercial decisions and adapt strategies to reflect, and catalyse, emerging fashion trends.

The MA is the ideal stepping stone for both fashion and non-fashion graduates wishing to work in this exciting industry. With a strong vocational focus, this pathway will help you develop the specialist knowledge and skills, commercial understanding and social responsibility necessary to work in fashion.

This pathway explores fashion buying and merchandising through a contemporary lens. You will learn how fashion trends emerge, how market gaps can be exploited, and how to plan, source and produce fashion ranges. As well as building your knowledge of manufacturing and textiles, you will strengthen your skills in teamwork, communication and numeracy in specific buying and merchandising contexts.

Taught by industry experts, you will learn the most cutting-edge industry practices and get the opportunity to apply them to live projects, fashion shoots and other industry-related activities. Throughout your studies,

you will be encouraged to consider the ethical issues pertinent to fashion and explore the possible strategies to resolve them.

Our central London location, just a few minutes' walk from Oxford Street, makes you ideally placed to study the trading activities of major fashion brands and retailers. You will explore how buying and merchandising roles operate and integrate with other retail functions, such as design, marketing and retail management. You will also be encouraged to participate in work experience placements to gain first-hand industry experience and start building your professional network.

For your final project, you will have the option to write a dissertation or undertake a consultancy project. The latter can involve a professional placement in industry if you wish. Throughout your studies, you will also have access to our Careers & Business Relations team who can help prepare you for the professional world after graduation.

Programme content

Students on both pathways will study the following modules:

Fashion Cultures: History, Theory, Creativity
Introduction to Textiles and Product Manufacturing
Research Design and Methods
Sustainability and Fashion
Dissertation OR Individual Consultancy Project (with or without work placement)

You will also study the following pathway-specific modules:

Fashion Buying and Merchandising
The Global Fashion Consumer
Marketing and Distribution
Trading and Response to Change

Learning and assessment

The programme structure combines tutor-led lectures with practical workshops to give you the foundation of skills and knowledge to work in fashion buying and merchandising.




Teaching methods include lectures, seminars, guest lectures and external visits to such places as manufacturers, wholesalers and buying offices. Assignments include project-based learning, business-style reporting, essays, presentations and practical workshops such as range planning.

You'll be assessed through a mixture of individual and group assessments, including essays, reports, presentations, a portfolio, team projects and written reflections.

Future opportunities

This programme will give you the specialist knowledge, skills and commercial experience to pursue a career in fashion buying and merchandising and other related fields. It will prepare you for entry-level jobs such as a buying assistant, merchandising assistant, allocator and distributor.

MA Fashion (Buying & Merchandising)

 Duration	1 year full time
Start dates	September
 Tier 4 visa sponsorship	Yes
<input checked="" type="checkbox"/> Entry requirements	Undergraduate degree with a minimum 2:2 classification, or international equivalent
English language requirements	IELTS: Overall score of 6.5, with 6.0 or above in all 4 components, or equivalent
Exceptional entry	Yes
 Fees 2019–2020	£18,500
 Location	Marylebone



For module descriptions, visit us online regents.ac.uk/study



■ MA Fashion (Journalism)



The world of fashion media is changing. In order to keep up with this dynamic industry and its audiences, fashion journalists must now create and present engaging content that is suitable for a wide variety of media platforms.

The media landscape is currently experiencing a dramatic shift in focus. Audiences are moving away from traditional forms of media in favour of more digital and interactive platforms. To maintain readership, journalists must have a clear understanding of all communication platforms and know how to utilise them to effectively tell their stories.

The MA is an ideal progression for both fashion and non-fashion graduates wishing to work in fashion journalism. This interdisciplinary pathway will help you build core journalistic skills in researching, interviewing, writing and editing, and teach you how to utilise them across different media platforms.

Our lecturers boast a wealth of industry experience and hold considerable reputations within their specialist fields. Many have written for globally respected media outlets including the *Daily Telegraph* and at London Fashion Week.

You will gain a sound knowledge of fashion journalism and the role it plays in this complex industry. You will also develop your eye for design and build your knowledge of fashion heritage and theory. We also expect you to gain an awareness of the ethical and sustainability issues that resonate in the fashion world and demonstrate this in all your work.

This programme is industry-orientated and practical experience is fundamental to your studies. You will participate in practical workshops, work on live projects and even conduct your own interviews with industry experts. This practical experience will enrich your studies and prepare you for the next stage in your professional career.

You will also have the opportunity to undertake a fashion study trip to gain an international perspective on fashion journalism. There may also be other opportunities to take additional fashion study trips to further enrich your education.

The pathway takes full advantage of our central London location. You will get to go on field trips and attend guest lectures hosted by the fashion media experts from leading broadsheets and magazines to experimental websites. You will also explore how fashion journalism operates and integrates with other closely related industries including art, graphics, interior design, marketing and brand strategy, music and performance and wider contexts within the entrepreneurial world.

We want you to feel confident and empowered when learning skills that will contribute to your journalistic career. This will involve going out and engaging with the community, reporting on subjects which are brave and demand exploration. You will be encouraged to use fashion as a starting point to explore new abstract avenues of interest, and present them creatively to the increasingly sophisticated and curious global 21st century audience.

For your final project, you will have the option to write a dissertation or undertake a consultancy project. The latter can involve a professional placement in industry if you wish. Throughout your studies, you will also have access to our Careers & Business Relations team who can help prepare you for the professional world after graduation.

Programme content

Students on both pathways will study the following modules:

Fashion Cultures: History, Theory, Creativity
Introduction to Textiles and Product Manufacturing
Research Design and Methods
Sustainability and Fashion
Dissertation OR Individual Consultancy Project (with or without work placement)

You will also study the following pathway-specific modules:

Contemporary Journalism: Approaches and Skills
Fashion Publications
Innovation in Fashion Media
Professional Development: Media Law, Ethics and Community

Learning and assessment

The programme gives you the extensive training you need to become a creative, media-savvy fashion journalist. Teaching methods include lectures, seminars, project-based learning, guest speakers and external visits.

Work experience placements are encouraged to help enrich your understanding of the industry and build valuable media contacts. You will also engage in a number of practical projects, including a collaborative community project and an interview with an industry professional.



You'll be assessed through a mix of individual and group assessments, including essays, reports, presentations, a portfolio, team projects and written reflections.

Future opportunities

This programme will prepare you with the interdisciplinary skills and practical experience needed to work in a wide variety of journalistic capacities both in print and digital media.

Typical entry level jobs open to graduates of this programme include junior online editor, fashion writer, copy writer, fashion assistant, PR and brand strategist and e-commerce product writer.

MA Fashion (Journalism)

 Duration	1 year full time
Start dates	September
 Tier 4 visa sponsorship	Yes
 Entry requirements	Undergraduate degree with a minimum 2:2 classification, or international equivalent
English language requirements	IELTS: Overall score of 6.5, with 6.0 or above in all 4 components, or equivalent
Exceptional entry	Yes
 Fees 2019–2020	£18,500
 Location	Marylebone



For module descriptions, visit us online regents.ac.uk/study





HOW TO APPLY

At Regent's, we offer a high level of personal attention, and this begins from the moment you apply to study with us.

We are interested in your potential, as well as your prior achievements. We review each application comprehensively and on its individual merit, considering all your skills, interests and attributes.

How to apply

Applying to study at Regent's University London is a straightforward process. We accept direct applications all year round. There is no application deadline and no application fee. Just visit our website: regents.ac.uk/apply

You can expect to receive a response regarding your application within 10 working days from when we receive your completed application and supporting documents.

If you still have to finish your education, we will issue a conditional offer. If you have met all the conditions, we will send you an unconditional offer.

English language requirements

All our programmes are taught in English, and you will need to meet the requirements of your chosen programme. We will ask for evidence of your English language ability and assess whether you need to take an English language test.

Visa requirements

Students who require a Tier 4 (General) visa to study in the UK may be required to meet specific grade requirements and conditions of study as stipulated by UK Visas and Immigration. Please check their website for current information: gov.uk/tier-4-general-visa

Student visas

If you need to apply for an international student visa to study in the UK, then we recommend that you accept your Unconditional offer as soon as possible by paying your

Advanced Tuition Fee Deposit. Once we receive your acceptance we will issue the relevant documentation. Please note it is your responsibility to arrange the appropriate visa. To find out if you need a visa to study in the UK please consult the UK Visas and Immigration website: gov.uk/visas-immigration

Funding

Regent's University London is an independent, not-for-profit institution. Our students pay the same fees, regardless of nationality, enabling us to provide the highest level of service and education.

Please visit the website for information on students loans, scholarships and bursaries. regents.ac.uk/funding



VISIT US

A personal visit is the best way to discover the magic of Regent's and explore our beautiful location.

We hold postgraduate open evenings throughout the year, giving you the chance to find out what it's like to be here, with talks and taster lectures, tours and opportunities to chat to staff and students.

Alternatively, we'd be delighted to welcome you for a personal consultation and guided tour. Please contact us to arrange an appointment.

If you have any particular access requirements or support needs for your visit, please let us know so that we can make any necessary arrangements in advance.

regents.ac.uk/visit



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