



■ MA International Fashion Marketing

 **Duration** 12-16 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 5.5 or above in all 4 components, or equivalent

Exceptional entry Yes

 **Fees** £19,000

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.



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





REGENT'S
UNIVERSITY LONDON

London's Independent University

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.

You will make a study trip to a European fashion capital (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.

■ MA International Fashion Marketing

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.

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.

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.

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 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 lingerie and corsetry, and the catwalk show. Her book, *The Fashion Show*, was published in July 2018.

Julia Robson

Senior Lecturer



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.

Jenna Rossi-Camus

Lecturer



Jenna is a fashion curator and dress historian. She earned an MA and a PhD at UAL London College of Fashion's Centre for Fashion Curation. She was a founder and director of the Beyond Retro Vintage Textile Archive and has worked extensively in the sales and marketing of vintage fashion. Before moving to London, Jenna worked as a theatrical costume designer and a stylist in New York City. Her current curatorial work explores the blurred boundaries between the museum, the archive and retail environments, working with brands including Swarovski and Louis Vuitton. She has curated and produced fashion exhibitions including *T-Shirt: Cult, Culture, Subversion* (Fashion & Textile Museum, 2018), and *Fashion & Freedom* (14-18 Now and Manchester Art Gallery, 2016).

Professor Jonathan A.J. Wilson

Dissertation supervisor



Jonathan has spoken at conferences across the globe and has spent over 20 years in industry and academia. He specialises in what he calls the 'ABCDs of business and culture': advertising, branding, communications, and digital. Jonathan is also the editor-in-chief of the *Journal of Islamic Marketing*, and has received a LinkedIn Top Voices Award for two consecutive years. He has worked internationally with government, corporate, and university clients, and his work has received media coverage internationally, including *Harvard Business Review*, *BBC*, *Forbes*, *Huffington Post*, *Thomson Reuters* and *Sky News*.