

Fashion & Design
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Welcome to Regent's University London

With a highly cosmopolitan community based in the royal Regent's Park, Regent's University London is a superb place to live and study, just minutes away from all that this world-class city has to offer.

Our practical courses will prepare you with the specialist knowledge and skills to pursue a career in this exciting global industry.

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

regents.ac.uk/visit



Welcome to Fashion & Design at Regent's.

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

As a Regent's student, you will experience an exciting artistic 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 course.

Central to our vision and philosophy is a diverse portfolio of courses, which we regularly update to reflect our students' interests and career goals. We also call on the expertise of academics in other fields across the University, enabling our students to explore and develop their concepts beyond the immediate realm of fashion design, graphics, interior design and fashion marketing.

Many of our graduates have gone on to launch incredibly successful careers across the world, working for brands such as All Saints, Burberry, Ralph Lauren, Saks and Vivienne Westwood.

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

Mark Eley
Head of Courses
Fashion & Design



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Fashion & Design

at Regent's

Regent's offers the best artistic education for a generation that wants to change the world through fashion and design.

Fashion and design are worldwide phenomena. To remain at the forefront of these two competitive and rapidly changing industries, professionals need to be creative, knowledgeable, ethical and resourceful.

Regent's creative courses offer a practical, career-focused education that produces graduates who possess the interdisciplinary skills and in-depth knowledge to stand out from the crowd.

Practical, contemporary courses

We offer an innovative and challenging curriculum that blends theoretical understanding with practical, hands-on experience. You'll have plenty of opportunities to work on live projects and put your theoretical knowledge into practice.

We aim to develop a fusion of creativity and business acumen to ensure our students are prepared to work in this competitive industry.

Develop your own design style

Our practical, industry-led courses will enable you to develop your individual style and focus on the areas that interest you most as you reach your final year.

You will also be encouraged to use fashion and design as a starting point to explore issues in the wider society such as politics, history and the environment.

Your creative journey at Regent's will result in a professional portfolio of work that you can present to prospective clients and employers.

Learn from industry experts

Our courses are developed in consultation with creative professionals to ensure that the curriculum incorporates the most current industry practices, and reflects the fast-changing agendas of the fashion and design industry.

Academic staff boast impressive and extensive industry experience, with many continuing to work within their creative field alongside teaching.

Field trips, study trips abroad and guest lectures hosted by high-profile fashion and design professionals help to contextualise your studies and provide vital industry insight.

You will be encouraged to gain industry experience while you are studying, and start to build a network of professional contacts.

There will be plenty of opportunities to work on live projects throughout your studies so you can build a deeper understanding of the subject and its rich theoretical and practical underpinnings.

London as your classroom

London is widely recognised as a fashion capital of the world and a leading hub for creative thinking and innovation. The city is home to some of the most successful and revolutionary design, advertising and media companies.

Our central London location gives you access to globally important galleries, museums and exhibitions, as well as the wealth of visual experiences offered by the city itself. You will be encouraged to draw inspiration from the city's world-class architecture, parks and gardens, markets, stores and many other sights.

If you are keen to develop your fashion and design talent in a challenging, exciting environment with a high level of individual support, then Regent's, in the heart of this important city, is a great place to begin your journey.

Specialist facilities at Regent's

We have a wide range of specialist facilities to ensure you develop the practical skills to launch a career in this diverse and interdisciplinary industry:

Specialised fashion and design studios

Sewing and pressing workrooms

Printing suite, including digital, sublimation and heat transfer fabric printer

Photography studio

TV studio

Dedicated workshop and technical support

Wood workshop

Flexible practice studio

AutoCAD lab with plotter

Mac and PC labs with specialist software

Digital fabrication lab with laser cutter and 3D printers



I enjoy studying at Regent's because you are taught by the most inspiring and creative tutors, who are passionate about what they do. They motivate you to challenge yourself every day and know how to bring out your unique creativity and make it shine.

Mia Tsujimura, Japan, BA (Hons) Interior Design



Interior Design

Interior design has a powerful impact upon everyday life. From where we live, to where we work and how we socialise, the design of a space can help enhance the quality of life for all its users.

BA (Hons) Interior Design will introduce you to a broad range of methods and principles central to contemporary interior design, including digital technologies and professional standards. You will explore the importance of location and context, and learn how to create spaces that improve the lives of the people who use them.

This course aims to prepare you for a professional and creative career. Practical workshops and theoretical study will help to develop your personal approach to design and define your place in the emerging design community.

You will undertake exciting design projects within existing London sites and explore, investigate, research and design through drawing and making.

Designs are created in response to the needs and purpose of the space, its location and function. You will cover a range of public and private spaces, considering them from a variety of perspectives, including history, architecture, and social and environmental impact.

Model-making is a core element of this course. You'll have the opportunity to create physical models of all scales using our specialist workshop and studio areas before documenting the end results in our photography studio.

You will learn from industry experts, and build valuable professional contacts. Professional practice modules will introduce you to the administrative, financial and marketing aspects of the industry, enabling you to develop both the creative skills and business acumen to launch a successful career.

This course offers a bespoke educational experience, enabling you to develop your personal interest and ambitions as a designer and go into professional practice or further study in a variety of national and international contexts.

Key features

Develop creative skills as a designer on a range of exciting projects, working with academics and design practitioners

Opportunities to work on live briefs and gain professional practice, including working with local communities

Free access to specialist equipment including 3D printers, plotters, Adobe Creative Cloud and digital fabrication

Opportunity to go on a study trip abroad in Year 2 to explore unique spaces in a different cultural context

What will I study?

You will take the following modules:

Year 1

Communication Skills 1: Representing Space, Structure and Form

Communication Skills 2: Digital Skills

Design: Spatial Investigations

Design: Inhabitation

Global Perspectives

Interior Histories 1: Close Looking

Interior Histories 2: Experiencing Interiors

Two elective modules (see below)

Year 2

Communication Skills 3: Rendering and 3D Modelling

Design: Events and Exhibition

Design: ReHab ReUse

Interior Theories: Design Philosophies

Two elective modules (see below)

Year 3

Design: Site, Research and Initial Investigations

Design: Major Project

Dissertation: Research and Development

Final Dissertation

Professional Practice 2

Technology and Sustainability

Year 1 elective modules

Digital Photography

English for Academic Purposes

Fashion Drawing

Genre Short Film

Language

Year 2 elective modules

Bodies, Spaces and Objects: Action Research

Communication Skills 4: Digital Skills for Storytelling

Language

Professional Practice 1

Learning and assessment

Tutors use a wide range of learning and teaching methods to give you the intellectual knowledge and practical skills you need to become a professional interior designer. This may include studio work, tutor-led presentations, tutorials, online courses, seminars, presentations, field trips, discussions, peer evaluations and group work.

Assessments range from practical design projects and research and development work to written assignments such as self-reflective essays and reports.






Future opportunities

Our holistic approach to interior design will give you the confidence and skills to create spaces that positively impact upon those who use them.

You will be prepared for a creative and professional career across a wide variety of sectors including commercial, residential and retail design, exhibition and installation, and the creation of places of leisure, culture and social exchange.

The course structure allows you to create a bespoke approach to the subject, focusing on interior design and architecture, or related fields such as product design, furniture design, landscape design and set design.

BA (Hons) Interior Design

 Duration	3 years full time
Start dates	September
<input checked="" type="checkbox"/> Entry requirements	Two GCE A-levels at grades A-C / 9-4, or international equivalent Portfolio interview
English language requirements	IELTS: Overall score of 6.0 with a minimum 5.5 in each component, or equivalent
 Study abroad	No
 Languages	Optional
 Work placement	No
 Annual tuition fee 2021–2022	£18,500*

* The fees quoted are for one academic year. Fees for subsequent years are subject to increase.



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



On the Lawn Graduate Show

The exhibition at the end of year is an exciting opportunity for our graduates to showcase their work to family, friends and industry. The exhibition itself is designed and built by the second year students as part of their degree, teaching valuable hands-on design and making skills.



Live projects: St Marylebone Parish Church Crypt

Live projects involving real clients, briefs and sites provide you with valuable industry insight. In 2018, our second year students worked with St Marylebone Parish Church to design schemes for the church's crypt. Their work culminated in an exhibition at the crypt where they presented their designs to the clients and the public. The project also raised money for the community through the sale of specifically designed creative items.

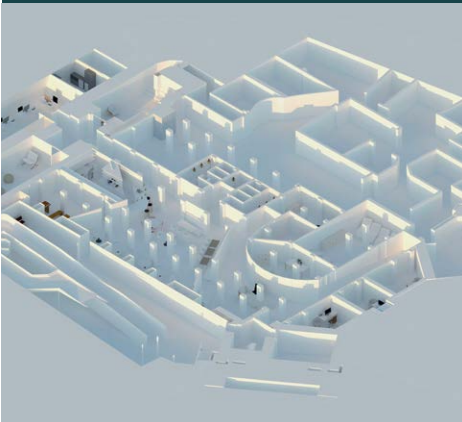


The Marylebone Crypt collaboration was a great opportunity for us to apply our skills to create a unique proposal for a real client. It also fostered a social relationship with the local community around us, which was very encouraging.

Mercy Sossion, Kenya

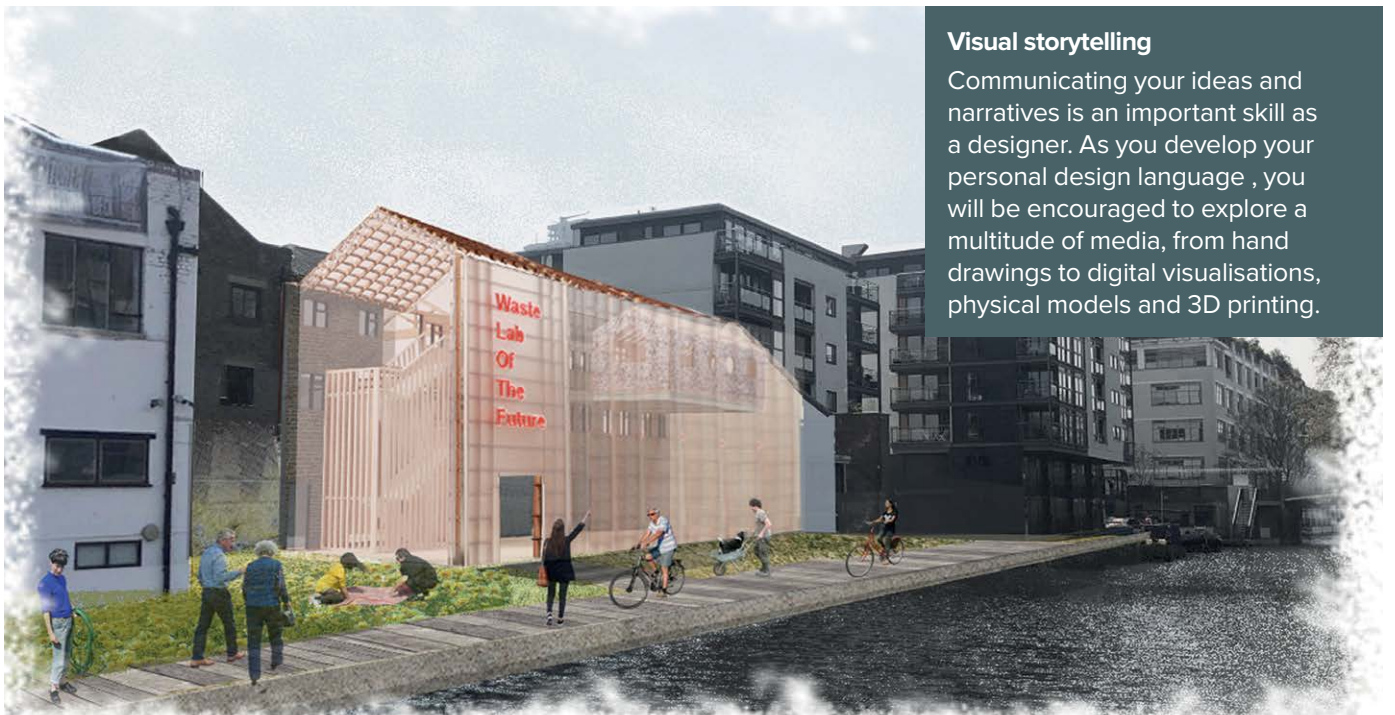


The Crypt Show



Live projects encourage you to realise your journey from university student to professional designer. They help you gain confidence and give you a sense of independence as you embark on your studies and beyond.

Rentaro Nishimura, Lecturer



Visual storytelling

Communicating your ideas and narratives is an important skill as a designer. As you develop your personal design language, you will be encouraged to explore a multitude of media, from hand drawings to digital visualisations, physical models and 3D printing.





Fashion Design (Pathways)

The fashion industry never sleeps. New designs, trends and technologies emerge and develop 24/7. To establish a lasting identity in this rapidly changing industry, designers must be resourceful, innovative and flexible, with a wide range of tools and interdisciplinary skills at their disposal.

You will choose one of two specialist pathways:

- BA (Hons) Fashion Design
- BA (Hons) Fashion Design (Marketing)

This innovative and challenging fashion design course enables you to tailor your studies to reflect your personal and professional interests. It combines the best aspects of design and marketing degrees, offering a perfect balance of theoretical learning and practical application.

You will explore the fashion and design process, and learn how to develop original designs that

stem from personal research and creative experimentation.

Working on a series of projects, you will build a diverse portfolio of work that demonstrates both your practical skills and industry knowledge.

In your first year, you will learn about the evolution of fashion and examine core design principles and processes. You will also be introduced to the language of fashion and explore the relationship between fashion, society and culture.

In your second year, you will take a deeper look at the design process, from initial research and experimentation to the final

construction of garments. You will also explore the contextual issues relating to fashion design and sustainability.

Your final year is dedicated to creating your own design collection and portfolio. You will set yourself a brief, develop and illustrate design proposals and create a fully finished garment that you will present to a final critique panel.

During your creative journey at Regent's, you will develop your own unique design philosophy. From design sketches to prototyping and construction, you will learn how to create ranges that harmonise your signature style with the needs of the consumer and the marketplace.

Many of our lecturers continue to work in the design industry alongside teaching. Their expertise and wealth of industry contacts ensures the course remains in line with current practices and design principles.

From world-famous fashion houses and revolutionary tech companies to historic sites of national and international importance, London has a unique and juxtaposing identity. You'll be encouraged to take inspiration from this city of exciting contrasts and develop your own design style.

The fashion industry is one of the most exciting and competitive industries to work in. To help you build a professional portfolio and prepare you for a fashion career, we will encourage you to gain valuable work experience while you are studying at Regent's. Our specialist careers team can give you the advice and support you need to find a professional placement.

Key features

A central London campus located in the heart of one of the world's largest fashion capitals

Opportunities to take part in fashion shows, with professional models and fashion show directors

Production of a professional portfolio that can be used to demonstrate your skills to prospective clients and employers

Opportunities to take study trips abroad to other fashion capitals

Training in a range of practical and digital skills, with plenty of opportunities to use the University's specialist design facilities

Learning and assessment

Practical, hands-on experience is underpinned by theoretical learning. Teaching methods include studio-based workshops, lectures, tutorials and live projects such as working at fashion shoots and shows.

Assessments include design work, market reports, essays, group and individual presentations, live projects and design portfolios.

Future opportunities

This course will develop you as a design-focused fashion innovator, with the conceptual and technical skills to succeed in this fast-paced industry. Many of our fashion and design graduates have moved into careers in fashion marketing, fashion design, styling and retail.

Potential career opportunities after graduating from this specialist course include:

- Designer
- Fashion entrepreneur
- Assistant or junior designer
- Pattern cutter
- Assistant buyer
- Production assistant
- Fashion PR
- Fashion marketer
- Fashion stylist



■ BA (Hons) Fashion Design



This pathway is ideal for those who are passionate about fashion innovation and aspire to start new trends and revolutionise the fashion industry.

BA (Hons) Fashion Design focuses on the practical design aspects of the fashion industry. During these three years, you will develop highly innovative catwalk collections that demonstrate your unique design philosophy and technical excellence.

You will explore a range of different methods and principles, developing a strong eye for contemporary and future fashion trends. There will be plenty of opportunities to work on live projects, including fashion shows and shoots, so you can gain practical industry experience.

To help you build your own signature style, you will experiment with a wide range of tools and create a set of designs pertinent to the current industry and related fields. You will also engage with the social, cultural and ethical issues that affect the wider industry.

You will learn the essential theory and practical skills needed to become a designer, including:

- Fashion design
- Drawing and illustration
- Digital media skills
- Garment construction
- Pattern-cutting and drape
- Textile development

We organise study trips to other fashion capitals, so you can gain a broader understanding of the industry. Guest speakers are frequently invited to lecture at the University, giving you the opportunity to learn from and network with some of the best fashion professionals in the business.

Each December, we host a professional fashion show. This is your platform to present your work on a catwalk using professional models. In your final year, you will participate in the Graduate Fashion Show, where you will present a contemporary collection of outfits to an audience of fashion professionals, family and friends.

You will complete your degree with a professional-standard portfolio that can be presented to potential clients and future employers.

What will I study?

You will take the following modules:

Year 1
Fashion Atelier
Fashion Design Process
Fashion History and Context
Global Perspectives
Pattern and Construction
Textiles and Materiality
One elective module (see right)

Year 2
Creative Cutting and Drape
Design Studio 1 and 2
Fashion Illustration and CAD
Fashion Theory and Research
Textiles and Materiality
One or two elective modules (see right)






Year 3
Pre-Collections – Research and Development
Collections and Portfolio
Dissertation

Year 1 elective modules
English for Academic Purposes
Fashion Drawing
Language
The Fashion Industry

Year 2 elective modules
Accessories
Fashion Entrepreneurship
Fashion Photography
Fashion Show Production and Events Management
Fashion Styling
Industry Placement
Language

Please note that not all elective modules may be available every term.

BA (Hons) Fashion Design

 Duration	3 years full time
Start dates	September
<input checked="" type="checkbox"/> Entry requirements	Two GCE A-levels at grades A-C / 9-4, or international equivalent Portfolio interview
English language requirements	IELTS: Overall score of 6.0 with a minimum 5.5 in each component, or equivalent
 Study abroad	No
 Languages	Optional
 Work placement	Optional
 Annual tuition fee 2021–2022	£18,500*

* The fees quoted are for one academic year. Fees for subsequent years are subject to increase.



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

Live industry projects

Collaborative projects are a great way to learn how to design collections that align with a client's brief and brand philosophy.

Previously our second year students worked on a collaborative project with Nicole Bischofer, Head of Womenswear at COS.

Working from a brief, they created a collection which reflected the brand's unique style.

It was very exciting to follow their development. I hope that through our collaboration, their understanding and learning of the techniques of tradition will help them to grow into mature designers.

Nicole Bischofer,
Head of Womenswear at COS



■ BA (Hons) Fashion Design (Marketing)



Fashion encompasses a wide range of markets and audiences, from high-end to high street. Designers who understand the marketing landscape are able to create designs that successfully attract target audiences and generate profit.

BA (Hons) Fashion Design (Marketing) will teach you how to create innovative designs based on market research, consumer needs and commercial environments.

You will gain an understanding of global issues, changing trends and emerging markets, as well as fashion promotion and communication.

Alongside key marketing theories, you will learn a range of digital and traditional design and marketing techniques. You will examine a selection of key fashion brands, and evaluate their marketing strategies.

Practical workshops are underpinned by marketing theory. You will develop a unique design philosophy based on in-depth market research and analysis. You will learn to create fashion designs that incorporate the needs of your target audience, and engage with the ethical, cultural and environmental issues surrounding the wider fashion industry.

There are plenty of opportunities to participate in live projects, including our annual fashion show. This is your chance to present your work on a catwalk using professional models.

In your final year, you will develop a collection of outfits, together with a marketing campaign, which you will present at the Graduate Fashion Show.

We also organise study trips to other fashion capitals so you can gain a broader understanding of the industry.

Guest speakers are frequently invited to lecture at the University, giving you the opportunity to learn from and network with some of the best fashion professionals in the business.

What will I study?

You will take the following modules:

Year 1

Fashion Consumer
 Fashion Design Process
 Fashion History and Context
 Global Perspectives
 Introduction to Fashion Marketing
 Pattern and Construction
 One elective module (see right)

Year 2

Design Studio 1 and 2
 Fashion Illustration and CAD
 Fashion Marketing and Communication in Practice
 Fashion Theory and Research
 One or two elective modules (see right)

Year 3

Pre-Collections – Research and Development
 Final Major Project and Portfolio
 Dissertation






Year 1 elective modules

English for Academic Purposes
 Fashion Drawing
 The Fashion Industry
 Language

Year 2 elective modules

Accessories
 Fashion Entrepreneurship
 Fashion Photography
 Fashion Publishing and Media Relations
 Fashion Show Production and Events Management
 Fashion Styling
 Industry Placement
 Language

BA (Hons) Fashion Design (Marketing)

 Duration	3 years full time
Start dates	September
<input checked="" type="checkbox"/> Entry requirements	Two GCE A-levels at grades A-C / 9-4, or international equivalent
English language requirements	IELTS: Overall score of 6.0 with a minimum 5.5 in each component, or equivalent
 Study abroad	No
 Languages	Optional
 Work placement	Optional
 Annual tuition fee 2021-2022	£18,500*

* The fees quoted are for one academic year. Fees for subsequent years are subject to increase.



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





Fashion Marketing (Pathways)

Fashion marketing is a rapidly changing industry, with new trends, technologies and digital platforms emerging 24/7. To successfully launch a product in the fashion world, fashion marketers must keep track of the latest trends and continually seek creative new ways to attract customers and generate sales.

You will choose one of four specialist pathways:

- BA (Hons) Fashion Marketing
- BA (Hons) Fashion Marketing (Buying)
- BA (Hons) Fashion Marketing (Public Relations)
- BA (Hons) Fashion Marketing (Styling)

Fashion marketing is creative storytelling in a fashion context. A successful fashion marketing campaign has the power not only to influence potential customers, but also the design process itself.

This course combines the best of two disciplinary fields, business and fashion. It gives you the opportunity to learn the fundamental aspects of marketing, while also gaining specialist skills in a key fashion discipline.

You will be introduced to the structure of the fashion industry, and learn how different organisations ensure a seamless and effective transition from concept to collection to customer.

Marketers must understand how and why consumers purchase fashion products and brands. This course will develop your understanding of consumer behaviour and how it affects the development and marketing of international fashion products and brands.

In the first year, you will analyse and evaluate 'stories' in the marketing industry. To provide direct insight into the latest marketing practices, we use the most up-to-date case studies and explore the most current trends and campaigns as they emerge within the industry.

In the second year, you will experiment with re-telling existing stories. Exploring different methods and contexts, you will learn how to adapt your skills to tell the same story in multiple ways.

The final year focuses on creating stories from scratch. Employing a range of current and emerging tools, you will independently source and navigate relevant research to produce engaging stories across multiple platforms.

This course will help you develop innovative marketing solutions, based on sound analysis of market research and theory.

You will learn how to analyse and evaluate different contexts in which the wider fashion industry operates and gain a deeper understanding of the cultural, social, ethical and environmental aspects that underpin the industry.

You will have plenty of opportunities to go on field trips to influential fashion companies and see how your theoretical knowledge works in practice, from both an industry and consumer perspective.

Guest speakers also frequently visit the University to host workshops, providing valuable insight into current industry practices.

Key features

A central London campus, located in the heart of one of the world's largest fashion capitals

Opportunities to go on field trips to other fashion capitals and fashion companies

Focus on digital skills, culminating in a digital portfolio that can be presented to prospective clients and employers

Opportunities to work on live projects and use of the University's specialist facilities, including free access to Fashion Monitor and WGSN

Potential to collaborate with other creative courses at Regent's and gain interdisciplinary skills in related fields

Learning and assessment

You will be taught by lecturers who have worked extensively in the fashion industry and use their expertise and industry contacts to ensure each pathway is in line with current marketing practices.

You will learn through a mix of lecture-based teaching and studio workshops. Assignments are varied, including practical projects, business-style reports and hands-on experiential learning, such as working on fashion shoots and shows.

Assessments include imagery and written portfolios, CAD assignments, individual and group presentations, essays and trend boards. In your final year, you will develop a professional portfolio for assessment, which you can use to demonstrate your skills to prospective clients and employers.

Future opportunities

This course will develop you as an innovative, visionary marketer with strong communication skills and an excellent understanding of fashion marketing and promotion.

You will be well equipped to succeed in a range of fashion careers, including marketing and marketing communications (both in-house and agency), buying and merchandising, and retail management.



■ BA (Hons) Fashion Marketing



A successful fashion marketer is able to create campaigns that not only boost sales but also help to build a brand's reputation, and potentially influence developments in the wider fashion industry.

BA (Hons) Fashion Marketing focuses specifically on fashion marketing, marrying the creativity of the fashion industry with the commercial aspects of the marketing sector.

You will explore a range of innovative marketing techniques, including the use of influencers and celebrities, social media marketing, collaborations, pop-up stores and brand extensions.

You will learn how to forecast trends, gather and evaluate data and use this information to devise creative marketing strategies.

Practical application is a core element on this pathway. You will work on a range of live fashion marketing briefs, including professional fashion shows, fashion

events and photoshoots. This practical experience will enable you to develop vital skills in a professional capacity and build a network of industry contacts.

Digital marketing and social media are two key tools in today's marketing landscape. You will learn how to use these new and emerging platforms to forecast trends and tell stories in unique and creative ways.

You will have access to a range of industry resources, including Fashion Monitor, the industry's main platform for influencer marketing and PR solutions.

Imagery is a strong means of communication in the fashion industry. You'll be introduced to the techniques, processes and

commercial applications of fashion images and use specialist software to develop your working knowledge of imaging techniques.

You will explore significant events and drivers in fashion history to gain an understanding of how the industry has been shaped and changed. We will encourage you to feed this awareness into your own marketing practices.

In the second term of the second year, you will have the opportunity to undertake a study period abroad at one of our international partner institutions. This provides vital experience of fashion marketing and the wider fashion industry in an alternative context.

What will I study?






You will take the following modules:

Year 1
Introduction to Fashion Marketing
Digital Marketing and Social Media
Fashion History and Context
Fashion Images
Global Perspectives
The Fashion Consumer
Two elective modules (see right)
Year 2
Fashion Marketing and Communication in Practice
Fashion Styling and Trends
Fashion Theory and Research
Plus
Fashion Branding
Two to four elective modules (see right)*
Or
One term of Study Abroad
Year 3
Innovation in the Fashion Environment
Major Project – Research and development
Major Project – Realisation
Professional Practice and Portfolio

Year 1 elective modules
English for Academic Purposes
Fashion Drawing
Fashion Film
Fashion Vocabulary
Language
The Fashion Industry
Year 2 elective modules
Experimental Fashion Image
Fashion Buying and Merchandising
Fashion Entrepreneurship
Fashion Photography
Fashion Publishing and Media Relations
Fashion Show Production and Event Management
Industry Placement
Language

* The number of elective modules to be taken will depend on the credit weighting of the chosen modules.

BA (Hons) Fashion Marketing

 Duration	3 years full time
Start dates	September
<input checked="" type="checkbox"/> Entry requirements	Two GCE A-levels at grades A-C / 9-4, or international equivalent
English language requirements	IELTS: Overall score of 6.0 with a minimum 5.5 in each component, or equivalent
 Study abroad	Optional
 Languages	Optional
 Work placement	Optional
 Annual tuition fee 2021–2022	£18,500*

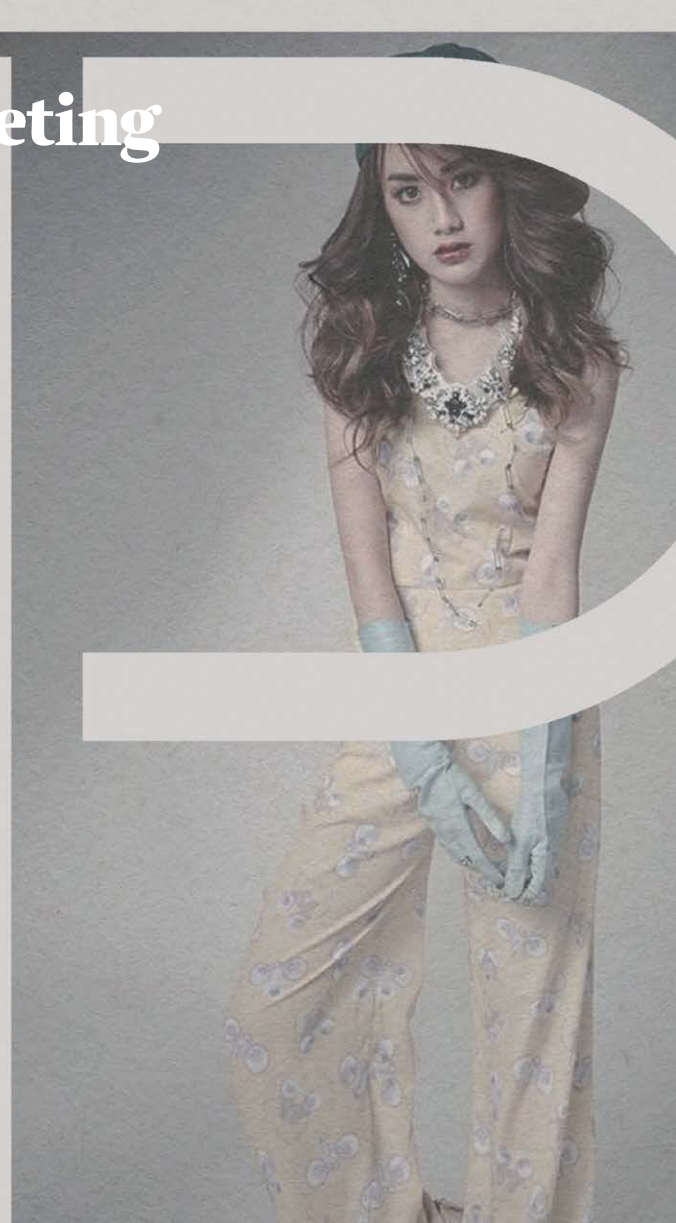
* The fees quoted are for one academic year. Fees for subsequent years are subject to increase.



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



■ BA (Hons) Fashion Marketing (Buying)



Marketers and buyers must work together to create integrated strategies that generate sales and promote a consistent story from range to rail.

This course will build your understanding of the fashion market and give you the marketing skills and buying knowledge to work across both disciplines.

It will expose you to the contemporary issues in fashion, as well the historical, design and cultural contexts in which fashion marketing and buying operate.

You will explore key buying and marketing practices and learn how these two functions work together to create engaging design 'stories'. In practice, you will draw upon this understanding to create integrated strategies that are consistent with target markets and audiences.

Live projects will help you learn how to blend creative storytelling with business acumen. You will learn how to present stories in new and engaging ways by experimenting with a range of different platforms, including digital communication, fashion shows and events production.

You will explore a range of innovative marketing techniques including the use of influencers and celebrities, social media marketing, collaborations, pop-up stores and brand extensions.

Approaching a variety of marketing issues, you will learn how to develop innovative marketing solutions based on sound analysis of market research.

The course also examines how the product development, buying and merchandising processes work within contemporary fashion business and marketing. You will learn about product development, clothing manufacture and supply chain management.

Developing an in-depth fashion vocabulary is vital. This course will build your fashion vocabulary and teach you how to manipulate it to attract wider audiences. You will also contextualise your studies by exploring how specific designers define and redefine fashion language and styles.

What will I study?

You will take the following modules:

Year 1
Introduction to Fashion Marketing
Digital Marketing and Social Media
Fashion History and Context
Fashion Images
Fashion Vocabulary
Global Perspectives
The Fashion Consumer
One elective module (see right)

Year 2
Fashion Marketing and Communication in Practice
Fashion Styling and Trends
Fashion Theory and Research
Fashion Branding
Fashion Buying and Merchandising
One or two elective modules (see right)*






Year 3
Innovation in the Fashion Environment
Professional Practice and Portfolio
Major Project – Research and Development
Major Project – Realisation

Year 1 elective modules
English for Academic Purposes
Fashion Drawing
Language
The Fashion Industry

Year 2 elective modules
Experimental Fashion Image
Fashion Entrepreneurship
Fashion Photography
Fashion Publishing and Media Relations
Fashion Show Production and Event Management
Industry Placement
Language

* The number of elective modules to be taken will depend on the credit weighting of the chosen modules.

BA (Hons) Fashion Marketing (Buying)

 Duration	3 years full time
Start dates	September
<input checked="" type="checkbox"/> Entry requirements	Two GCE A-levels at grades A-C / 9-4, or international equivalent
English language requirements	IELTS: Overall score of 6.0 with a minimum 5.5 in each component, or equivalent
 Study abroad	Optional
 Languages	Optional
 Work placement	Optional
 Annual tuition fee 2020–2021	£18,500*

* The fees quoted are for one academic year. Fees for subsequent years are subject to increase.



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



■ BA (Hons) Fashion Marketing (Public Relations)



Fashion PR and the fashion marketing have expanded rapidly in response to today's shifting media landscape. With new trends and technologies emerging 24/7, PRs and marketers must be creative, flexible and media-savvy if they are to capture the attention of their target audiences.

BA (Hons) Fashion Marketing (Public Relations) examines how marketing and public relations operate within the fast-moving world of fashion. You will learn key public relations and marketing practices and gain the specialist skills to work across both disciplines.

You will explore how the fashion industry promotes its products and creates brand awareness through the web, advertising, advertorials, packaging and publicity. This course will teach you how to analyse audience data and manipulate digital

and traditional media platforms to promote fashion products and brands.

Digital media is becoming an increasingly dominant method for promotion. You will experiment with telling stories using a range of digital and more traditional platforms and explore how technology has shaped the fashion marketing and public relations landscape.

Using contemporary brands as case studies, you will examine the application of different digital marketing and social media

strategies including branding, CRM, analytics and metrics, search engine optimisation and content creation.

Imagery and film are strong means of communication in the fashion industry. You will have the opportunity to create your own fashion film as a promotional tactic. This practical exercise will help you understand how different techniques and commercial applications can enhance brand awareness and strengthen a brand's unique personality.

What will I study?






You will take the following modules:

Year 1
Introduction to Fashion Marketing
Digital Marketing and Social Media
Fashion History and Context
Fashion Images
Fashion Film
Global Perspectives
The Fashion Consumer
One elective module (see right)
Year 2
Fashion Marketing and Communication in Practice
Fashion Styling and Trends
Fashion Theory and Research
Fashion Branding
Fashion Show Production and Event Management
One or two elective modules (see right)*
Year 3
Innovation in the Fashion Environment
Professional Practice and Portfolio
Major Project – Researching and Development
Major Project – Realisation

Year 1 elective modules
The Fashion Industry
Fashion Drawing
English for Academic Purposes
Language
Year 2 elective modules
Experimental Fashion Image
Fashion Buying and Merchandising
Fashion Photography
Fashion Publishing and Media Relations
Fashion Show Production and Event Management
Industry Placement
Language

* The number of elective modules to be taken will depend on the credit weighting of the chosen modules.

BA (Hons) Fashion Marketing (Public Relations)

 Duration	3 years full time
Start dates	September
<input checked="" type="checkbox"/> Entry requirements	Two GCE A-levels at grades A-C / 9-4, or international equivalent
English language requirements	IELTS: Overall score of 6.0 with a minimum 5.5 in each component, or equivalent
 Study abroad	Optional
 Languages	Optional
 Work placement	Optional
 Annual tuition fee 2020–2021	£18,500*

* The fees quoted are for one academic year. Fees for subsequent years are subject to increase.



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



■ BA (Hons) Fashion Marketing (Styling)



Stylists must be able to create looks that effectively communicate a particular story or theme for editorial platforms. This pathway provides a practical, industry-focused approach to fashion styling that will give you the editorial knowledge and styling skills to succeed in this competitive career.

Visual imagery and styling are vital means of communication and promotion within the fashion industry.

This pathway will teach you how to understand the shifting media landscape so you can create looks that successfully communicate the latest fashion trends.

You will study how trends arise by considering market and consumer intelligence as well as aesthetic, economic, social and cultural influences.

Through your own market research, you will learn how to assess data, identify emerging trends and create directional trend materials.

Practical application is a core focus on this pathway. You will conduct your own fashion shoot, creating styles that demonstrate your understanding of current fashion markets and trends. You will use mediums such as CAD, photography and illustration to enhance your work.

Fashion is understood as an object, image and idea. You will be introduced to the history of fashion, looking at

historical items of clothing and fashion imagery on display in museums and online. This contextual knowledge will enhance your practice of contemporary fashion.

Imagery and film are strong means of communication in the fashion industry. You will have the opportunity to create your own fashion film as a promotional tactic. This practical exercise will help you understand how different techniques and commercial applications can enhance brand awareness and strengthen a brand's unique personality.

What will I study?

You will take the following modules:

Year 1
Introduction to Fashion Marketing
Fashion Film
Fashion History and Context
Fashion Images
Global Perspectives
The Fashion Consumer
Two elective modules (see right)






Year 2
Fashion Branding
Fashion Marketing and Communication in Practice
Fashion Publishing and Media Relations
Fashion Styling and Trends
Fashion Theory and Research
One or two elective modules (see right)

Year 3
Innovation in the Fashion Environment
Professional Portfolio
Major Project – Research and Development
Major Project – Realisation

Year 1 elective modules
Digital Marketing and Social Media
English for Academic Purposes
Fashion Drawing
Fashion Vocabulary
Language
The Fashion Industry

Year 2 elective modules
Experimental Fashion Image
Fashion Entrepreneurship
Fashion Photography
Fashion Show Production and Event Management
Industry Placement
Language

BA (Hons) Fashion Marketing (Styling)

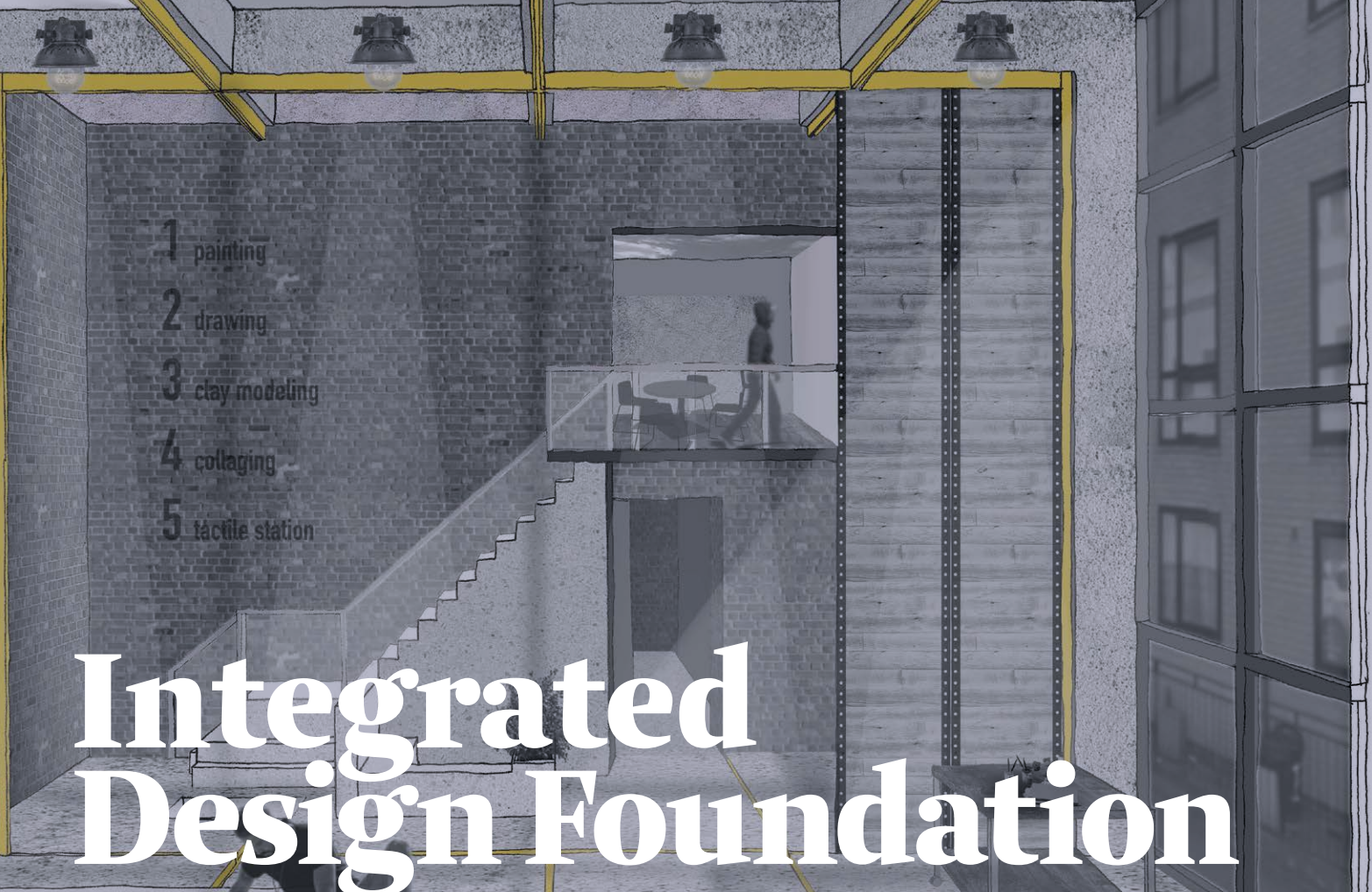
 Duration	3 years full time
Start dates	September
<input checked="" type="checkbox"/> Entry requirements	Two GCE A-levels at grades A-C / 9-4, or international equivalent
English language requirements	IELTS: Overall score of 6.0 with a minimum 5.5 in each component, or equivalent
 Study abroad	Optional
 Languages	Optional
 Work placement	Optional
 Annual tuition fee 2020–2021	£18,500*

* The fees quoted are for one academic year. Fees for subsequent years are subject to increase.



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





The integrated design foundation offers an extra year of study to help you develop the broad-based knowledge and skills needed study at degree level.

All our Fashion & Design courses can be taken with an integrated foundation as part of a four-year degree. This preparatory year has been carefully designed for students who do not currently present the qualifications for direct entry to a three year degree course.

Completing the foundation year will give you the core knowledge, skills and confidence to progress to degree-level study.

The foundation year provides a broad-based introduction to fashion and design. You will explore and develop your understanding of the creative industries, including fashion design, fashion marketing, illustration, interior design and graphic design.

You will also gain a basic knowledge of art and design history and theory, and develop skills in visual, verbal and text-based communication.

In addition, you will focus on two key creative functions within the industry, enabling you to develop the practical skills to work across disciplines.

You can apply for one of the following four year courses:

- BA (Hons) Graphic & Digital Design with Integrated Foundation
- BA (Hons) Interior Design with Integrated Foundation
- BA (Hons) Fashion Design with Integrated Foundation
- BA (Hons) Fashion Design (Marketing) with Integrated Foundation
- BA (Hons) Fashion Marketing with Integrated Foundation
- BA (Hons) Fashion Marketing (Buying) with Integrated Foundation
- BA (Hons) Fashion Marketing (Public Relations) with Integrated Foundation
- BA (Hons) Fashion Marketing (Styling) with Integrated Foundation

The Fashion Marketing option introduces the key techniques typically used in creative storytelling of brands or individuals in the fashion marketplace.

The Fashion Design option offers a broad introduction to the fashion design process, and explores the basic skills involved in the production of fashion garments.

The Graphic Design option introduces the scale and breadth of contemporary forms and practices within graphic design.

The Interior Design option gives you the opportunity to experiment with a range of basic techniques and learn how they relate to three-dimensional and spatial design.

What will I study?

All students undertaking the foundation year take the following core modules:

Design Cycle
Design in Industry
Materiality and Making
Research – Theory and Practice

You will also take one module specific to your chosen degree course, alongside another specialist module chosen from the list below:

Fashion Design Option
Fashion Marketing Option
Graphic Design Option
Interior Design Option

Future opportunities

Successful completion of your foundation studies guarantees progression to your chosen specialist fashion and design degree.

Learning and assessment

The majority of teaching takes place in a studio-based environment and focuses on practical work, underpinned by fashion and design theory.

You will learn through studio sessions, tutorials, seminars, workshops, field trips and group projects.

You will be taught by lecturers with a wide range of industry knowledge and experience, including experts in fashion design, costume design, fine art, graphics, interior design, promotions and marketing and conceptual designers.

Small class sizes ensure that you receive plenty of support and individual contact time with your tutors.

You will be assessed through assignments such as projects, sketchbooks, portfolios, report writing, essays, self-evaluation and group presentations. Practical assignments include photoshoots, model-making and exhibitions.



BA (Hons) Fashion Design with Integrated Foundation

BA (Hons) Fashion Design (Marketing) with Integrated Foundation

BA (Hons) Fashion Marketing with Integrated Foundation






BA (Hons) Fashion Marketing (Buying) with Integrated Foundation

BA (Hons) Fashion Marketing (Public Relations) with Integrated Foundation

BA (Hons) Fashion Marketing (Styling) with Integrated Foundation

BA (Hons) Graphic & Digital Design with Integrated Foundation

BA (Hons) Interior Design with Integrated Foundation

 Duration	4 years full time
Start dates	September
<input checked="" type="checkbox"/> Entry requirements	5 GCSEs at grade A-C/9-4 or international equivalent
English language requirements	IELTS: Overall score of 5.5 with a minimum 5.5 in each component, or equivalent
 Study abroad	See relevant degree page
 Languages	See relevant degree page
 Work placement	See relevant degree page
 Annual tuition fee 2020–2021	
Foundation year	£12,000
Degree course	£18,500*

* The fees quoted are for one academic year. Fees for subsequent years are subject to increase.



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.

At Regent's, 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, experience and attributes.

How to apply

Applying to study at Regent's University London is a straightforward process. We accept direct applications all year round and there is no application fee.

You can apply directly to us through our website at regents.ac.uk/apply

You can also apply through UCAS (using the code R18) or via Common Application.

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.

Our private status means that even if you have already made five choices via the UCAS system, you can still make a sixth application by applying directly to us.

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

Transfer of credits

If you have already participated in education at degree level, you may be able to transfer some of your credits towards one of our degree courses. Please contact us for further information.

English language requirements

All our courses are taught in English, and we require proof of your English language proficiency. We will review the English language qualifications you submit as part of your application, and contact you if we need to know anything else.

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

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 undergraduate open days 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.

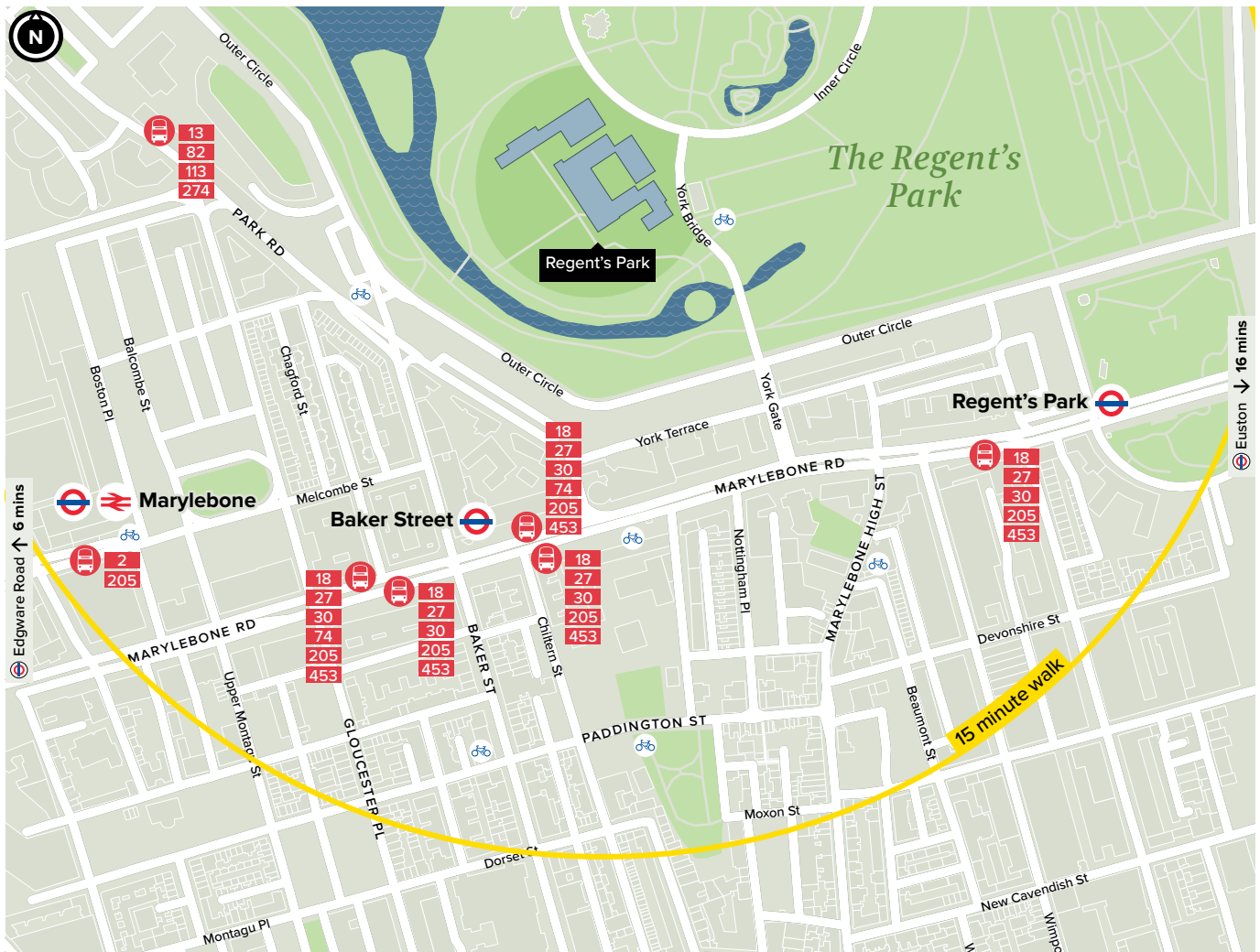
regents.ac.uk/visit



One of the main reasons I chose Regent's is because, coming from the countryside in a small village, I loved the idea of Regent's being in a park in a small close-knit community. You don't feel like you are in this big city but when you leave you have all these opportunities on your front doorstep. Being in this campus and this environment has really helped me settle in.

Courtney Welham, UK / Germany, BA (Hons) Interior Design

How to find us



We look forward to welcoming you to Regent's University London. Our campus in Regent's Park is easily accessible by public and private transport.

By Underground

Take the London Underground (Tube) to Baker Street station.

From Baker Street Station

Take the Marylebone Road exit. Turn left and walk past Madame Tussauds.

Take the first left at York Gate. Continue over the bridge into the park. The University entrance is on the left.

By Road

Our campus is just off the A501 (Marylebone Road) in central London.

From London Heathrow Airport

Heathrow Express train service to Paddington station. London Underground from Paddington to Baker Street station. Total journey time approximately 35 minutes.

From London Gatwick Airport

Gatwick Express train service to Victoria station. London Underground from Victoria to Baker Street station. Total journey time approximately 60 minutes.

From London City Airport

Docklands Light Railway (DLR) to Canning Town station. London Underground from Canning Town to Baker Street station. Total journey time approximately 45 minutes.

From St Pancras International, home to the Eurostar

London Underground from King's Cross St Pancras to Baker Street station. Total journey time approximately 10 minutes.

For a copy of this publication in an alternative format, please contact us on +44 (0)20 7487 7505 or enquiries@regents.ac.uk

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The information contained in this document is correct at the date of publication, December 2020. Please visit our website for the latest information.

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