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In partnership with:

**Luiss**  
Business  
School

Accredited by:



BUCKINGHAMSHIRE  
NEW UNIVERSITY  
EST. 1891

# SUMMER COURSES





# amsterdam fashion academy

**A boutique  
academy**



# FASHION YOUR FUTURE

IS YOUR FUTURE IN FASHION? FIND OUT BY JOINING ONE OF OUR 2-WEEK SUMMER COURSES AND CHANGE YOUR LIFE. GET A TASTE OF FASHION AND CREATE YOUR OWN FASHION PORTFOLIO IN 2 WEEKS.

IF WE WILL EVALUATE YOUR PORTFOLIO AS EXCEPTIONAL, WE WILL OFFER YOU A PLACE INTO OUR FOUNDATION DIPLOMA IN FASHION OR A BA (HONS) DEGREE FOR THE FOLLOWING ACADEMIC YEAR AND YOU WILL BY-PASS THE ADMISSION PROCEDURES.

THE AMSTERDAM FASHION ACADEMY IS A PRIVATE INTERNATIONAL TOP-FLIGHT FASHION UNIVERSITY WITH A DIFFERENCE: IT IS A DEDICATED HUB OF SMALL-SCALE, STUDENT CENTRED LEARNING IN A PERSONAL AND SUPPORTIVE ENVIRONMENT. THIS ENSURES THAT EVERY SINGLE STUDENT COUNTS AND IS TREATED AS AN INDIVIDUAL. EACH OF OUR STUDENTS IS UNIQUE WITH THEIR OWN NEEDS AND TALENTS WHICH WE FOSTER, SUPPORT AND ASSIST, SO THEY CAN ALL DEVELOP TO THEIR FULL POTENTIAL.

WELCOME  
TO THE  
AMSTERDAM  
FASHION  
ACADEMY

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**Summer  
Courses**

# SUMMER COURSE

## FASHION DESIGN PORTFOLIO DEVELOPMENT

IMMERSE YOURSELF IN FASHION FOR 2 WEEKS (10 DAYS) ON CAMPUS AND FOLLOW AN EASY, STEP-BY-STEP SUPERVISED PROJECT ON HOW TO CREATE A FASHION PORTFOLIO YOU CAN USE AS A TICKET TO APPLY FOR A BA FASHION DESIGN COURSE.

IF YOU ARE CONSIDERING STUDYING FASHION AT A HIGHER LEVEL BUT HAVE NEVER WORKED ON A FASHION DESIGN PROJECT BEFORE THEN THIS IS THE COURSE FOR YOU. A SUPER INTRODUCTION TO FASHION DESIGN AND WORKING WITH EXPERIENCED LECTURERS TO PRODUCE A PORTFOLIO OF READY-FASHION. LEARN HOW BEST TO APPROACH THE DESIGN PROCESS THEN CREATE AND PRESENT A CAPSULE COLLECTION BURSTING WITH ORIGINAL INSPIRATION. PRACTICAL EXERCISES AND DISCUSSIONS WITH CLASSMATES AND LECTURERS HELP YOU RESEARCH A THEME OF YOUR CHOICE AND LEARN HOW TO TURN THIS INTO FASHION DESIGNS. COLLECT IDEAS FROM DIGITAL SOURCES AND DOCUMENT YOUR IDEAS IN A SKETCHBOOK. THROUGH DRAWING AND COMMUNICATING YOUR IDEAS YOU EXPLORE THE DESIGN PRINCIPLES OF SILHOUETTE, DETAIL AND COLOUR THROUGH CONCEPT BOARDS, DESIGN DEVELOPMENT SHEETS AND DEVELOPING A CAPSULE COLLECTION OF DESIGNS.

AFTER 2 WEEKS YOU WILL HAVE THE KNOW-HOW AND INSIGHT ON HOW TO TACKLE A FASHION DESIGN PROJECT. YOU WILL ALSO HAVE A PORTFOLIO COMPRISING OF A MINI-COLLECTION DESIGNED FOR A MODERN CONSUMER INCLUDING FABRIC, COLOUR AND DESIGN DETAIL IDEAS. THERE IS ALSO THE OPTION OF A FOLLOW-UP PATTERN DRAWING COURSE. YOUR PORTFOLIO ENABLES YOU TO APPLY DIRECTLY TO OUR BA (HONS) FASHION DESIGN.



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# THE PROGRAMME

FIND OUT MORE ABOUT THE FASHION INDUSTRY AND HOW IT WORKS. DISCOVER HOW VARIOUS DESIGNERS APPROACH THE DESIGN PROCESS BEFORE GETTING TO GRIPS WITH THE IDEA OF CONCEPT BUILDING, VISUAL STORYTELLING AND CREATING COLOUR AND FABRIC STORIES FROM THESE CONCEPTS. GENERATE YOUR OWN DESIGN IDEAS USING A VARIETY OF METHODS INCLUDING COLLAGING, QUICK SKETCHING AND CROQUIS SKETCHING. LEARN HOW TO DEFINE A CONSUMER FOR YOUR PROJECT THEN WORK THROUGH A PROCESS OF REFINEMENT AND EDITING TO END UP WITH A MINI-COLLECTION TO MATCH YOUR CUSTOMER.

THE COURSE IS IN ENGLISH AND CLASSES ARE SMALL, INFORMAL AND FRIENDLY. EACH DAY TENDS TO FOLLOW THE STRUCTURE OF FIRST THEORY THEN PRACTICE WITH AMPLE OPPORTUNITY TO SHARE AND DISCUSS IDEAS WITH CLASSMATES AND LECTURERS.

- Day 1 Overview of the fashion industry, designers and design methods
- Day 2 Research day! - Go and get inspired. Create a mood board.
- Day 3 Idea generation - collage, experimental drawing.
- Day 4 Textiles - colour palette, trip to fabric store, weaving/ knitting samples
- Day 5 Print design | Who is your customer?
  
- Day 6 Designing! Sketching ideas with croquis
- Day 7 Sketching
- Day 8 Draping workshop
- Day 9 Sketching from stand work
- Day 10 Final portfolio presentation

If you will graduate from high school during the next academic year 2021/2022, and if your final portfolio will be evaluated as exceptional, then we will offer you a place in our Foundation Diploma or BA (Hons) Fashion Design to start in September 2022, by-passing the full admission process.

You can also add to this course an extra week in Sustainable Pattern Cutting or two extra weeks in Sustainable Pattern Cutting and Construction.



# KEY INFORMATION

Dates: July 5th - July 16th, 2021

Days: Monday to Friday

Hours: 9:30am to 5:00pm

Duration: 10 days

Language: English

Minimum age: 16 years old

Application fee: € 50.

Tuition fee: € 2.000

You will receive a

Certificate of Completion

ADD 1 EXTRA WEEK OF SUSTAINABLE PATTERN CUTTING  
(JULY 19TH TO JULY 23RD) FOR A TOTAL OF € 2.500  
(3 WEEKS IN TOTAL).

ADD 2 EXTRA WEEKS OF SUSTAINABLE PATTERN CUTTING  
AND CONSTRUCTION (JULY 19TH TO JULY 30TH) FOR A  
TOTAL € 3.000 (4 WEEKS IN TOTAL)

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# SUMMER COURSE

## FASHION BUSINESS PORTFOLIO DEVELOPMENT

IMMERSE YOURSELF IN FASHION FOR 2 WEEKS (10 DAYS) ON CAMPUS AND FOLLOW AN EASY, STEP-BY-STEP SUPERVISED FASHION PROJECT. LEARN HOW TO PLAN, PRODUCE, EXECUTE AND COMPLETE A FASHION STYLING BRIEF FOR A CREATIVE CAMPAIGN, GIVING YOU A FASHION PORTFOLIO YOU CAN USE AS A TICKET TO APPLY FOR A BA FASHION BUSINESS COURSE.

THIS PROJECT-BASED COURSE COMBINES CREATIVE FLAIR WITH BUSINESS ACUMEN. LESS ON DESIGN BUT MORE ON IMAGE AND MARKETING. IF YOU ARE CONSIDERING STUDYING FASHION AT A HIGHER LEVEL BUT HAVE NEVER WORKED ON A FASHION PROJECT BEFORE THEN THIS IS THE COURSE FOR YOU. LEARN ABOUT THE DIFFERENT ROLES IN THE INDUSTRY. DELVE INTO THE WORLDS OF MARKETING, STYLING AND COMMUNICATION. FIND OUT HOW TO CREATE A SUCCESSFUL MARKETING STRATEGY. DISCOVER THE INS AND OUTS OF STYLING AND PRODUCE A PROFESSIONAL PHOTOSHOOT. LEARN HOW TO GET YOUR MESSAGE ACROSS THROUGH A SOCIAL MEDIA PLAN. WHERE DOES BRANDING FIT IN AND HOW CAN IT BE BEST PUT TO WORK IN MARKETING AND STYLING?

AFTER 2 WEEKS YOU WILL HAVE THE KNOW-HOW AND INSIGHT ON HOW TO TACKLE A FASHION BUSINESS PROJECT. YOU WILL ALSO HAVE A WORK PORTFOLIO OF YOUR COMPLETED PROJECT. YOUR PORTFOLIO ENABLES YOU TO APPLY DIRECTLY TO OUR BA (HONS) FASHION BUSINESS.





# THE PROGRAMME

CREATE AND COMPLETE YOUR OWN FASHION PROJECT. EVERY DAY YOU CAN LEARN SOME THEORY THEN PUT IT INTO CREATIVE PRACTICE. YOU CAN USE YOUR CREATIVE WORK, INCLUDING IMAGES FROM YOUR PHOTOSHOOT, TO EITHER ENHANCE OR START YOUR OWN PROFESSIONAL FASHION PORTFOLIO. FIND OUT MORE ABOUT THE FASHION INDUSTRY AND HOW IT WORKS. DELVE INTO THE AREAS OF MARKETING, BRANDING AND STYLING. YOU WILL WORK ON A MARKETING STRATEGY, STYLING AND PRODUCE A PROFESSIONAL PHOTOSHOOT, AND LEARN HOW TO COMMUNICATE YOUR WORK THROUGH A SOCIAL MEDIA PLAN

THE COURSE IS IN ENGLISH AND CLASSES ARE SMALL, INFORMAL AND FRIENDLY. EACH DAY TENDS TO FOLLOW THE STRUCTURE OF FIRST THEORY THEN PRACTICE WITH AMPLE OPPORTUNITY TO SHARE AND DISCUSS IDEAS WITH CLASSMATES AND LECTURERS.

- Day 1 Overview of the fashion industry. Roles within the industry.
- Day 2 Working on your personal brand! – Introduction to branding.
- Day 3 Marketing – create a marketing campaign – styling brief.
- Day 4 Photography workshop, photoshoot planning, styles, photo training.
- Day 5 Photoshoot day: interior and exterior sessions.
- Day 6 Post-production: editing, selecting images for your campaign/portfolio.
- Day 7 Social media plan.
- Day 8 Working with Canva, mock-ups, online colour palettes and fonts.
- Day 9 Designing a portfolio / look book
- Day 10 Final portfolio presentation

If you will graduate from high school during the next academic year 2021/2022, and if your final portfolio will be evaluated as exceptional, then we will offer you a place in our Foundation Diploma or BA (Hons) Fashion Business to start in September 2022, by-passing the full admission process.

You can also add to this course an extra week in Sustainable Pattern Cutting or two extra weeks in Sustainable Pattern Cutting and Construction.





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# SUMMER COURSE

## SUSTAINABLE PATTERN CUTTING AND CONSTRUCTION

THIS COURSE IS MEANT TO CREATE MORE AWARENESS REGARDING THE SUSTAINABLE USE OF FASHION FOR INDIVIDUAL PURPOSE. SHAPING A GARMENT REQUIRES PATIENCE AND A GOOD EYE FOR DETAIL, WITH FASHION DESIGNERS CONSTANTLY STRIVING TO CREATE THE PERFECT CUT OR DRAPE. A PATTERN CUTTER PLAYS AN EXTREMELY IMPORTANT ROLE IN TURNING IDEAS INTO A DESIGN REALITY. COLLARS, ZIPS, WAISTBANDS, CUFFS, AND HEMS: THIS SUSTAINABLE PATTERN CUTTING & CONSTRUCTION SUMMER COURSE WILL GIVE YOU KNOWLEDGE ALSO ON HOW TO ADAPT PATTERNS TO YOUR STYLE, HOW TO APPLY SEVERAL SEWING TECHNIQUES AND HOW TO CONSTRUCT YOUR OWN GARMENT IN A PROFESSIONAL WAY.

THIS COURSE IS UNIQUELY TAILORED FOR THOSE WITH AN INTEREST IN EXPLORING THE POTENTIALS THAT SUSTAINABLE PATTERN CUTTING CAN OFFER TO THE DESIGN STAGE OF THE FASHION INDUSTRY. WITHIN THIS COURSE YOU WILL HAVE THE OPPORTUNITY TO STUDY A VARIETY OF DIFFERENT TECHNIQUES THAT CAN BE APPLIED TO THE PATTERN CUTTING PROCESS, GIVING YOU AWARENESS INTO HOW IT IS CREATED AND DEVELOPED AND THE BASIC PRINCIPLES OF SUSTAINABLE PATTERN CUTTING TO SUPPORT THE DEVELOPMENT OF ORIGINAL PROBLEM SOLVING AND PRACTICAL SKILLS REQUIRED BY PATTERN CUTTERS TODAY.

WITHIN THIS SUSTAINABLE PATTERN CUTTING & CONSTRUCTION SUMMER COURSE YOU WILL USE READY-MADE PATTERNS TO BE ADAPTED TO YOUR STYLE, YOU WILL LEARN SEVERAL SEWING TECHNIQUES AND YOU WILL CREATE YOUR OWN GARMENT, LIKE A SKIRT, DRESS OR SHIRT.





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# THE PROGRAMME

THIS COURSE IS UNIQUELY TAILORED FOR THOSE WITH AN INTEREST IN EXPLORING THE POTENTIALS THAT SUSTAINABLE PATTERN CUTTING CAN OFFER TO THE DESIGN STAGE OF THE FASHION INDUSTRY. WITHIN THIS COURSE YOU WILL HAVE THE OPPORTUNITY TO STUDY A VARIETY OF DIFFERENT TECHNIQUES THAT CAN BE APPLIED TO THE PATTERN CUTTING PROCESS, GIVING YOU AWARENESS INTO HOW IT IS CREATED AND DEVELOPED AND THE BASIC PRINCIPLES OF SUSTAINABLE PATTERN CUTTING TO SUPPORT THE DEVELOPMENT OF ORIGINAL PROBLEM SOLVING AND PRACTICAL SKILLS REQUIRED BY PATTERN CUTTERS TODAY.

## SUSTAINABLE PATTERN CUTTING MODULE (July 19th-July 23rd):

- Day 1** Principles of pattern making; dart manipulation skirt and top
- Day 2** Split and spread technique applied to top and sleeve
- Day 3** Exploring zero waste cutting
- Day 4** Use of gathers in garments; develop your own design
- Day 5** Realisation of the patterns of your own design and presentation

## SUSTAINABLE GARMENT CONSTRUCTION MODULE (July 26th-July 30rd):

- Day 1** Realisation of patterns using zero waste technique
- Day 2** Re-use of fabric, dead stock or existing garments; sewing basic seams
- Day 3** Re-use of existing details of garments; focus: collars, zips, waistbands
- Day 4** Pockets and hems; finalising garment
- Day 5** Completing garment and presentation

**Choose to study only one or both modules.**

**You can also enrol to the Fashion Design Portfolio Development summer course or the Fashion Business Portfolio Development summer course (July 5th-July 16th) for a total of four weeks.**





# KEY INFORMATION

## Dates:

Sustainable Pattern Cutting: July 19th-23rd

Garment Construction: July 26th-30th

Full course: July 19th-30th, 2021

Application fee: € 50.

Days: Monday to Friday

Hours: 9:30am to 5:00pm

Duration: 5-10 days

Language: English

Minimum age: 16 years old

## Tuition fees:

Sustainable Pattern Cutting: € 800

Garment Construction: € 800

Full course: € 1.400

You will receive a

Certificate of Completion

YOU CAN ALSO ENROL TO THE FASHION  
DESIGN PORTFOLIO DEVELOPMENT  
SUMMER COURSE (JULY 5TH TO JULY 16TH)  
FOR A TOTAL OF € 3.000 (4 WEEKS IN  
TOTAL).

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**After the  
summer courses**



**WE OFFER UNIVERSITY LEVEL BACHELOR'S DEGREES WITH HONOURS WHICH ARE METICULOUSLY ALIGNED TO THE UK QUALITY ASSURANCE AGENCY (QAA) STANDARDS AND ARE INTERNATIONALLY RECOGNISED, ALLOWING ENTRY INTO MASTER'S DEGREES.**

## **BA (HONS) FASHION DESIGN**

This unique 3-year university-awarded degree programme combines the practical and creative skills of fashion design with the latest digital fashion tools, sustainability, entrepreneurship and brand development.

## **BA (HONS) FASHION BUSINESS**

This 3-year university-awarded bachelor's degree with honours is for students who aspire to work in the fields of marketing, campaign building, branding, communication, trend & prediction, and fashion editorial styling.

## **FOUNDATION DIPLOMA**

This 1-year programme is an exciting and innovative general introduction to the fashion industry with a perfect balance between fashion design and fashion business. It is for students who don't qualify to enter directly into a BA (Hons) degree or are unsure of which programme suits them best.

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# OUR EXPERTISE MATCHES YOUR TALENT

THE AMSTERDAM FASHION ACADEMY STANDS FOR PERSONAL, STUDENT-CENTRED, SMALL-SCALE SUPPORTIVE EDUCATION WHERE EVERYONE KNOWS AND HELPS EVERYONE ELSE. WE ARE AN INTERNATIONAL PRIVATE FASHION ACADEMY OFFERING BACHELOR WITH HONOURS DEGREE PROGRAMMES OF THE HIGHEST GALIBRE, WHERE PERSONAL ATTENTION AND FOCUS ON INDIVIDUAL TALENT ARE KEY TO OUR SUCCESS.

WE ARE PROUD OF OUR SMALL CLASSES WHICH GIVE A HIGH LEVEL OF PERSONAL ATTENTION IN AN EXTREMELY CREATIVE ENVIRONMENT. OUR TEACHING STAFF IS NOT ONLY ENTHUSIASTIC, SUPPORTIVE, AND ACCESSIBLE, BUT IS ALSO GIVEN THE TIME AND SPACE REQUIRED TO ADAPT TO THE SPECIFIC LEARNING NEEDS OF INDIVIDUAL STUDENTS. THIS LETS OUR STAFF USE THEIR HIGHLY SPECIALISED AND EXPERIENCED FASHION KNOWLEDGE AND TEACHING SKILLS TO THE FULL, PROVIDING THE HIGHEST QUALITY EDUCATION ON OFFER.

## Our vision on education

We are convinced of the strong need for personal student-centred fashion education. We keep our classes small, with teaching and personal contact with your tutor every day, 5 days a week. We also encourage out-students to come in whenever they want to work, talk or simply enjoy the Academy's relaxed, creative and multi-cultural environment. This not only creates a close-knit community of students who are there for each other, but also provides an informal social environment full of new ideas and inspiration.

## A peek into your fashion future

Amsterdam Fashion Academy graduates leave the Academy well prepared for a wide variety of fashion jobs. Depending on your personal preference, you may decide to become a designer (fashion, knitwear, patterns, or textiles), marketing expert, fashion journalist, buyer, merchandiser, stylist, store manager or trend forecaster. You have the right credentials to be employed by a prestigious fashion house. You can also go it alone and start your own fashion label. The choice is yours.

## Rooted in the industry

We provide high-quality fashion knowledge, brought to you by excellent lecturers, all rooted in the international fashion industry. The international teaching staff consists of passionate, qualified professionals with many years of fashion industry experience, passing on their first-hand knowledge and experience to students. Our recognised programmes have a proven track record. We can give you the best ticket to a brilliant fashion career, or to starting your own, successful fashion label.

## State-of-the-art in Amsterdam

The Amsterdam Fashion Academy is located in the centre of Amsterdam, one of the world's most creative cities and home of more than a hundred fashion houses and designers. Our beautiful and elegant home is equipped with a state-of-the-art fashion design studio outfitted with professional equipment.





# ACCREDITATION

The Amsterdam Fashion Academy is recognised as an official partner with the reputable Buckinghamshire New University in the UK, with the opportunity to study and receive an internationally recognised degree at the private international fashion academy in Amsterdam. A British Bachelor's Honours degree is one of the most widely established and recognised academic degrees worldwide.

UK degree standards are incredibly high and, year after year, they are tested for how well they are meeting modern challenges. UK Quality Assurance Agency (QAA) safeguards standards and improves the quality of UK higher education wherever it is delivered around the world and check that students get the higher education they are entitled to expect.

**A BACHELOR'S DEGREE  
WITH HONOURS MEANS  
THAT THE QUALIFICATION  
IS EQUAL TO ANY OTHER  
ACADEMIC DEGREE  
PROGRAMME AWARDED,  
WHILE AN ORDINARY BA  
DEGREE WITHOUT  
HONOURS DOES NOT CARRY  
THE SAME ACADEMIC  
WEIGHTING OR  
CREDIBILITY.**

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**Vision and  
governance**



# NEW TIMES REQUIRE NEW VISION

THE WORLD HAS CHANGED CONSIDERABLY IN RECENT YEARS AND IS CHANGING EVEN FASTER NOW. FORTUNATELY FOR THE AMSTERDAM FASHION ACADEMY ITS SMALL SIZE HAS ENABLED IT TO TAKE SMART AND AGILE DECISIONS AND IMPLEMENT THESE SWIFTLY. THIS PROCESS HAS LED TO A COMPREHENSIVE ANALYSIS OF OUR CURRENT COURSES, ENABLING US TO OFFER RENEWED AND REVITALISED PROGRAMMES, WITH STRONGER LINKS TO THE PROFESSIONAL FIELD. THIS ENSURES THAT OUR STUDENTS WILL LEARN AND EXPERIENCE MORE METHODOLOGIES AND TOOLS CURRENTLY USED IN THE FASHION INDUSTRY, WHILE MAINTAINING A HIGH LEVEL OF ACADEMIC RESEARCH AND CRITICAL THINKING WHICH IS NEEDED TO COMPLETE THEIR STUDIES WITH A CONTEXTUALISED THESIS AND RELATED FINAL MAJOR PROJECT.

## Entrepreneurship

Marketing trends analysis and customer identification, innovation and design thinking, vision and organisation, effectiveness and efficiency: our students will learn how to inspire their ideas, create their concepts, and market their make, through the study of the whole go-to-market process and supply chain. These entrepreneurial skills help develop the right mind-set for our students, making them ready to enter the ever-changing fashion industry through numerous routes, be it a corporate environment or self-employment.

## Research

Knowledge, critical thinking, and an innovative attitude are core results of any research process: be curious, get acknowledged, draw conclusions, and make your original proposal. The professional aspects of our curricula are being constantly enriched through systematic research projects, which is even more evident in the strict relation between the final academic research (contextualised thesis) and its practical implementation (final major project).

## Individuality

Everyone is different, just as each student has different needs and different styles. Our teaching approach is a personalised one, allowing a more individual and customised relation between students and lecturers. Constant feedback, one-to-one tutorials, and a personal development plan help each of our students during their academic and personal growth.

## Sustainability

It is impossible for us to imagine a future for our students without a sustainable attitude, a sustainable world, and a sustainable fashion industry: through research, innovation and experimentation they will learn how to make a positive impact in society and the environment. Circularity, diversity, ethical and fair trade, inclusivity, and upcycling: just to mention a few examples of sustainable thinking. Our students' projects will explore a variety of concepts, theories, models, and techniques, all assuring them of their own future in a sustainable world.

## Digital Transformation

Now more than ever the world is going digital. From basic word processors and spreadsheets, to design software, e-commerce and e-marketing platforms, web-based product lifecycle managers, and virtual 3D simulation. After experiencing more analogue and traditional approaches during their first months of study, students will gradually learn how to use industry-standard digital tools to speed up and improve all aspects of their practical and research projects, and gain insight into how to combine their academic and professional skills.

# BOARD OF DIRECTORS



**Giovanni Brugnoli**  
President



**Paolo Boccardelli**  
CEO



**Deborah Pulleyblank**  
Academic Director

# MANAGEMENT TEAM



**Cristiano Carciani**  
Head of School



**Radha Jethu**  
Associate Head of School



**Luca Bagnaschino**  
Head of Marketing &  
Recruitment

Since January 2020, Amsterdam Fashion Academy is part of Luiss Business School, based in Rome, Italy. By combining forces, both schools will benefit enormously, with the Amsterdam Fashion Academy strengthening its position as outstanding boutique academy, while increasing its international reputation and reach. Luiss Business School is part of Luiss University, a prestigious and world-renowned private university affiliated with the biggest Italian industries' organisation, Confindustria.



# PROFESSIONAL ADVISORY COMMITTEE

OUR PROFESSIONAL ADVISORY COMMITTEE COLLABORATES WITH THE BOARD OF DIRECTORS AND THE MANAGEMENT TEAM IN IMPLEMENTING RELEVANT IMPROVEMENTS, TO ENSURE THE AMSTERDAM FASHION ACADEMY IS CONSTANTLY AT THE FOREFRONT OF FASHION EDUCATION AND ALIGNED WITH TRENDS AND NEEDS OF THE CURRENT FASHION INDUSTRY. THE AIM IS TO OFFER THE STUDENTS A UNIQUE LEARNING OPPORTUNITY THAT MIXES ACADEMIC AND INDUSTRY-BASED RESEARCH WITH ENTREPRENEURSHIP AND CREATIVITY.



**Alberto Festa**

University Professor of Luxury Management at Luiss Guido Carli University, and former Managing Director of Bulgari Italia.



**Kristina Szasz**

Chief Product and Marketing Officer at Oliver Bernd Freier GmbH & CO. KG, and former Vice President of Abercrombie & Fitch USA.



**Pals Brust**

Co-Founder of UPSET Textiles B. V., Co-founder of Sympact, and former Director of Store Operations at C&A Europe.



**Mariette Hoitink**

Owner/Founder/Managing Director of HTNK International and Co-Founder of the House of Denim Foundation.



**Anita Bolger**

Owner & Principal Consultant and Non-Executive Director at AEB Creative Ltd.



**Wouter van Olm**

Sr. Strategic Sales Africa at Nike Emea.



**Britt Mansveld**

E-commerce Country Lead NL at Dr. Martens (Airwair International Ltd), and alumna of the Amsterdam Fashion Academy.

# GET IN TOUCH

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AMSTERDAM FASHION ACADEMY  
OOSTEINDE 1, 1017 WT AMSTERDAM, THE NETHERLANDS  
PHONE +31 (0) 20 - 489 66 92

INFO@AMSTERDAMFASHIONACADEMY.COM  
AMSTERDAMFASHIONACADEMY.COM

FACEBOOK.COM/AMSTERDAMFASHIONACADEMY  
INSTAGRAM.COM/AMSTERDAMFASHIONACADEMY  
TWITTER.COM/AMSFASHION  
LINKEDIN.COM/AMSTERDAM-FASHION-ACADEMY

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