University-level degrees
Internationally recognised

BA (HONS) FASHION DESIGN
+ BA (HONS) FASHION BUSINESS
+ FOUNDATION DIPLOMA IN FASHION

In partnership with:
Luiss Business School

Accredited by:
bucks
new university

University-level degrees
Internationally recognised
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amsterdam fashion academy
A boutique academy

amsterdam fashion academy
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.

WE OFFER UNIVERSITY LEVEL BACHELOR’S DEGREES WITH HONOURS WHICH ARE METICULOUSLY ALIGNED TO UK QUALITY ASSURANCE AGENCY (QAA) STANDARDS AND ARE INTERNATIONALLY RECOGNISED, ALLOWING ENTRY INTO MASTER’S DEGREES COURSES.
The fashion industry, like many other sectors, is undergoing a considerable transformation. Its corporate world requires to adapt, and requires the contribution of change-makers capable to tackle the industry challenges and take the lead in the fast-moving marketplace. In fact, the more mature and competitive an industry becomes, the more creative and attentive its players must be. The long heritage of the major players in the fashion industry is testament of quality and reliability, but their success is largely reliant on creativity, innovation, and attitude to blend a set of values and ideas.

Transformation processes in the business community can be conceived through creativity tied with advanced managerial issues. The Academy offers the tools to develop a future-thinking attitude within businesses culture that addresses all corporate needs, enabling the students to excel in their careers, expand their horizon and broaden perspectives. The Academy’s competitive and yet highly collaborative environment encourages the students to consider their own ambitions not limited by boundaries.

Today’s highly demanding scenario requires greater attention to new areas of knowledge. The need of new skillset is growing and more focus on mind-set, attitude and confidence to manage complexity, drive and spread innovation with enthusiasm and determination.

Students need to steer their attention toward real-world issues; they need to be able to predict challenges they will be facing, as well as the ability to recognize the opportunities to contribute to society and to undertake a path of growth and success.

A school of excellence is essential to maintain a long-term vision of an education that promotes creativity, ethics and sustainability. A school of excellence is a unique opportunity to invest in the development of students’ talent, intellect, passion and determination, empowering them to take action today.

Our curriculum and delivery model is underpinned by our five pillars: Entrepreneurship, Sustainability, Digital transformation, Academic Research, and Individuality. By combining these in everything we do, we are preparing our learners to become the innovators of the future. There is a driving ambition at the Academy to deliver high-quality individualised learning that embraces equality and diversity. We achieve this through traditional class-based taught study enhanced by moving to a more digital pedagogy that embraces and replicates the way that Gen Z learners exist and access information in the digital world.

Combined with this new model of delivery, we have an innovative curriculum that has been developed to prepare our students for the many changes that are taking place within the fashion industry and society as a whole. The idea of encouraging entrepreneurial skills at undergraduate level sets us apart, and the introduction of an industry advisory panel who can contribute to the development of projects and feedback during critiques of work enhances the learners’ experience and brings the real world of work into the classroom.

Giovanni Brugnoli
President

Paolo Boccardelli
CEO

Deborah Pulleyblank
Academic Director
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 CALIBRE, 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.

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.

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.

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.
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.
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.

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.

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).

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.

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.
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.
Undergraduate programmes
UNDERGRADUATE DEGREE

BA (HONS) FASHION DESIGN

THIS UNIQUE UNIVERSITY AWARDED DEGREE PROGRAMME COMBINES THE PRACTICAL AND CREATIVE SKILLS OF FASHION DESIGN WITH THE LATEST DIGITAL FASHION TOOLS, SUSTAINABILITY, ENTREPRENEURSHIP AND BRAND DEVELOPMENT. BY FOCUSING ON CUTTING-EDGE DESIGN AND A HIGH LEVEL OF FASHION INDUSTRY ENGAGEMENT, STUDENTS GRADUATE WITH A PORTFOLIO TAILORED TO THEIR OWN FASHION INDUSTRY PREFERENCES. FURTHERMORE, EMPHASIS ON SELF-EVALUATION AND PERSONAL DEVELOPMENT, RESEARCHING AND ACADEMIC WRITING, EXPERT KNOWLEDGE OF FASHION HISTORY AND LATEST TRENDS INTERWOVEN WITH INTERNSHIPS, GO-TO-MARKET PROJECTS, CLOTHING TECHNOLOGY AND BUSINESS PLANS, ALL BRING OUT THE BEST IN STUDENTS MAKING THEM HIGHLY SOUGHT, SELF-RELIANT, PROACTIVE, ALL-ROUND FASHION PROFESSIONALS.

We pride ourselves on our commitment to our students. We recognise that giving each student substantial personal support is key to helping them get the most out of the course and themselves, and help them successfully enter into the international world of fashion. By teaching you different illustration and construction techniques and developing your critical thinking and research skills, you will be able to adopt the style you prefer and focus on the topics that are more interesting for you.
This is a unique BA (Hons) Fashion Design programme that combines design, construction, textiles, business, entrepreneurship and academic research. Going beyond being a talented fashion designer, you also learn sound business practices rooted in sustainable innovation, including dynamic business and marketing plans and pioneering brand development. In short, you will become a competent, ground-breaking, versatile, and highly original fashion entrepreneur and world-beater.

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<th>YEAR 1</th>
<th>Technical focus</th>
<th>Digital focus</th>
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<td>Academic &amp; industry focus</td>
<td>Design awareness.</td>
<td>Digital illustration.</td>
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<td>Concept to consumer.</td>
<td>Realisation techniques.</td>
<td>Clo3D.</td>
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<td>Supply chain.</td>
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<td>Clothing technology.</td>
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<tr>
<td>Product development.</td>
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<td>Personal development plan.</td>
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<td>YEAR 2</td>
<td>Technical focus</td>
<td>Digital focus</td>
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<tr>
<td>Academic &amp; industry focus</td>
<td>Advanced illustration.</td>
<td>Digital illustration.</td>
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<td>Personal leadership.</td>
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<td>Go-to-market project.</td>
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<td>YEAR 3</td>
<td>Technical focus</td>
<td>Digital focus</td>
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<td>Academic &amp; industry focus</td>
<td>Final collection design.</td>
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<td>Contextual report.</td>
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<td>Adobe Illustrator.</td>
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<td>Research.</td>
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<td>Adobe Photoshop.</td>
</tr>
<tr>
<td>Independent studies.</td>
<td></td>
<td>Adobe InDesign.</td>
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<tr>
<td></td>
<td></td>
<td>Clo3D.</td>
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CAREER OPPORTUNITIES

OUR BA (HONS) FASHION DESIGN IS NOT AN ART-FOCussed PROGRAMME, BUT IT LOOKS AT THE NEEDS AND TRENDS OF THE FASHION INDUSTRY AND PREPARES THE STUDENTS TO A WIDE RANGE OF PROFESSIONAL ROLES AND CAREER OPPORTUNITIES:

Fashion designer  
Pattern cutter  
Product developer  
Fashion illustrator  
Garment technologist

Fashion buyer  
Visual merchandiser  
Fashion stylist  
Studio manager  
Design coordinator

Entrepreneur  
Master's degree

KEY INFORMATION

Start: September 2021.  
Credits: 180 ECTS.  
Duration: 3 years.  
Days: approx. 4 days/week.  
70% of courses are offered on campus.

Application fee: € 275.  
Tuition fee: € 15,000 per year.  
Dutch nationals are eligible to receive "studiefinanciering" (DUO).

FREE ACCESS TO PERLEGO VIRTUAL LIBRARY WITH OVER 300,000 TITLES; TECHPACKER; CLO3D; MICROSOFT OFFICE TOOLS; FREE MUSEUM CARD FOR 400 MUSEUMS IN THE NETHERLANDS.
UNDERGRADUATE DEGREE

BA (HONS) FASHION BUSINESS

This university awarded Bachelor’s degree with Honours in Fashion Business is for students who aspire to work in the fields of Marketing, Campaign Building, Branding, Communication, Trend & Prediction, and Fashion Editorial Styling. It is a multi-disciplinary programme for dynamic individuals who wish to enhance both their creative and academic skills within the world of fashion. Through a combination of theory and hands-on practice, the programme turns students into professionals who understand the language and rules of the fashion system.

The Bachelor’s degree with Honours in Fashion Business programme has been developed to give you international skills, knowledge and practice within fashion and lifestyle industries. The aim is to help you become a true independent business thinker who can work at any level from luxury to mass market. You will gain a solid understanding of the theoretical elements of business and you will be able to put this into practice through practical application processes.
Being placed within the capital of the Netherlands, the programme is able to link closely with both global and SME creative industries and practitioners that resonate Amsterdam’s reputation as a creative and entrepreneurial city. A combination of internships and industry-set briefs enable you to develop a thorough understanding of market trends, promotion and professional practice.

### YEAR 1

<table>
<thead>
<tr>
<th>Academic &amp; industry focus</th>
<th>Technical focus</th>
<th>Digital focus</th>
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</thead>
<tbody>
<tr>
<td>Concept to consumer.</td>
<td>Fashion promotion.</td>
<td>Wordpress.</td>
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<tr>
<td>Supply chain.</td>
<td>Fashion styling.</td>
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<tr>
<td>Clothing technology.</td>
<td>Event management.</td>
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<tr>
<td>Product development.</td>
<td>Public relations.</td>
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<tr>
<td>Personal development plan.</td>
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</table>

### YEAR 2

<table>
<thead>
<tr>
<th>Academic &amp; industry focus</th>
<th>Technical focus</th>
<th>Digital focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referencing.</td>
<td>Neuro-marketing.</td>
<td>Clo3D.</td>
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<tr>
<td>Personal leadership.</td>
<td>Fashion communication.</td>
<td>Facebook Business.</td>
</tr>
<tr>
<td>Business plan.</td>
<td>Financial management.</td>
<td></td>
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<tr>
<td>Internship.</td>
<td></td>
<td></td>
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</tbody>
</table>

### YEAR 3

<table>
<thead>
<tr>
<th>Academic &amp; industry focus</th>
<th>Technical focus</th>
<th>Digital focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live industry projects.</td>
<td>Final major project.</td>
<td>Adobe InDesign.</td>
</tr>
<tr>
<td>Contextual report.</td>
<td></td>
<td>Adobe Photoshop.</td>
</tr>
<tr>
<td>Research.</td>
<td></td>
<td>Clo3D.</td>
</tr>
<tr>
<td>Independent studies.</td>
<td></td>
<td>TechPacker.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wordpress.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Facebook Business.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Google Adwords.</td>
</tr>
</tbody>
</table>
CAREER OPPORTUNITIES

OUR BA (HONS) FASHION BUSINESS COMBINES THE ACADEMIC LEVEL EXPECTED FROM A UNIVERSITY DEGREE AND THE PRACTICAL FOCUS THAT PREPARES THE STUDENTS TO ASSUME SEVERAL ROLES IN THE FASHION INDUSTRY:

- Brand coordinator
- Fashion stylist
- Marketing assistant
- E-commerce coordinator
- Fashion journalist
- Retail manager
- Visual merchandiser
- Social media analyst
- Social media marketing
- Master’s degree
- Entrepreneur
- SME

KEY INFORMATION

Start: September 2021.
Credits: 180 ECTS.
Duration: 3 years.
Days: approx. 4 days/week.
70% of courses are offered on campus.

FREE ACCESS TO PERLEGO VIRTUAL LIBRARY WITH OVER 300,000 TITLES; TECHPACKER; CLO3D; MICROSOFT OFFICE TOOLS; FREE MUSEUM CARD FOR 400 MUSEUMS IN THE NETHERLANDS.

Application fee: € 275.
Tuition fee: € 15,000 per year.
Dutch nationals are eligible to receive "studiefinanciering" (DUO).
Pleased, be informed that we are not legally able to sponsor non-EU students for a study visa, as the programme is validated in the UK. Applicants must have a EU passport or Dutch resident visa to study in these programmes.

BA (HONS) F ASHION DESIGN &
BA (HONS) F ASHION BUSINESS
ENTRY REQUIREMENTS

One of the following secondary school diplomas:

<table>
<thead>
<tr>
<th>Country</th>
<th>Diploma/Qualification</th>
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</thead>
<tbody>
<tr>
<td>IB</td>
<td>Minimum 28 points</td>
</tr>
<tr>
<td>GCE A-levels</td>
<td>Minimum 2 A-levels</td>
</tr>
<tr>
<td>Foundation</td>
<td>Diploma in Art &amp; Design (Level 3)</td>
</tr>
<tr>
<td>Netherlands</td>
<td>Havo or VWO</td>
</tr>
<tr>
<td>Germany</td>
<td>Abitur or Fachhochschulreife</td>
</tr>
<tr>
<td>France</td>
<td>Baccalauréat Technologique or Général</td>
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<tr>
<td>Italy</td>
<td>Diploma di istruzione liceale</td>
</tr>
<tr>
<td>UK</td>
<td>Access to HE Diploma in an art-related programme with at least 45 credits at Level 3</td>
</tr>
<tr>
<td>Belgium</td>
<td>Certificat d’Enseignement Secondaire Supérieur, enseignement artistique/technique or general; KSO, TSO or ASO.</td>
</tr>
<tr>
<td>Spain</td>
<td>Título de Bachiller</td>
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<tr>
<td>Luxembourg</td>
<td>Diplôme de fin d’études secondaires classiques or générales</td>
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<tr>
<td>Switzerland</td>
<td>Berufsmaturität/ Fachmaturität/ Specialised Maturity Certificate or Maturity Certificate/ Maturitätszeugnis/Maturitätsausweis/Certificat de Maturité</td>
</tr>
<tr>
<td>Austria</td>
<td>Reife- und Diplomprüfungszeugnis or Reifezeugnis/Reifeprüfungszeugnis</td>
</tr>
</tbody>
</table>

For other diplomas, please contact us at info@amsterdamfashionacademy.com
Pre-degree foundation diploma
BA (HONS) ENTRY PROGRAMME

FOUNDATION DIPLOMA IN FASHION

This programme is an exciting and innovative general introduction to the fashion industry with a perfect balance between fashion design and fashion business. It gives you the skills needed to understand and succeed on a fashion related degree programme. It is aimed at school leavers who wish to study in a small and supportive educational environment that also provides excellent links to industry, and students who are unsure of which programme, BA (HONS) fashion design or BA (HONS) fashion business, suits them best. It also supports students who don’t meet the requirements to enter directly to a bachelor’s degree with honours or require a foundation programme to progress to a UK undergraduate degree programme.

Fashion study encompasses a broad range of activities and disciplines. These include fashion illustration, draping on the body, design development, fashion business appreciation, digital technologies in fashion, styling, brand development, routes to market, cultural and socio-political influences of a specific time, social media and influencers, investigation into research, and an introduction to print, stitch and knit.
After gaining basic awareness of the whole fashion field, you will be ready to define your future in this ever-changing world. Experience and discover your future talent, whether it is creating an innovative brand or designing the ultimate collection. This programme is specifically designed to let you explore the different facets of your creativity and to be ready for the next step in your educational development.

**SEMESTER 1**

During the first semester, the students learn the basics of both fashion business and fashion design principles.

<table>
<thead>
<tr>
<th>Business awareness</th>
<th>Design awareness</th>
<th>Academic focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job roles in fashion.</td>
<td>Visual representation.</td>
<td>Presentation skills.</td>
</tr>
<tr>
<td>Entrepreneurship.</td>
<td>Moodboards.</td>
<td>Writing skills.</td>
</tr>
<tr>
<td>SWOT analysis.</td>
<td>Design development.</td>
<td></td>
</tr>
<tr>
<td>Digital tools.</td>
<td>Sustainable/ethical design.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Design communication.</td>
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</tr>
</tbody>
</table>

**SEMESTER 2**

After gaining a fashion-related general awareness, the students chose their preferred path according to their interests.

**Fashion Business path:**
- Fashion branding basics
- Develop brand identity.
- Branding design.
- Visual identity.
- Personal project development.
- Digital applications.
- Self reflection.
- Research skills.
- Sustainable/ethical practices.
- Non-gender language.
- Digital portfolio.

**Fashion Design path:**
- Fashion techniques and processes
- Draping techniques.
- Analysis of historical silhouettes.
- Basic construction techniques.
- Fabric manipulation.
- Digital applications.
- Self reflection.
- Research skills.
- Sustainable/ethical practices.
- Non-gender language.
- Digital portfolio.
Pleased, be informed that we are not legally able to sponsor non-EU students for a study visa, as the programme is validated in the UK. Applicants must have a EU passport or Dutch resident visa to study in this programme.

**FOUNDATION ENTRY REQUIREMENTS**

One of the following secondary school diplomas:

- **IB Diploma:** IB Certificate (1 year of IB) or MYP certificate;
- **Netherlands:** Diploma MBO at a minimum of level 3 (Netherlands);
- **Germany:** Realabschluss/Abschluss-zeugnis der Klasse 10 der Hauptschule/ Sekundarabschluss/ Mittlere Reife;
- **France:** Baccalauréat Professionnel;
- **Italy:** Diploma di maturità tecnico commerciale or Diploma di qualifica professionale;
- **UK:** Five GCSEs at a minimum of grade C or 4;
- **Belgium:** Certificat d’Enseignement Secondaire Supérieur, enseignement professionnel or BSO;
- **Spain:** Título de Técnico or Título de Técnico Superior;
- **Luxembourg:** Diplôme d’aptitude professionnelle or Diplôme de technicien;
- **Switzerland:** Maturity Certificate/ Maturitészeugnis/ Maturitätsausweis/ Certificat de Maturité;
- **Austria:** Berufsreifeprüfungszeugnis.

For other diplomas, please contact us at info@amsterdamfashionacademy.com
WHO SHOULD ATTEND?

The Foundation Diploma in Fashion is for you if:
· you don’t meet the requirements for a BA (Hons) programme;
· you are unsure whether studying a BA (Hons) in Fashion Design or in Fashion Business;
· you need to develop your skills before progressing onto a BA (Hons) degree;
· you want to study a BA (Hons) in fashion in the UK, but you need to obtain a Foundation Diploma (Level 3) first.

KEY INFORMATION

Start: September 2021.
Type of diploma: Level 3.
Duration: 1 year.
Days: approx. 4 days/week.
70% of courses are offered on campus.

Application fee: € 275.
Tuition fee: € 9,950.
This programme is not eligible for "studiefinanciering" (DUO).

FREE ACCESS TO PERLEGO VIRTUAL LIBRARY WITH OVER 300,000 TITLES; MICROSOFT OFFICE TOOLS; MUSEUM CARD FOR 400 MUSEUMS IN THE NETHERLANDS.
FINISHED SCHOOL, BUT WHAT NOW? FILL YOUR GAP YEAR!
ONE YEAR TO ENJOY FREEDOM FROM COMMITMENT, BROADEN YOUR
HORIZONS AND GROW AS A PERSON, AND HOPEFULLY GET A BETTER
IDEA OF WHAT YOU WANT TO DO IN LIFE. HERE IS THE IDEAL
OPPORTUNITY TO COMBINE TRAVEL, CULTURE, CREATIVITY,
LEARNING AND LAYING THE FOUNDATIONS FOR YOUR FUTURE. THIS 3-
MONTH FAST-TRACK FASHION DESIGN & BUSINESS COURSE FITS THE
BILL PERFECTLY. IT WILL INTRODUCE YOU TO FASHION DESIGN AND
FASHION BUSINESS IN A SHORT TIME, GIVING YOU THE FREEDOM TO
EXPERIMENT AND EXPLORE WHERE YOUR TRUE TALENT LIES. AFTER
COMPLETING THE FAST-TRACK COURSE IN DECEMBER, YOU CAN
EVEN DECIDE TO CONTINUE WITH THE FOUNDATION DIPLOMA UNTIL
JUNE.

Our studio approach for the Fast-Track
Fashion Design & Business programme
will include lectures, seminars, group
activities, demonstrations and workshops.
Alongside this we provide one-to-one
tutorials for all students to allow for
personal portfolio development and
discussion of personal goals.
If, after completing the Fast-Track Fashion Design & Business course in December, you would like to develop your knowledge further and turn your gap year into a full formative experience, then you are welcome to progress directly onto the Foundation Diploma in Fashion and keep studying at the Amsterdam Fashion Academy until June.

COURSE CONTENT

This 3-month intensive course aims to introduce students to both fashion design and fashion business modules while developing a portfolio of projects. Exploring multiple avenues, you will have the chance to identify where your true talent lies, working with both artistic and creative modules as well as modules focused on strategy and planning. Students will learn how to adapt and expand ideas and enhance visual awareness and communication skills to create well developed, vibrant portfolios.

**Business awareness**
- Market levels.
- Job roles in fashion.
- Entrepreneurship.
- SWOT analysis.
- Digital tools.

**Design awareness**
- Mark making.
- Visual representation.
- Textiles.
- Moodboards.
- Design development.
- Sustainable/ethical design.
- Design communication.

**Academic focus**
- Report writing.
- Presentation skills.
- Writing skills.

KEY INFORMATION

Start: October 2021.
Type of diploma: Certificate.
Duration: 3 months.
Days: approx. 4 days/week.
70% of courses are offered on campus.

Application fee: € 125.
Tuition fee: € 5,700.
This programme is not eligible for "studiefinanciering" (DUO).
Application process
HOW TO APPLY?

Applying for one of our undergraduate programmes or the Foundation Diploma is the first important step in your future at our Academy. We don’t just make our decisions based on a submitted form, but we would like to talk to you during one of our Interview Days or on one of our Open Days. For us, in addition to your prior education, your motivation, drive and commitment are just as important, if not more so. In order to make the admission process as clear and straightforward as possible we have split it into four steps.

1. Request for information or join an Open Day

Visit our website and fill out the Request for Information form of the programme of interest or sign up to an Open Day. We will contact you to schedule an appointment (video call or meeting) to know more about you, and give you more information about the programme.

2. Fill out the Application Form

We will send you by email the Application Form. Please, complete the form in each section; upload your letter of motivations or personal statement; upload a digital copy of your secondary school diploma or predicted grades; upload a digital copy of your passport; upload a passport-size photo; upload your portfolio (only for BA (Hons) Fashion Design); pay the enrolment fee of € 275.

3. Admission Interview

After reviewing your application, we will invite you to an Interview Day. If you can’t attend the Interview Day, we will propose you another date. During the Interview Day you will also work on a collaborative task with other applicants. Depending on the programme you will may need to complete an assignment before the Interview Day.

- BA (Hons) Fashion Design: upload your portfolio in the Application Form;
- BA (Hons) Fashion Business: complete a written assignment;
- Foundation Diploma: complete a visual assignment.

4. Admission

Within a week following the Interview Day, we will let you know if you have been admitted. If so, we will send you the Letter of Admission and the Agreement to sign off. At this stage, you will be able to select the payment plan you prefer. Once we receive the signed Agreement from you, we will send you the invoice. Pay the deposit (10% of the tuition fee) before the 30th of April, 2021.
OPEN DAYS

Would you like to study at our international boutique academy in Amsterdam? Then you really need to let us hear from you now, otherwise this chance of a lifetime will pass you by. We have organised several Open Days during this academic year, both on campus and online. Please, check the dates below and visit our website to sign up.

During an on campus Open Day, you will be included in a small group of people, depending on your programme of interest, and we will offer you:

Introduction of the Amsterdam Fashion Academy;
Presentation of the programme;
Class simulation with our lecturers;
Personal meeting (15 minutes) with a lecturer;
Tour of the building;
Meeting with current students.

Personal meetings will need to be 15 minutes max., but we will be more than happy to schedule a second personal appointment or video call to discuss further and answer your questions.

If you are not able to travel to Amsterdam for an Open Day due to travel restrictions, you are welcome to sign up to one Online Info Session. We will offer you a presentation of the Amsterdam Fashion Academy and the programmes.

ON CAMPUS
On Saturdays, from 1:30pm to 4:30pm
November 7th, 2020
December 12th, 2020
February 13th, 2021
April 24th, 2021
June 5th, 2021

ONLINE
On Thursdays, from 5:30pm to 7:00pm
October 22nd, 2020
November 26th, 2020
March 4th, 2021
May 20th, 2021
June 24th, 2021
INTERVIEW DAYS AND DEADLINES

THE INTERVIEW DAY IS A BIG OPPORTUNITY TO EXPERIENCE THE AMSTERDAM FASHION ACADEMY FOR A FULL DAY, MEET OTHER INTERNATIONAL APPLICANTS, EXPLORE AMSTERDAM, AND WORK WITH YOUR FUTURE LECTURERS.

YOU WILL BE ENGAGED IN A COLLABORATIVE PROJECT, WE WILL EXPLORE AMSTERDAM TOGETHER AND YOU WILL HAVE A FORMAL INTERVIEW WITH THE PROGRAMME LEADER.

DURING THE INTERVIEW, STUDENTS APPLYING TO THE BA (HONS) FASHION DESIGN WILL BE ASKED TO SHOW THEIR PORTFOLIOS, WHILE STUDENTS APPLYING TO THE BA (HONS) FASHION BUSINESS AND FOUNDATION DIPLOMA WILL DISCUSS ABOUT THE ASSIGNMENTS COMPLETED.

DEADLINES

We have scheduled two Interview Days:
- January 29th, 2021
- March 26th, 2021

If you want to have the chance to be invited to the Interview Days, please send your application before:
- December 18th, 2020 if you want to attend the Interview Day on January 29th, 2021.
- February 26th, 2021 if you want to attend the Interview Day on March 26th, 2021.

Please, note that if you are applying to the BA (Hons) Fashion Business or Foundation Diploma, you will be required to complete an assignment and to hand it in 2 weeks before the Interview Day.

In the case you won't be able to attend an Interview Day or if you will apply after March 2021, don't worry. Applications will be still open and we will schedule a personal interview for you. However, chances of admission are higher by attending the Interview Day.