

# LONDON COLLEGE OF FASHION

## TRAINING FOR THE FASHION INDUSTRY

Proposal for Training Collaboration with AAI, India

**AUGUST 2010**

London Artscom Limited.  
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## UNIVERSITY OF THE ARTS LONDON

London College of Fashion is a part of the University of the Arts London.

- Camberwell College of Arts
- Central Saint Martins College of Art and Design
- Chelsea College of Art and Design
- London College of Communication
- London College of Fashion
- Wimbledon College of Art

Drawing upon the years of experience of these six internationally renowned colleges, we are Europe's largest university for art, design, fashion, communication and the performing arts.



## LONDON COLLEGE OF FASHION

With an international reputation for fashion education, London College of Fashion offers a range of courses, from fashion design and technology, management and marketing to communication, promotion and image creation. The College's reputation for excellence is enhanced by the merger in 2000 with the prestigious Cordwainers College, with its longstanding reputation for training and education in footwear and accessories.

Our emphasis lies firmly on professionalism: aiming to create an inspiring and instructive learning environment for our students. Many of our highly experienced lecturers combine teaching with careers within the industry, which allows them to pass on invaluable 'insider' knowledge to students on the latest technologies, techniques and trends and ensures that students are kept aware of changing demands and opportunities within the fashion industry.

### SHORT COURSES & TRAINING FOR INDUSTRY AT LONDON COLLEGE OF FASHION

The University of the Arts London has a trading company, London Artscom Limited, within each of the six colleges. Artscom provides short courses for private individuals and industry clients. Over 18 years London Artscom at LCF has developed expertise in developing customised training to meet specific company requirements. Programmes are developed in close consultation with clients and can be delivered where and when they are needed.

#### Clients are both UK based and international and include:

- Arcadia Group • ASOS • Burberry • Debenhams • Harrods • Jaeger • John Lewis • LCWaikiki • Muji
- New Look • Nike • Paul Smith • Selfridges • Superdrug • The Body Shop • Thomas Pink

## **Examples of customised training:**

### **One-day course**

LCF delivers several one-day courses for Arcadia as part of their Training programme for head office staff, regularly throughout the year. The courses include Fibres and Fabrics, Managing production, Garment fitting and Trends and Forecasting.

Victoria Strybosch, Senior Management Development Officer at Arcadia, says 'The training that LCF offers is very relevant to today's retailing. They use experts in their fields to ensure that the teams come away feeling inspired and knowledgeable enough to move things forward in their departments'.

### **Two week course**

Footwear and Recreation Technology Research Institute, Taiwan (F.R.T.R.I), arrange for recent graduates to attend the college for a two week course in 'Bag and Shoe design and development' annually. The course demonstrates the creative process behind the design & development of bag and footwear products to stimulate innovation in this specialist field.

### **One-day masterclasses and scheduled Short-Courses**

If you would like to send just a few individuals on a course, then our scheduled short-courses might be right for you. We have almost 160 different short-courses covering subjects as diverse as make-up, styling, photography, pattern cutting, design and marketing.

Our one-day masterclasses are more focused versions of LCF Short Course programme, aimed at fashion industry professionals from large and small organisations. We use tutors eminent in their field, who are also working in the industry to deliver these masterclasses.

## Training Proposal

# **LONDON COLLEGE OF FASHION TRAINING FOR THE FASHION INDUSTRY**



## LONDON STUDY TOUR

AAI have approached London College of Fashion (LCF) to offer a 10 day study tour, to include 20 hours of lectures, and other visits to museums, exhibits and attractions in London.

Due to the size of the group LCF would like to propose different short-course options. The whole group could come together for the visits but then separate to do their course. The courses we are proposing are:

1. Visual Merchandising
2. Buying and Merchandising
3. Colour Psychology
4. Introduction to fashion styling for the media

The maximum group size for each course would be 16. An example of how the two weeks would look is as follows:

<b>Monday (whole group)</b>	<b>10.00 10.30 12.00 1.00 3.00</b>	<b>Welcome, Orientation and tour of the college Introduction to UK retail and 'must see' stores to visit Group Lunch 'Central London Encounter' a fun exploration of the local area on foot Free to explore the local area (Oxford St/Regent St/Bond St)</b>
<b>Tuesday (whole group)</b>	<b>10.30 2.00 4.00</b>	<b>Accompanied visit to the V&amp;A museum in the morning or relevant exhibition Accompanied visit to the Museum of Branding &amp; Advertising in the afternoon Free to explore the local area (Knightsbridge/Kings Rd)</b>
<b>Wednesday</b>	<b>10.00-4.00</b>	<b>Short course Day 1 10-4</b>
<b>Thursday</b>	<b>10.00-4.00</b>	<b>Short course Day 2 10-4</b>
<b>Friday (whole group)</b>	<b>10.00 1.00</b>	<b>Accompanied visit to Hoxton, 'cool' London, a trend setting area in the morning Free to explore the local area (Spitalfields/Hoxton/Brick Lane) or to visit an attraction e.g. London Eye, Tower of London, Museums, Westminster</b>
<b>Monday</b>	<b>Free Day</b>	
<b>Tuesday</b>	<b>10.00-4.00</b>	<b>Short course Day 3 10-4</b>
<b>Wednesday</b>	<b>10.00-4.00</b>	<b>Short course Day 4 10-4</b>
<b>Thursday (whole group)</b>	<b>11.00-1.00</b>	<b>Trend predictions for S/S 2011 and beyond. Guest speaker Tony Glenville</b>
<b>Friday</b>	<b>Free Day</b>	

We will advise students of events/talks taking place at the college that they could attend. Also depending on the time of year we will also advise on local exhibitions/shows that might be relevant.

We would be happy to organise accompanied visits to attractions at an additional fee if this would be required. London is very accessible and we could provide maps and advice, and the delegates could make their own way as a cost-effective alternative. Travel on public transport will cost about £50 for

the two weeks. Students should also expect to pay about £25 a day for Lunch and Dinner. If the programme is delivered in our summer break, student accommodation will be available in our halls.

## **TIMESCALE**

This proposal is valid until September 30<sup>th</sup> 2010.

## **FEES**

The fee payable by you for the 10-day study tour will be as follows:

### **Courses 1 – 3**

Up to 16 students (1 group) £6500 +vat (currently 17.5%)  
17 – 32 students (2 groups) £10200 +vat (currently 17.5%)  
33 – 48 students (3 groups) £13900 +vat (currently 17.5%)

### **Course 4**

Up to 16 students (1 group) £7200 +vat (currently 17.5%)  
17 – 32 students (2 groups) £11,300 +vat (currently 17.5%)  
33 – 48 students (3 groups) £15,800 +vat (currently 17.5%)

The fee is based on maximum group sizes as stated. If fewer delegates attend, the fee shall remain the same. If you want more delegates to attend, or want us to extend the training time, we reserve the right to charge a higher fee should we agree (at our sole discretion) to these changes.

This fee includes all research and development, preparation and production of the training material. You are responsible for paying for all other costs and expenses relating to the programme, including but not limited to hotel accommodation, meals and travel, except for lunch on the first day.

Whilst every endeavour will be made to provide the programme and services described, London Artscom Limited reserves the right to make changes as appropriate for reasons of operational efficiency or due to circumstances, including industrial action, beyond its control.

This proposal is subject to contract between London Artscom Limited and AAI.

All enquiries relating to this proposal should be addressed to:

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