

FAD FASHION STARTER MONTH

THE FIRST FOUR WEEKS OF YOUR FASHION JOURNEY AT FAD



**Imagine. Make.
Style. Direct.**

4 WEEKS

4 CREATIVE LABS

LED BY INDUSTRY

Start with ideas. Build your skills.

Your first month at FAD begins with a brief, a team and the opportunity to create work you can show. Imagine a collection, build real looks, direct an original fashion shoot and bring everything together in a digital lookbook.

You do not need to arrive knowing how to draw a fashion figure, sew a garment or use specialist software. Begin with collage, fabric, existing garments, simple draping and guided digital tools. Your mentors introduce techniques as you need them.

THREE PATHWAYS / ONE CREATIVE COMMUNITY

Undergraduate Fashion Design, Diploma in Fashion Design and Diploma in Fashion Styling students work in small mixed-course teams—discovering how design, styling and image-making connect.

Undergraduate Fashion Design

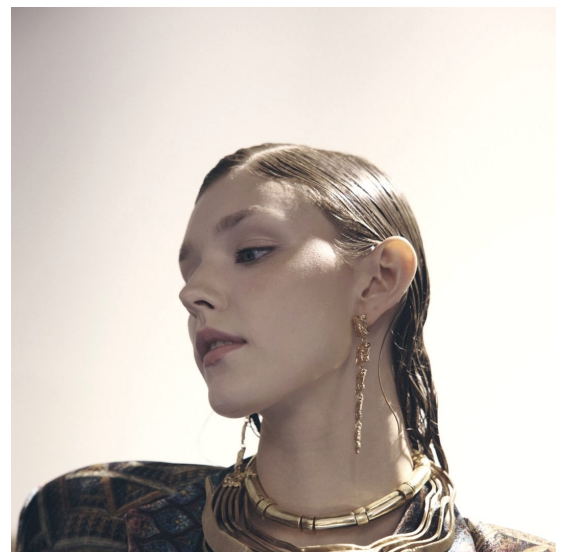
Diploma In Fashion Design

Diploma In Fashion Styling

FROM IDEA TO IMAGE

A shared month. A distinct point of view.

Guided workshops, project briefs, masterclasses and visits turn your choices into tangible work.



Four weeks. Four outcomes.

Each studio week is led by a practising professional. The work becomes more resolved, more physical and more distinctly yours.

01 **IMAGINE A COLLECTION** Create four connected looks.

OUTCOME / A FOUR-LOOK CONCEPT, HERO-LOOK BOARD AND COLLECTION REVEAL.

02 **BUILD A LOOK** Bring the idea into the physical world.

OUTCOME / TWO STYLED LOOKS, ONE CUSTOMISED ELEMENT AND A TRANSFORMATION STORY.

03 **STYLE + DIRECT A SHOOT** Turn your direction into an original editorial.

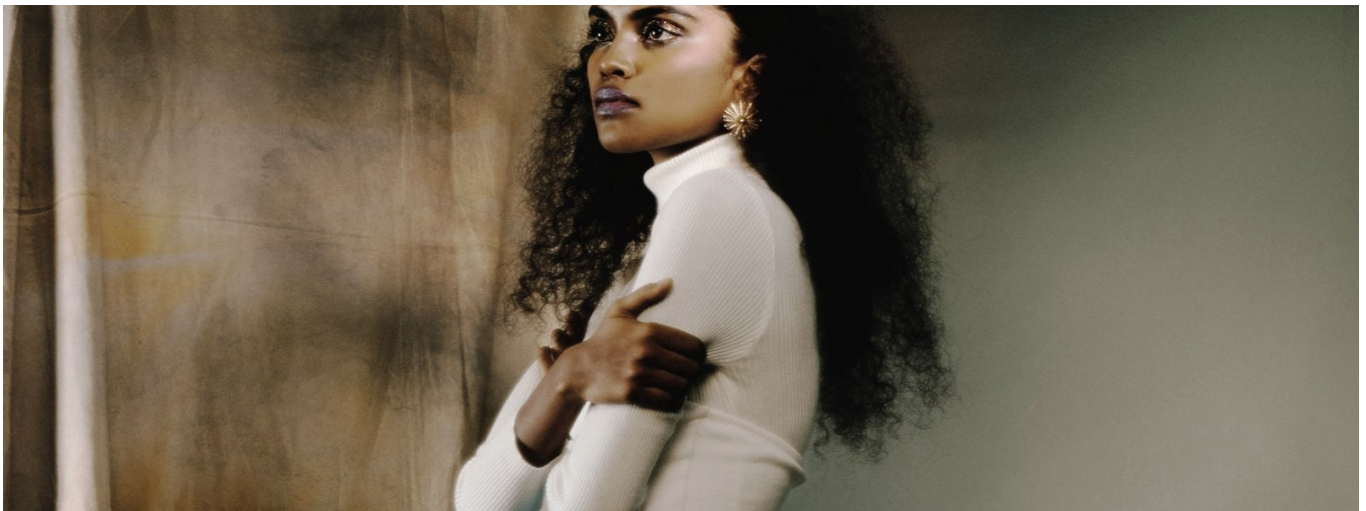
OUTCOME / FIVE FINAL IMAGES, A CONTACT SHEET AND BEHIND-THE-SCENES REEL.

04 **DIGITAL FASHION + AI** Edit, question and launch the work.

OUTCOME / A 6-8 PAGE LOOKBOOK, TWO LAUNCH POSTS AND A CAMPAIGN TEASER.

Explore. Create. Refine. Experience.

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| 01 | Explore | Meet the brief, learn through demonstrations and choose a direction. |
| 02 | Create | Develop ideas through collage, styling, making, photography or digital production. |
| 03 | Refine | Complete the outcome, explain your choices and improve it through feedback. |
| 04 | Experience Industry | Join a relevant visit, masterclass, applied workshop and creative social. |



FAD FIRST EDIT / YOUR FOUNDATION SHOWCASE

Your first edit. Your first FAD projects.

Present your collection board, real styled looks, original editorial and digital lookbook to peers, faculty and invited industry guests.

4 DAYS A WEEK

4 HOURS A DAY

64 SCHEDULED HOURS