



An introduction to London fashion styling and how to create a fashion story.

The Course

This course looks at the current fashion image and creative life in London. Learn from fashion industry academics and professionals about contemporary fashion image, how to source inspiration and get to know the cities major influences and fashion artists. You will gain access to London insiders fashion events and create a fashion story for your end-of-course project.

Who is it for?

This course is aimed at all levels and experiences, from beginners to fashion professionals. It is designed for those who wish to enhance their fashion awareness and expand their fashion skills from a London fashion perspective.

Sample timetable

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 12:20	English Course	English Course	English Course	English Course	English Course
12:20 - 13:00	Lunch				
13:00 - 16:00	Introduction : What is fashion styling	Key historical fashion movements	Group project work	How to prepare for a photoshoot	Visits/ Workshops/ Guest Speakers
Extra Curricular suggestions	Visit London Design Museum	Visit the V&A Alexander McQueen Collection	Visit Selfridges for London's best fashion window dressing	Dover Street Market - the ultimate in luxury brand show room	e.g. fashion photographer speaker on preparing a photoshoot

Key Facts:

4 weeks, 60-hour course

Fashion Styling lectures (9 hours per week)

Group projects (3 hours per week)

Workshops and industry visits (3 hours per week)

Final presentation & end-of-course ceremony

Upper Intermediate English level

Start dates: 6 Jan, 6 Apr, 6 July, 5 Oct

Fashion Styling Certificate from Bayswater College

Combine your course with:

English language lessons

Professional Diploma in Digital Marketing

Other Fashion Certificates*

*Combine 3 Fashion Certificates for a Fashion Diploma

Visit bayswater.ac/fashion for more information

Course Syllabus

What is fashion styling?

How to become a Stylist

Key historical Fashion movements and their current influences

Fashion research; how to create mood boards for fashion

Leading fashion industry professionals and their work

Styling in different work areas [TV/commercial/studio/freelance/personal etc]

How to prepare for a shoot

Curating your styling ideas and portfolio

Create a fashion story and style it

Course features

Lecture style classes taught by industry professionals, academics and highly qualified creatives

Case study: Super brand – Topshop styling

Workshops, industry visits, and guest speakers from the fashion industry

Group project culminating in an end-of-course presentation

Career advice

Benefits

Gain knowledge of the cultural, social and economic factors around the communicated fashion image

Learn about the different fashion communication pathways

Prepare a fashion story for publication in one of the fashion communication pathways such as a blog or instagram

Learn about career or work experience opportunities within the fashion communication sector



Why Bayswater College

With great proximity to London's important fashion areas, Knightsbridge, Oxford Street, and Bond Street, Bayswater College brings together fashion professionals specializing in international education, a beautifully stylish location, supportive staff and a social programme.

Central London location

Combine with English Language and Digital Marketing courses

Supportive, friendly staff



London Fashion Weeks 2020: 14-18 February, 18-22 September

B Bayswater
College

bayswater.ac/fashion

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Agent Enquiries

Our Agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an Agent in your area.

For agent sales enquiries

please contact us at agents@bayswater.ac



Education for good:

For every student taught at Bayswater College, we will teach another from a disadvantaged background, in their country. On a one-for-one basis.