Fashion Design and Management

A design-centered program in Fashion Design, Technical Apparel Design, and Fashion Design Management

Study the art of fashion design and the business of designing, marketing, and manufacturing apparel in a global production system. Students develop aesthetic sensibilities, technical skills, understanding of fashion and the creative process, and apply management and marketing principals to this specialized industry within the context of a university education. This is the only fashion design and management major in the Ivy League.

Program Highlights

- Fashion Design
  Studio-based training in fashion design, including fashion and/or technical apparel design
- Fashion Design Management
  Tracks in Management, Product Development, or Communication

Fashion Design and Management (FD&M) provides an in depth study of the aesthetics, function, and international business of fashion. Two options within the major are available and allow students to match their talents with their passions. The Fashion Design option prepares students for careers in the fashion industry through studio courses exploring concepts and techniques of making fashion, while the Fashion Design Management option applies management and marketing principles to a broadly defined fashion industry.

Fashion Design

Students use digital tools, new technologies, and conventional techniques to communicate fashion ideas and develop design skills. Students have access to leading faculty and courses in the creation of fashion collections, design of active sportswear, cutting edge innovations in “smart” textiles, and to the Cornell Costume and Textile Collection to use for design inspiration and to learn about changing fashions and ethnic dress.

Curriculum

Courses exploring fashion, design theory and methods, and the industry are grounded in the liberal arts to provide a well-rounded education that integrates fashion design with other fields of study.

Fashion Design Management

Students learn to solve problems by applying an understanding of the visual, theoretical, and technical aspects of the fashion industry to the practical situations of business management. Fashion Design Management students select one of three specialized tracks:
Requirements in the Major

Foundation courses
• Introduction to Computer-Aided Design
• Art, Design, and Visual Thinking
• Fashion Product Management
• Fibers, Fabrics, and Finishes
• Structural Fabric Design
• Style, Fashion, and the Apparel Industry

One of the following:
Fashion Theory; Human Factors: Anthropometrics and Apparel; Functional Aspects of Clothing and Design; or Fashion, Media and Technology

Fashion Design option coursework
Fashion Draping; Introduction to Fashion Design; Creative Patternmaking: Fashion Design; Apparel Design: Product Development; Fashion Promotion and Presentation; Collections for the Fashion Industries

Fashion Design Management option coursework
Introductory Micro and Macro Economics; Introduction to Business Management; Calculus; Ethics/Sustainability in Business and Industry; Oral Communication or Foreign Language; Accounting; Product Quality Assessment; Textiles, Apparel, and Innovation; Global Fashion Management;

Pursue coursework in a selected Management track:
• Management and Marketing
• Communications
• Product Development

Select two from:
• Additional Design or Apparel studio courses

Selected Graduates

Analyst—International Labor Standards, Walt Disney Co., California
Associate Merchandiser, Polo Ralph Lauren, New York
Associate Technical Designer, J. Crew, New York
Collection Designer—Own Label, “Hayley Paige”, JLM Couture, New York
Costume Design for Stage & Film, Mira Veikley, New York
Curatorial Associate, Costume Institute, Metropolitan Museum of Art, New York
Design Manager of Handbags and Accessories, Coach Leather, New York
Designer, Macy’s Merchandising Group, New York
Developer Materials, Fashion at Adidas Group, Germany
Digital Marketing Analyst, LL Bean, Maine
Director of Communications, Stylecaster, Inc., New York
Director of Production, Oscar de la Renta, New York
Director of E-Commerce, Barneys, New York
Fabric Research and Development, Lord & Taylor, New York

Management and Marketing, Product Development, or Communications.

Curriculum
The program combines courses in apparel and textile structures and analysis, apparel design and history, business management, marketing and finance, consumer behavior, communications, economics, ethics, entrepreneurship, marketing, and public policy. Students consider how apparel and textile designs are affected by material selection, production methods, technology, supply chain management, finance, professional ethics, corporate social responsibility, consumer behavior, and the human implications of technological change.

Special Opportunities
Students take advantage of a variety of educational opportunities beyond formal coursework.
Participation in national and international design competitions, as well as mentored independent projects is encouraged. Students regularly participate in and win scholarships in the prestigious YMA and Geoffrey Beene fashion competitions, and the Barbara L. Kuhlman fiber and wearable arts program.

Conducting research independently or through a faculty member’s research team can provide valuable practical knowledge while testing students’ academic or career interests.

The student-run Cornell Fashion Collective Fashion Show, held each spring, features the apparel designs of our students. Show operations are also managed by students.

Many FD&M students spend a semester studying abroad in international fashion centers such as London, Paris, and Florence, or take part in Cornell exchange programs in Hong Kong, Paris, Seoul, or New Zealand.

Human Ecology’s Urban Semester Program offers an opportunity to explore New York City’s cultural, business, and community settings.


Careers
Graduates of the FD&M major have earned a reputation among employers in the apparel and textiles industries for their ability to think creatively and are attractive candidates for leadership positions in fashion and related industries. Alumni are designers, executives, technical designers, buyers, account managers, computer-systems designers, financial analysts, and human resource managers for influential fashion houses and under their own labels. Graduates also do specialized design in fields such as elite athletics and the protective clothing industry; and use their creativity in public-relations, fashion journalism, publishing, and theater design.

Those who go on to graduate work are well prepared for advanced programs in fields such as business administration, communications, marketing, education, teaching, research, law, museum studies, apparel design, costume history, textile design, and theatrical costuming.

Selected Graduates continued

Fashion Editor, People Stylewatch, New York
International Public Relations Associate, Tory Burch, New York
Manager—Web Buying, Eileen Fisher, New York
Market Analyst, TJX, Inc., Massachusetts
Merchandise Director, Dior Couture, New York
Merchandise Manager, Hermes of Paris, New York
Product Development, Winds Enterprises, California
Production and Product Development Coordinator, American Eagle Outfitters, Pennsylvania
Senior Print Design, Adrianna Papel, New York
Sourcing Coordinator, Burberry, London
Technical Designer, Nike, Oregon
VP Design, Eddie Bauer, Washington
VP Product Development, Michael Kors, New York
VP Sales and Corporate Development, Refinery 29, Inc., New York
Wholesale Planner, Theory, New York

For More Information

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