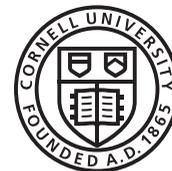


# Fashion Design & Management



## The creation, aesthetics, function, and business of fashion

**Program highlights:** Studio-based training in fashion and textile design | Merging of fashion and technology | Business perspectives suited to the dynamics of the fashion industry | On-site historical textile collection for teaching and research

## Overview

Fashion Design and Management (FD&M) encompasses the creative, technical, marketing, and communications aspects of the fashion industry. Students pursue the art of creative fashion design, functional aspects of clothing, and technical aspects of product development, as well as applying business principles to the global fashion industry through a multidisciplinary, liberal arts-based approach. Two options are available within the major.

The *Fashion Design* option prepares students for careers as designers through studio courses that explore concepts and techniques of creating fashion. Students learn to develop a range of products and fashion collections from runway fashion and active sportswear to innovations in “smart” textiles. Conventional techniques, digital tools, and new technologies are used to communicate fashion ideas and develop design skills. Coursework in fashion, design theory and methods, and the industry are informed by the interdisciplinary approach of the College for a well-rounded education.

The *Fashion Design Management* option teaches students to solve problems in a broadly defined fashion industry by applying an understanding of the visual, theoretical, and technical aspects of the industry to the practical situations of business management. The option combines studies in apparel and textile structures and analysis, apparel design and history, communications, economics, entrepreneurship, ethics, and public policy. The effects of material selection, production methods, technology, supply chain management, finance, ethics, corporate social responsibility, consumer behavior, and the human implications of technological change are considered. Students will pursue one of three specialized tracks: *Management and Marketing*, *Product Development*, or *Communications*.

## Sample courses

**Fashion, Aesthetics, and Society (FSAD 2190)** introduces students to fashion, beauty, and trends and their integral relationship throughout history. Students learn and explore various aspects of contemporary fashion phenomena, such as fashion-art collaborations, media-effects on body image, the impact of new technologies on fashion and lifestyle trends, and other significant issues of society manifest in fashion of the 20th and 21st centuries.

**Activewear Design and Product Development (FSAD 2660)** is a projects-based course in which students explore the relationship between technology and design, and the impact of production issues on manufactured activewear. Students learn computer-aided patternmaking; activewear construction methods; manufacturing technologies; communication of technical details, flats, specifications; and costing of garments. Designs are developed in various stages from conceptual work to full specification of the product and its production details, with a focus on the iterative design process.

**Global Fashion Management (FSAD 4440)** introduces students to the global textile and apparel complex with emphasis on the importance of international trade, global sourcing, strategic management of global brands, and corporate social responsibility. There is a focus on multinational apparel firms with accompanying case study analysis.

**Fashion Product Management (FSAD 2310)** provides an overview of the fashion supply chain with emphasis on the U.S. apparel industry. Students will learn key concepts for managing the development, marketing and distribution of fashion products including consumer behavior, trend forecasting, brand management, merchandise planning, and multi-channel distribution.

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## Research

Undergraduates can participate in department research that focuses on expanding knowledge and creating new understandings in areas of fashion and fibrous materials that address end-uses for future needs and make an impact on humanity as a whole.

A sampling of department research units includes the Cornell Body Scan Research Group, Cornell Performance Apparel Design Lab, and the Textiles Nanotechnology Lab. Students also have the opportunity to work with, draw inspiration from, and conduct research in the *Cornell Fashion and Textile Collection*.

## Experiential opportunities

FD&M students participate in engaged learning opportunities that provide valuable practical knowledge while testing their academic and career interests.

Participation in design competitions and mentored independent projects is encouraged. Students regularly participate in and win scholarships in the prestigious YMA Fashion Scholarship Fund and Geoffrey Beene Design Scholarship competitions, and the Barbara L. Kuhlman fiber and wearable arts program.

## Professional pathways

Graduates of the FD&M major are attractive candidates for leadership positions in fashion and related industries and have earned a reputation among employers in the apparel and textiles industries for their ability to think creatively.

Alumni are designers, technical designers, buyers, marketing managers, communicators, data application developers, 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.

## Research examples

- Exploring uses for post-consumer textile waste
- Smart garment development
- Cornell Costume and Textile Collection exhibition research and sample preparation
- Thermal comfort and ergonomics of protective clothing
- Fit and sizing research using the Cornell Body Scanner

## Honors program

The Honors Program recognizes the highest level of academic achievement among FD&M majors. The program allows qualified undergraduates the opportunity to pursue independent creative scholarship/research under the supervision of a member of the FD&M faculty. Students apply to the Honors Program during their junior year.

## Study-away options

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, or New Zealand.

## Internship examples

- Balenciaga
- Calvin Klein
- Donna Karan
- Hayley Paige at JLM Couture
- Malia Mills
- MBF Trend Consulting
- Milly
- Nike
- Phillip Lim 3.1
- Tommy Hilfiger
- Tory Burch

## Student organizations

The *Cornell Fashion Collective* presents an annual student-managed and designed Cornell Fashion Collective Fashion Show, which features the apparel designs of our students.

Students connect professionals in the fashion industry through the student-run organization, the *Cornell Fashion Industry Network*.

## Graduate/Professional school

Students who go on to graduate work are well prepared for programs in business administration, art business, communications, marketing, law, museum studies, apparel design, costume history, textile design, and theatrical costuming.

## Sample career paths

**Collection Designer-Own Label**, “Hayley Paige”, JLM Couture

**Senior Project Manager**, Macy’s Merchandising Group

**Senior Director of Sourcing**, Calvin Klein Underwear

**Creative Director**, Echo Design

**Executive Director**, ShopBAZAAR.com at Harper’s BAZAAR

**Vice President Planning**, LVMH

**Technical Designer**, Nike

**Senior Director, Global Product Licensing**, Michael Kors

**Senior Vice President Sales**, Lauren by Ralph Lauren

**Digital Marketing Entrepreneur**, Maison MRKT