

Fashion Summer Camp 1

JCA | London Fashion Summer Camp 1 is an exciting, hands-on, two-week study experience in London for 16-18 year old international students with an interest in fashion design studies at university. The course delivers an exciting mix of knowledge in fashion design, visual communication, design development, sustainable design practices, pattern cutting and garment construction, together with innovation, including how AI shapes design today.

Students will study at JCA at its historic flagship campus in Hanover Square in Mayfair, within the heart of Central London. During the two-week course, students will be based and work in the Academy's studios with industry expert tutors delivering hands-on workshops, talks and lectures, supported by informative study visits to key locations in London. These include opportunities for luxury fashion store research, museum and exhibition visits, as well as time for some shopping. During free time, students can follow recommendations planned by tutors or choose their own, and enjoy their visit to London with peers, friends or family.



COURSE STRUCTURE

Week 1: Fundamentals of Fashion Design

- Fashion context
- Creative process in fashion design
- Define your personal design signature
- The language of design: fabrics, silhouettes and construction
- Fashion design, illustration and portfolio

Week 2: Fashion Realisation

- Fashion design development
- From idea to outcome
- Sustainability in fashion
- Design and make
- AI in fashion: tools and trends

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Fashion Summer Camp 2

JCA | LONDON
FASHION
ACADEMY
BY PROFESSOR JIMMY CHOO OBE

JCA | London Fashion Camp 2 is an exciting, hands-on, two-week study experience in London for 16-18 year old international students with an interest in fashion design studies at university. The course delivers an exciting mix of knowledge in fashion branding, styling, as well as entrepreneurship in fashion design.

Students will study at JCA at its historic flagship campus in Hanover Square in Mayfair, within the heart of Central London. During the two-week course, students will be based and work in the Academy's studios with industry expert tutors delivering hands-on workshops, talks and lectures, supported by informative study visits to key locations in London.

The course leads to opportunities for progression onto Pre-Foundation, Foundation and Degree courses delivered by JCA| London Fashion Academy. The course can be taken as a standalone two-week course or together with the two-week **JCA London Fashion Camp 1** course.

COURSE STRUCTURE

Week 1: Brand Building and Styling

- Fashion branding 101
- Logo, typography and visual identity
- Styling in fashion
- Editorial styling and photoshoot planning
- Fashion promotion and marketing

Week 2: Entrepreneurship and Pitching

- Intro to fashion startups & business models
- Building your brand toolkit
- Fashion promotion strategies
- Startup pitching and public speaking
- Final showcase and pitch presentation

