

JCA WINTER CAMP

London Fashion Experience 1

JCA | London Fashion Experience 1 is a dynamic, two-week study experience in London. Aimed at 16-18 year old international students with an interest in fashion studies, the course delivers an exciting mix of knowledge in luxury fashion, trends, industry, branding and visual communication. Students will study at JCA| London Fashion Academy 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.



COURSE STRUCTURE

Week 1: Luxury Fashion Fundamentals

- Introduction to the world of luxury fashion and its global significance
- The Evolution of luxury fashion: heritage & iconic houses
- Luxury materials & craftsmanship – quality, detail and innovation
- The luxury fashion market: global influence and consumer trends

Week 2: Inside the Luxury Fashion Industry

- How luxury fashion operates as a business and creative industry
- Creative direction and roles in fashion
- Fashion presentation: from concept to catwalk
- The future of luxury: sustainability, AI and new technologies

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London Fashion Experience 2

JCA | London Fashion Experience 2 is a two-week study experience in London focusing on fashion, British culture and heritage. Aimed at 16-18 year old international students with an interest in fashion studies, the course delivers an exciting mix of knowledge in British history, culture and traditions and how these have influenced Global Luxury Fashion. A focus will be on British Heritage Fashion, key muses and styles, and how British culture connects with fashion identity.

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

COURSE STRUCTURE

Week 1: Fashion Meets British Culture & Values

- British culture and traditions
- The influence of British culture on fashion identity
- British style throughout history
- British heritage & streetwear: tradition meets innovation
- British cultural values and UK fashion

Week 2: British Heritage

- British heritage fashion – urban and country living
- Icons and muses of British fashion
- Key British styles & subcultures
- Craftsmanship & heritage brands

