



# GLOBAL FASHION MARKETING

blanche macdonald centre









## STYLE SWOON – AMY LU

*Blanche Macdonald Fashion Marketing Graduate and International Award Winning Fashion Stylist, Canada / USA*

As a leading Fashion Stylist repped by premiere talent agency, Judy Inc., Amy Lu tells tales in denim, feather and chiffon. Daring yet polished, edgy yet refined, her fashion compositions are rich expressions of texture and print that have painted the pages of Vanity Fair, Interview, FASHION and Hello Magazine, and have garnered her the BC Apparel Fashion Stylist of the Year award. She's worked on Canadian and US national advertising campaigns for megalith brands Anthropologie, Levis, CoverGirl and Nike, and her luxe pairings have graced the figures of celebrities such as Selena Gomez, Russell Crowe and Lily Cole. It's a career that's seen her flitting about spectacular locations around the globe, wading through silken mountains of Marchesa and working with phenomenal artists, feeding both her lust for travel and her compulsion to create.

*"I am grateful for my time at Blanche because it gave me an entire year to dive deep into Fashion without distraction. I spent all of my time reading magazines, studying, thinking and daydreaming about Fashion. When you dedicate that much energy to any craft, it makes a difference. The opportunity to immerse myself in Fashion for the duration of the course was, in hindsight, invaluable."*



*Cover, back cover, previous and current spread images styled by FM graduate Amy Lu for Dress to Kill Magazine. Photography: Greg Swales. Hair and Makeup: Vittorio. Set Design: Kelly Arsenaull.*



# MAP OF THE STARS

*The fashion galaxy glimmers before you, a vast canvas of stars draped across a charcoal sky. A thousand points of brilliance give their gift of light, like an ebony gown gilded in sequins and gossamer. Each star represents a piece of the fashion universe. Minds. Hearts. Souls. Ideas. Each burning with their own intensity. Each holding their unique celestial space. Together they form constellations, golden clusters of style stories and life lessons, design houses and disciplines, tracing their arcs across fashion's cosmic chronicle.*

*You gaze up at this celestial collage, longing to understand it. Longing to know your place within it. You want to add your own luminescence to this sky, and help the stars in their vocation of light. But to take your place amongst them, you'll have to find your own trajectory.*

At Blanche Macdonald we'll help you create your map to the stars and chart your course for success. By providing you with the best education possible, we'll open the doors to this great galaxy and guide you on a journey out of the darkness of the unknown, and into the light. We'll set you on your path, and help you successfully navigate the fashion universe.

Our comprehensive and cutting edge Fashion Marketing Program gives you a 360-degree view of the fashion world, so you can explore each angle, observe every perspective, and try on an assortment of professional ensembles to see what suits you best. Our curriculum will be your business studio and your creative laboratory, where you'll experiment, inquire, challenge and test out your voice. Whether you have a head full of figures or an eye for flair, there is a place for you to join in the cosmic conversation. Within our halls you will debate, dialogue and deconstruct with fellow creatives. Outside our walls you will begin to build a business community of cohorts and collaborators.

Over twelve intense months, you will find your unique fashion voice and become fluent in the language of fashion. It's all about content and communication. As you learn the skills of fashion writing and PR, you will gain the confidence and eloquence to articulate your story to the world. Harnessing the latest technology, you will dive head first into the digital experience, exploring social media platforms and engaging in e-communities. In the democratic social media sphere, you can become more than a participant. Many of our grads are now social media influencers who critique, review, analyze and ultimately shape the global fashion industry.





You will gain exclusive insider intel and develop the wisdom to navigate fashion's ever evolving terrain. Delving into fashion's deep history, you will encounter the lives of yesterday's visionaries, today's design houses, and tomorrow's emerging talent. We'll dig into the theories and philosophies that underpin fashion's greatest manifestos and create our own powerful commentary. On virtual trips to style capitals across fashion's hemispheres, we'll learn of the influencers who expand boundaries, ideas and minds, from Alexander McQueen to Rei Kawakubo and Dior.

As we become immersed in collaborative projects, creative brainstorming and industry expeditions, we'll continue to uncover fashion's intricate layers. We'll head behind the seams of the luxury retail industry and explore the city's manufacturing districts. The business of fashion will become your expertise and your craft, from wholesaling, retail and e-commerce to marketing and entrepreneurship. Your studies will inhabit that critical space where the physical, the digital and the mobile shopping experience all converge.

You will have the chance to curate a buying season; organize, direct and style a professional photo shoot; and put yourself into the high-speed heels of a runway producer. These hands on experiences will ready you to join the creative class, where career options are endless. You can be a fashion talent without being the designer – as a visual merchandiser, fashion stylist, fashion show producer, brand designer, or a thousand other titles ready for the taking. Opportunities in this business are as boundless as your enthusiasm.

Our expert instructors – each joining our internationally-lauded faculty with years of real experience and industry clout – will help you accomplish educational feats you never imagined. They'll mentor you and guide you so that you understand, deeply, how to bring the creative and commercial arms of fashion together. You will learn to take the bigness of the business of fashion down to an authentic, intimate voice where you can speak directly and connect personally with your customer.

Through internships, hands-on workshops, face-to-face encounters with fashion professionals, collaborations with your fellow students and the wider fashion community, real life experiences and endless connections in the local and international fashion world, we will prepare you for the frantic pace of the global marketplace and its relentless demands. You will leave our program with the confidence and expertise you need to present, brand, buy, produce and style Fashion in the professional world.

Although you'll explore the furthest reaches of the fashion galaxy, the most dramatic and life changing journey will be the one you take within yourself. We'll help you to nurture your self esteem, cultivate your confidence, and dig deep within your heart and mind to harvest your full potential. Through loving care and hard work, your best and most authentic self will bloom forth. You'll become the bridge between student and professional, connecting your passion to a profession that will reward, satisfy and excite you for life. Your time with us will be more than an education. It will be your evolution.

Instead of searching for the light beyond, you'll discover the glow that burns brightest is the one that was always already inside of you. You won't just be enlightened. You'll be the light.

#### **HOW WILL YOU ILLUMINATE THE FASHION UNIVERSE?**

*Left: Styled by Lacey-June Berry / They Representation. Left: menswear by Mary Ebrabimi. Middle: dress by Chloe Prusa. Right: dress by Teighan Flanigan. Blanche Macdonald graduates.*

*Photography: Emaan Kheraj. Creative Direction: Tyler Udall. Art Direction: Kelly Schmidt. Production: Melanie Watts. Makeup: Win Liu / Lizbell Agency. Hair: Tania Becker / Nobasura.*





*Menswear designed by Mary Ebrabimi. Blanche Macdonald Graduate.*

*Photography: Emaan Kheraj. Creative Direction: Tyler Udall. Art Direction: Kelly Schmidt. Production: Melanie Watts.  
Makeup: Win Liu / Lizbell Agency. Hair: Tania Becker / Nobasura.*



# FASHION MARKETING

## PROGRAM OVERVIEW

<b>COURSE NUMBER</b>	<b>FASHION MARKETING COURSES</b>
ARTT 410	<b>ART &amp; TECHNOLOGY</b>
ENTR 340	<b>BUSINESS ENTREPRENEURSHIP</b>
RES 240	<b>CAREER PREPARATION</b>
COS 435	<b>COSTUMING FOR TV &amp; FILM</b>
DESA 450	<b>DESIGN AWARENESS</b>
ADPR 220	<b>DIGITAL MARKETING FOR FASHION</b>
COMM 420	<b>EFFECTIVE COMMUNICATIONS</b>
FASA 150	<b>FASHION AWARENESS I</b>
FASA 250	<b>FASHION AWARENESS II</b>
FELM 350	<b>FASHION ELEMENTS</b>
MRCH 200	<b>FASHION MARKETING</b>
FSP 230	<b>FASHION SHOW PRODUCTION</b>
STYL 330	<b>FASHION STYLING</b>
MANU 305	<b>INTRODUCTION TO MANUFACTURING</b>
FWS 315	<b>FASHION WHOLESALING</b>
MARK 140	<b>MARKETING ESSENTIALS</b>
PREV 430	<b>PUBLIC RELATIONS &amp; EVENT PLANNING</b>
RBUY 320	<b>RETAIL BUYING</b>
ADPR 110	<b>SOCIAL MEDIA</b>
TEXT 120	<b>TEXTILES</b>
VISM 130	<b>VISUAL MERCHANDISING</b>

*Note: The college reserves the right to change course offerings, course content, kit contents, facilities, faculty, tuition fees, and course schedules without notice.*

*Right: Photo by Kendahl Jung.*







*Menswear designed by Mary Ebrabimi, Blanche Macdonald Graduate. Photography: Evaan Kheraj. Creative Direction: Tyler Udall. Art Direction: Kelly Schmidt.  
Production: Melanie Watts. Makeup: Win Liu / Lizbell Agency. Hair: Tania Becker / Nobasura.*

*Photo by Kendahl Jung.*





## COURSE OUTLINES

**ART & TECH** Technology is no longer a luxury; it's a necessity. In this fast-paced digital age, fashion professionals must learn to harness the power of technology to tell – and sell – their fashion story to the world. In our state-of-the-art Apple Lab, you will use colour correction, selection tools, layers and type layout to design a standout business card and letterhead, and create striking promotional materials for events. You will compose textual-visual symphonies in news, magazine and brochure layouts, and learn how to post and maintain a functional, visually arresting website and online portfolio. By the end of this course, you'll have the technical tool kit to construct an eye-commanding online and tactile platform for your personal brand, and champion a strong visual message for your company.

**BUSINESS ENTREPRENEURSHIP** For those bold and tenacious, whose vision is clear and unwavering, the business of entrepreneurship is a compelling one. Whether it's your dream boutique, an innovative PR agency or a personal styling enterprise, each endeavour big and small evolves and adds richness to the ecosystem of Fashion. Together we will navigate the dynamics and requirements of setting up a flourishing entrepreneurial venture. What are the challenges that you may encounter? What opportunities exist for promising new ventures in Canada and beyond? We'll examine the field of entrepreneurial play, exploring the diversity of business structures, franchising, financial projections, cash flow, management, and what it takes to bring your venture to an online platform. At the end of this course you will have the industry knowledge to bolster your inner entrepreneurial intuition, create a lucrative business plan, and take on your venture with confidence.



*Left: Styled by Leila Bani / They Representation. Makeup: Jon Hennessey / Nobasura. Blanche Macdonald graduates.  
Photography: Evaan Kheraj. Creative Direction: Tyler Udall. Art Direction: Kelly Schmidt. Production: Melanie Watts.  
Hair: Tania Becker / Nobasura. Above: Photo by Kendahl Jung*



**CAREER PREP** Self-esteem is the single most valuable – and overlooked – item in your professional tool kit. Specifically designed with a business coach, our hands-on career training will equip you with the skills and confidence to make the transition from student to professional. Learn the secrets of effective public speaking; write a standout cover letter; produce an industry CV; conduct a winning interview; and learn how to identify, approach and communicate with prospective employers. It's like bootcamp for your professional image. We'll nourish your self-confidence by identifying your marketable skills and unique strengths, and apply a fresh coat of professional polish to help you sparkle. In short, we'll send your employability ranking through the roof.

**COSTUMING FOR TV & FILM** *Breakfast at Tiffany's* wouldn't have been the film it was without Audrey's Little Black Dress; nor *Grease*, without the skin-tight-badness-clad Sandy. The world of TV and Film owes a lot to the unseen stars of the Costume Department. In this class, we will show you the ropes of on-set procedures and etiquette in television, film and music video, giving you the tools to hold your own in any situation. Analyzing a genuine script, we'll learn the precise science of continuity, and compose character charts to bring print personalities to life. We'll learn to add twenty years, bullet holes, blood and grit to garments using fabric breakdown and ageing techniques, and pick up tricks in garment maintenance and rescue to deal with the unpredictability of the on-set environment. With a firm foot planted in contemporary costume, we'll also learn about the industry's history, conducting research and studying key film costumers and costume moments. In the end, you'll have a shot-by-shot grasp of the design and execution of a winning wardrobe.

**DESIGN AWARENESS** In order to effectively support a Designer, you need to understand their needs. Together we'll delve inside the Designer's studio and into the headspace of a successful Designer to learn about their process, from initial vision to runway to distribution. We will immerse you in the whirl of inspiration that ignites a new collection, giving grand schemes ballast with the principles and elements of design, and gain an appreciation of Fashion's active conceptualization. Explore the balance of art and commerce by determining the logistics of sample making, fabric and findings sourcing, flats and spec sheet requirements, contractor liaison and budgeting. We will ask ourselves the questions every Designer must ask in the preparation of each new season: how is the Fashion cycle evolving, and who is dictating it? Through an Introduction to Forecasting, you'll analyze where fashion is headed next. By the end of this course you will have the knowledge to play a key role in a Designer's trusted network.

**DIGITAL MARKETING FOR FASHION** Behind every Google search result, every web banner, every branded social media post, there are many minds immersed in data, diligently piecing together engaging content with online strategies and sinking their teeth into the results. In the world of digital marketing, the rules are always changing and the rewards are there for you to create. Creative meets technical as you take your digital campaigns from intuitive marketing concepts to tried, tested and successful strategies. We will give you the tools to test, engage and track, enabling you to implement campaigns to ultimate reach, analyze data and optimize for best results. Examine advertising and boosting options for social media platforms, analyzing results of marketing, post performance and return on investment (ROI). Vie for top rankings through Search Engine Optimization (SEO), Google Analytics, Google Ads and Pay Per Click (PPC). Optimize landing pages for high conversion rates and target return demographics through remarketing ads. After this crash course in the digital sphere, you'll be able to maneuver your brand's online presence to the next level and take on the dynamic scope of opportunity with technical clout.

**EFFECTIVE COMMUNICATIONS** Effective communication – the ability to successfully express who you are, what you do and why you do it, and engage the listener in what you have to say – is your most important tool in career advancement. This class is your speaker's podium, editor's desk, selling floor and backstage press pit. Here you will develop and grow your confidence in a host of communication techniques, both written and oral, including: blogs, Fashion editorials, business letters and emails, line presentations and sales floor tactics, Fashion show commentary, and interviews. We will hone your industry networking skills and mentor you in breaking down, and flourishing through, any communication barrier.

*Right: Styled by Leila Bani / They Representation. Makeup: Jon Hennessey / Nobasura. Blanche Macdonald graduates.  
Photography: Evaan Kheraj. Creative Direction: Tyler Udall. Art Direction: Kelly Schmidt. Production: Melanie Watts. Hair: Tania Becker / Nobasura.*

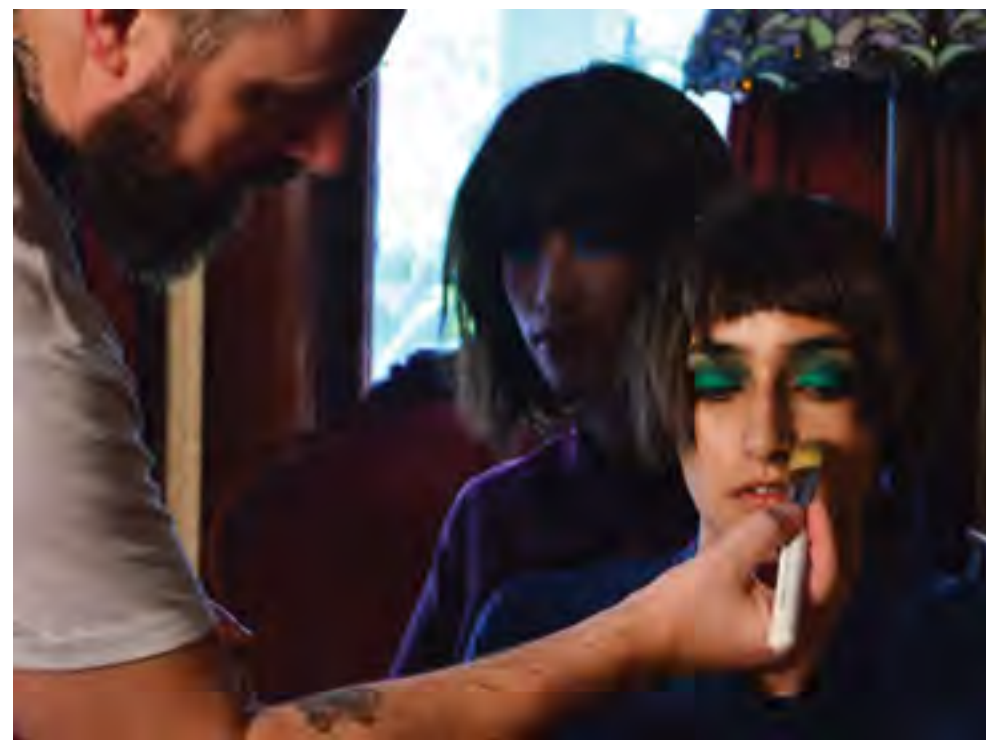






**FASHION AWARENESS I** Fashion is a mirror, reflecting the historical, political, social and economic landscape of our times. In its glimmering reflection we can view our world, and ourselves. From the figure-liberating waistlines of Paul Poiret at the turn of the last century to the post-war indulgence of Dior's New Look, we can read history in the lines, shapes and structures of fashion. Join us for a ride through Fashion's most iconic, influential and thrilling moments and game-changers. We will study each era from the Edwardian period to the 1970s, examining film, video clips and rare visuals from our personal archives. We will explore century-shaping designers including Vionnet, Chanel, McCardell and Courreges, and their lasting influences on contemporary fashion. By the end of the course, you will have an in-depth knowledge of design's most prominent periods and personalities, and their enduring footprint on the fashion world.

**FASHION AWARENESS II** What is couture? What is pret-a-porter? Who are the hot new designers to watch? Take virtual journeys to the five epicentres of fashion - New York, Paris, Milan, Tokyo and London - to meet the modern masters, major influencers and tastemakers of the contemporary fashion scene. From Stephen Sprouse's Day-Glo graffiti brights to the intellectual design of Issey Miyake, you will become familiar with the iconic contributions of each house from conception to present day. We will study pivotal designers such as Marc Jacobs, Vivienne Westwood, Rei Kawakubo and Alexander McQueen, and discover fashion's rising stars and subversive rebels. By the end of the course, you will be able to recognize the lasting personality traits, recurring themes and signature construction techniques of each house. Their stories will be brought to life through extensive use of visuals, fashion publications and videos.



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**FASHION ELEMENTS** Learn the language of Fashion. Whether you are presenting a portfolio of work, selling on the retail floor, buying, or writing commentary on a collection, the ability to communicate in the correct terminology is an invaluable asset. From the sweeping line of a silhouette to the intricacies of garment detail, we will wrap ourselves in the argot of this colourful world. You'll analyze garments in video and tear sheet visuals, and compile a visual lexicon as your final project. By the end of this course, you will be able to correctly identify necklines, collars, cuffs and sleeves; pants and skirts; coats and jackets; prints and patterns; and the origin of ethnic elements in today's Fashion.

**FASHION MARKETING** Reigning in the nature of the beast that is Fashion, we will analyze the social, economic, political and technological influences that propel the Fashion cycle forward. How do trends take form from these factors? How do they affect the way we buy, market and sell? We will track the development of trends on the Fashion Cycle to inform and improve our buying, merchandising and marketing techniques. By expanding your knowledge of the various structures and stages of Fashion markets, and learning the necessary terminology, you will be able to navigate the industry with confidence. Through fieldwork and in-class discussions, you will develop a deep understanding of the business of Fashion.

**FASHION SHOW PRODUCTION** What is beyond the glare of the spotlights and the slick surface of the runway? Behind the bustle and thrill, there is a whole world of planning, preparation and quick thinking in the grand production of a Fashion show. From devising the show's concept and design to selecting the venue, models and music, each factor weaves together to form a breathtaking seasonal narrative and an effective communication of brand. Learn what it takes to be a master of the behind-the-scenes through practical lessons on every aspect of show production, including: runway video analysis; staging and lighting; space planning and scale drawing; writing for commentary; working with talent agencies; styling for the runway; and publicity and advertising techniques. You'll learn how to execute a well-organized and hotly anticipated event, and think on your feet in the gripping rush of show time. As your final project, you will dream up, plan and pitch a professional show of your very own.



Right: Styling: Lacey-June Berry / They Representation. Makeup: Win Liu / Lizbell Agency. Blanche Macdonald graduates.  
Photography: Evaan Kheraj. Creative Direction: Tyler Udall. Art Direction: Kelly Schmidt. Production: Melanie Watts. Hair: Tania Becker / Nobasura.  
Photos by Kendabl Jung.







*Fashion Design by Blanche Macdonald Graduate Mary Ebrahimi. Photography by Ron Sombilon.*

**FASHION STYLING** Running the gamut from high standard commercial to the high art of editorials, and from celebrity glamour to personal day-to-day, Fashion styling makes our world a more visually dynamic and inspiring place to be. Throughout this hands-on course, we will immerse ourselves in the conceptual development, protocols and etiquette of styling Fashion editorial, catalogue and advertising shoots. You'll learn the procedures of pulling from retail stores, and discover how to discern the right look and tone for your clients, fit clothes on your model, and work together with your team of photographers, beauty artists and art directors to bring a total, harmonious vision into being. You will work with your instructor – a stylist with experience and industry clout – in a unique opportunity to style your very own professional shoot.

#### **INTRODUCTION TO MANUFACTURING AND FASHION WHOLESALING**

An in-depth exploration of behind-the-scenes networks of the retail world, in two parts:

**INTRO TO MANUFACTURING** Head behind the seams to discover the production and management techniques of the contemporary manufacturing industry. This course covers the full developmental gamut of a line of merchandise from concept and design through to presentation. Learn about each critical stage of the production journey, from factory planning and quality control to costing and colour story creation. You will have the exclusive opportunity to toss open the doors and explore the floors of our local Garment District on class field trips. Then, apply your knowledge and creativity to conceive and pitch your very own collection storyboard.

**FASHION WHOLESALING** As a wholesale agent, or manufacturer's representative, you are the middle (wo)man between the manufacturer and the retailer, and the relationships that you build can define the look and structure of the market. This class covers all facets of the journey taken to move merchandise from the manufacturing process to the retail location and, ultimately, to the wardrobe of the consumer. Learn the terms and etiquette of wholesaling, and understand the structure of an agency. We'll uncover the drawbacks and benefits of domestic and import collections, and show you how to set up your showroom. You'll learn the essentials of the business, including how to cold call, present lines, write orders, develop lasting customer relationships and come out ahead at market weeks.

**MARKETING ESSENTIALS** Who is your customer? How do you communicate to them the value of what you have to sell? Knowing how to market your brand to specific target groups is an essential component to your business' survival and success. As technology continues to shoot forward and expand the available market, there are ever-refreshing opportunities, and a more urgent necessity, for you to distinguish your product from the rest. We'll explore the Canadian Marketing System, examining its impact on individual businesses and the wider economy. We'll break down target marketing, market segmentation, channels of distribution and pricing; analyze consumer behaviour and ethics; and study consumer and industrial marketing theories and practices. By the end of this course, you will have the expertise to identify, evaluate and solve marketing problems with innovation and éclat, and deliver your brand message effectively and exceptionally.



**PR & EVENT PLANNING** They say all publicity is good publicity, but we'll show you how to make it great. As a PR maven, you play a core role in communicating a brand's mission by engaging with the public. Now one of the most in-demand careers in Fashion, companies large and small look to Public Relations stars to promote who they are, and reach out through special events such as trade shows, charity benefits, product launches, Fashion shows and polished celebrations. We will run through the planning of a spectacular event from conceptualization to execution, showing you how to source funding and sponsors, establish and monitor a budget, and engage the media to ensure press coverage. You'll learn to create a compelling media campaign, write press releases and media advisories, and craft creative copy. Through analyzing real life scenarios and taking you on educational field trips, we will equip you with practical skills and solutions, while our professional PR guest speakers will dish first-hand tips on how to break into and make it in this industry.

**RETAIL BUYING** Retail Buyers make up the boning of the most luxurious, brilliant Fashion stops. The calculated anticipation of sales, merchandise planning, and maintenance of inventory control takes dexterity. We'll slow down this rapid-fire juggling act to reveal a succession of proactive planning stages. You'll learn the language of retail buyers, and acquire the insider's tools for maintaining a strong and balanced inventory. We'll show you how to work the numbers in a Profit and Loss statement and Dollar Merchandise Plan; utilize inventory systems for unit control; and adeptly map out your seasonal buying strategy in Assortment, Sales/ Merchandise and Open-to-Buy plans. Once your technical buying tool kit is complete, the rest is foresight and gut feeling. You'll learn how to read the market and current trends, and cater to the aesthetic of your store. It all culminates in you applying your new knowledge in the curation of a season's inventory for a real or fantasy Fashion shop.

**SOCIAL MEDIA** Social Media, in its constantly evolving forms, has staked its claim as the fastest growing and most exciting brand-building tool available to companies today. Brands are scrambling to hire community managers and social media gurus to develop their online voice and create an engaging, ongoing narrative that connects with their audience worldwide. Together we will explore the potential of each of the major platforms, which you will use in the development and distribution of effective campaigns. You will learn how to create content that arrests the eye and entices click in your brand's existing and potential audiences, utilizing reach strategies to grow your follower base. Orchestrate large bodies of content using Content Management Systems (CMS) to keep your platforms in a constant refresh of trends and what excites. We will hone your editing eye and ensure you're equipped with the latest tools and techniques of this rapidly changing trade. By the end of this course, you will be able to create captivating content with confidence and navigate the realm of social media with dexterity.

**TEXTILES** From fibre to finished fabric, this course explores the science behind your favourite natural, semi-synthetic and synthetic textiles. Whether you are caring for product on the retail floor or describing the weave of a particularly arresting runway piece, a strong knowledge of the identifying characteristics, production, uses and care of textiles is an invaluable asset to the Fashion insider. We will embark on an in-depth study of fibre processing, fabric construction, finishes, and current labelling laws and regulations. You'll work your way through your own fabric swatch book, filling in the blanks with the knowledge you acquire on the classification of fibres, yarn types, fabric construction processes, colour application methods and application of textile finishes, compiling a useful resource for future reference.

**VISUAL MERCHANDISING** In a stimulating blend of art and marketing, Visual Merchandisers create theatrical worlds within glass and walls to set their store apart, and urge interaction with their merchandise. It is their job to visually arrest, entice and ultimately engage the retail customer's attention. In this dynamic course, you will dig into the art, theories and practical applications of display over a series of brainstorming sessions, hands-on workshops, field trips and projects. Explore the display mediums available to you – from fixtures and signage to lighting and props – and discover how to utilize them in the planning and design of display concepts. Learn presentation and mannequin fitting techniques in the creation of window displays, and use a Planogram to lay out harmonious merchandise plans for in-store. For your final project, you will apply your new understanding and creative whim in the conceptualization and assembly of a display design model.







## CAREER SERVICES

*In a glorious burst of technology-driven global awareness, the trillion-dollar Fashion Industry is exploding, creating a constant influx of careers for the creative and business-inclined – and everything in between. As this fast paced universe propels endlessly forward, now is the time to discover how you fit in. Where will your fashion journey take you?*

Let's close the gap between knowledge and success. At the Blanche Macdonald Centre, we fully prepare you to take on the world without us, but we will always be here to support you throughout your journey. Our connections are as expansive and diverse as your own dreams, and we know the greatest things come from the best partnerships.

Our outstanding Career Services Team has forged bridges to all areas of the fashion industry, from luxury retail brands and glossy magazine offices to prestigious PR firms and leading talent agencies. It is their mission to expand your exploration of the industry outside of the classroom. They will work around the clock to connect you with employment, internship and volunteer opportunities that complement your unique skills, talents and professional goals – even after you graduate. Their one-on-one personalized guidance – beginning on your first day of class and running through forever – will help you navigate the electrifying immensity of your options. They will help you develop your network, boost your confidence, and prepare you to catapult to the fashion stars. We can't wait to see the heights you'll reach.

Whether you dream of being a Stylist, a Business Manager, a PR Professional, a Social Media Manager, an Entrepreneur, or all of the above, we'll help you find your unique niche, and set you up for success. There is nothing more empowering than infusing value into a world you are passionate about. What will your contribution be?



*Left: Styled by Leila Bani / They Representation. Makeup: Jon Hennessey / Nobasura. Blanche Macdonald graduates. Photography: Evaan Kheraj. Creative Direction: Tyler Udall. Art Direction: Kelly Schmidt. Production: Melanie Watts. Hair: Tania Becker / Nobasura.*



# FASHION MARKETING CAREERS

Tell compelling visual stories as a **Fashion Stylist**. Coordinate a team of professionals to realize collective visions for commercial projects, luxury retailers, celebrities and the high art of editorials.

Take on the exacting and exulting life of a **Fashion Editor**, working with vision and diligence to coordinate your team of writers, photographers and advertisers to create an engaging print or online platform.

Take your readers through the rush of Fashion shows and gloss of events to the springboards of fresh Design talent, in captivating narrative and interviews as a **Fashion Journalist**.

Be a Fashion visionary as a **Creative Director** of a magazine or brand, envisioning new concepts and executing new directions for your team.

Curate a dialogue of Fashion, product and space by becoming an **Entrepreneur**. Open your own business, whether it be a brick-and-mortar boutique, a thriving e-commerce site, or an independent artisanal e-shop.

Employ your keen eye for emerging trends, a head for figures and dexterity of mind in the creation of a balanced and lucrative inventory, as a **Retail Buyer**.

Engage on a global scale as a **Social Media Marketer**, developing and strengthening the voice of a brand through content curation, outreach strategies and community connection.

Not into following the trend? Call it! Use your keen intuition and in-depth industry knowledge to anticipate demand as a **Trend Forecaster**, and have a say in where the Fashion curve will head.

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*Photo by Kendabl Jung.*







Commandeer the public image of a design house, figure, or brand as a **Public Relations Executive**, forging new relationships and promoting your client's message through special events.

Arrest, entice, and immerse shoppers in the retail worlds of your imagination as a **Visual Merchandiser**.

Immerse yourself in the gripping rush and light of showtime to create powerful seasonal narrative as a **Fashion Show Coordinator**.

Shape the editorial platform of print and online magazines as a **Marketing Editor**, curating product and liaising between brands and publication.

Take to the backstage of centre stage drama as a **Costume Designer** for TV, Film or Stage, working with Directors, Producers and actors to make characters come to life.

Be the liaison between manufacturer and retailer as a **Wholesale Agent or Manufacturer's Representative**, building mutually lucrative relationships with buyers by connecting them with fabulous product.

Embark on a global hunt for inspiration and reference while sourcing findings and fabrics as a **Product Developer**.

Make your voice heard in the potent arena of independent opinion and critique as a **Blogger or Vlogger**, lending your online personality and aesthetic to pertinent fashion topics and brand ambassadorship.

Discover, groom and propel the next big names of runway and print – whether they be models, stylists, makeup or hair artists – as a **Model and Talent Agent** at prominent international, and top local agencies.

Help realize fashion fantasies as a **Personal Shopper**. Connect one-on-one and tune into the unique needs and wardrobe whims of your client, whether they are a red carpet celebrity or an on-the-go style lover.

Rule the online realm as an **Ecommerce Specialist**, working with the Technical, Buying, Merchandising, Editorial and Marketing teams to deliver an engaging online experience, drive conversion and empower the brand's strategy and vision.

Write copy that sells and communicates brand vision as a **Copywriter** for luxury and boutique online sales sites.

Lend your marketing expertise to shape the perception of the industry's biggest and emerging names as a **Brand Consultant**.

Go global as an International **Market Director**, building connections between your brand and the global community through the creation and management of international initiatives.

Help bring brand to narrative as a member of a **Fashion Advertising** team, conceptualizing, realizing and managing arresting campaigns with measurable results.

Drive the click and draw in the global online audience as a **Digital Marketing Manager**, working through analysis to create enticing pathways to your brand's website.

Balance inventory with customer need and aesthetic brand vision, leading the lifecycle of product from receipt to visual display as a **Merchandise Manager**.

Combine your love of connection with your passion for the shopping experience as a **Customer Care Specialist**, helping your company meet sales goals and develop positive relationships with customers.

Pilot the logistics of moving product from warehouse to sales floor as a **Retail Distribution Manager**, balancing supply and demand through vendor liaison.

*Left: Photo by Kendahl Jung.*





*Styled by Leila Bani / They Representation. Makeup: Jon Hennessey / Nobasura. Blanche Macdonald graduates.  
Photography: Emaan Kheraj. Creative Direction: Tyler Udall. Art Direction: Kelly Schmidt. Production: Melanie Watts. Hair: Tania Becker / Nobasura.*





## ADMISSIONS INFORMATION

Making the decision to pursue a new career can be confusing and challenging. To ease the process and to assist you in researching your educational options, your first step is to connect with an Admissions Director. Please give yourself the time to speak with a college advisor to thoroughly discuss and review your career options, and to allow us to help you with the admissions process and financial aid options.

### ADMISSION REQUIREMENTS

- Applicants to the college must be a high-school graduate or 19 years of age or older at the start of the student's program of study.
- Good written and verbal English skills.
- A sincere interest in Fashion.
- Some previous education / experience in art is an asset.

### ADMISSION PROCEDURES

#### STUDENTS WHO ARE CANADIAN CITIZENS OR HAVE LANDED IMMIGRANT STATUS :

- Personal interviews are arranged with Admissions Directors to assess the applicant's aptitude and suitability in this field, your degree of commitment to your studies, financial capability and preparedness, and your experience or knowledge of the industry. Interviews can be conducted in person, by phone or Skype.
- Please complete the online Student Application/Personal Information Form.
- Please indicate on your Application whether you require a Canada Student Loan. Please note that students applying for Student Loan funding must apply well in advance of their start date.
- Once you have been accepted into the program, it is essential that you register as early as possible. To ensure small class sizes and a high student teacher ratio, it is necessary for the college to limit enrollment. If you wish to have a preferred program starting date or if you are applying for a Student Loan funding, advance registration is strongly advised. The Blanche Macdonald Centre has limited registration.

### INTERNATIONAL STUDENTS

- If English is your primary language, then you are not required to submit proof of your English proficiency.
- If English is not your primary language but you have successfully completed a minimum of two years of full-time English study, then you are not required to submit proof of your English proficiency.
- If you do not meet the above criteria, then you are required to submit proof of English proficiency. To ensure that you are able to handle your studies in English, the College accepts T.O.E.F.L. and T.O.E.I.C. results. If students prefer, the College also has an internal English Proficiency test available on site.
- Once you have met all the admission and financial requirements and you are accepted into the College, a letter of acceptance will be issued. It is the sole responsibility of the student to arrange for any necessary student visas or extensions.
- For International students who are interested in our International Work / Study programs, there are Co-op programs available. The Co-op Program for Fashion Marketing is two years long. You would attend the full academic program, complete a one year work experience and return to the College for a final assessment.

The college reserves the right to refuse admission to any applicant who does not meet each of these admission requirements. At the Blanche Macdonald Centre, it is important to us that you are committed to your studies, well suited to this industry, and able to handle the academic, financial and personal demands of the program. We are here to help address any of your concerns and to help you and your family as best as we can with the admissions process.

*Styled by Leila Bani / They Representation. Makeup: Jon Hennessey / Nobasura. Blanche Macdonald graduates.  
Photography: Emaan Kheraj. Creative Direction: Tyler Udall. Art Direction: Kelly Schmidt. Production: Melanie Watts. Hair: Tania Becker / Nobasura.*





*Left: Styled by Leila Bani / They Representation. Makeup: Jon Hennessey / Nobasura. Blanche Macdonald graduates. Photography: Evaan Kheraj. Creative Direction: Tyler Udall. Art Direction: Kelly Schmidt. Production: Melanie Watts. Hair: Tania Becker / Nobasura.*





*Styled by FM graduate Amy Lu. Photography: Greg Swales.*



**Blanche Macdonald Centre, Vancouver BC Canada | Established since 1960 | Schools • Store • Salon**

Please contact an Admissions Director for registration details.

**info@blanchemacdonald.com**  
**www.blanchemacdonald.com**

instagram: @blancheworld | twitter: @blancheworld | facebook: [facebook.com/blanchemacdonaldcentre](https://www.facebook.com/blanchemacdonaldcentre) |  
pinterest: [pinterest.com/blancheworld](https://www.pinterest.com/blancheworld) | email: [info@blanchemacdonald.com](mailto:info@blanchemacdonald.com)

**City Square—Uptown Campus**

100 – 555 W.12th Ave,  
Vancouver, Canada  
T. 604.685.0347

**Robson Street—Downtown Campus**

460 Robson Street,  
Vancouver, Canada  
T. 604.685.0337

**Atelier—Midtown Campus  
+ CurliQue Beauty Boutique  
+ Q&A Hair Salon**

201 – 410 Robson Street,  
Vancouver, Canada  
T. 604.685.5560

The Blanche Macdonald Centre holds a designation certificate issued by the Private Training Institutions Branch (PTIB) of British Columbia, holds an Education Quality Assurance (EQA) designation and is a designated learning institution with Citizenship & Immigration Canada (CIC).

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Note: The college reserves the right to change course offerings, course content, kit contents, facilities, faculty, tuition fees, and course schedules without notice.

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