

IN-STORE

Cond Nast culls fashion talent in Asia via educational center

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Vogue China's November issue featured the Apple Watch

By STAFF REPORTS

Media conglomerate Cond Nast is bringing its educational ventures to Shanghai with the opening on its Center of Fashion & Design.

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Opening last week, the Cond Nast Center of Fashion & Design started its first round of courses with more than 250 participants. Designed to offer a foundation in the fashion industry, the Cond Nast Center for Fashion & Design offers one-day course sessions to 9-month full-time programs.

Schooled in Shanghai

The Cond Nast facility is located on Mid Huaihai Road in the center of the fashion and luxury retail district of Shanghai. Within the Center, students will have access to cutting-edge digital and educational facilities offering a benchmark learning environment.

Cond Nast's space will also double as a multifunctional venue where fashion shows, conferences, exhibitions and other events can be hosted.

The facility's course schedule will open by Chinese New Year 2016 on Feb. 8. Courses included: Fashion Media and Digital Communications, Fashion Marketing and Branding, Ecommerce for Fashion and Luxury, Fashion Illustration for Beginners, Experimental Fashion Illustration, The Little Black Dress (Design, Cut and Make a Classic Style), Dress for Success, The Universe of Perfume and Fashion Photography and Styling.

While applications for the aforementioned courses are now being taken, Cond Nast plans to offer additional classes in fields such as visual merchandising, retail, digital marketing, jewelry design and fashion design.



Space at the Cond Nast Center for Fashion & Design, Shanghai

Additionally, Cond Nast Center for Fashion & Design will offer a fully sponsored Protege Program for Advanced Fashion Design. This program, supported by luxury retailer ATTOS, is open to applicants from Mainland China, Hong Kong, Macao and Taiwan.

Scholarships will be awarded to students in December based on panel recommendations. The scholarship panel includes Angelica Cheung, editorial director of Vogue China, Susan Jenkyn Jones, senior academic director of Cond Nast Center and Timothy Goh, CEO of ATTOS.

"We are delighted to welcome our first participants, and to assist in creating the next generation of talent in the fashion industry," said Dominique Simard, executive director of the Center, in a statement. "We will be capitalizing on the considerable authority and expertise which Cond Nast is known for, offering unrivaled access to what is recognized as a hard-to-enter industry, improving the participants' chances of achieving their career goals."

Due to the successful growth of its educational offerings, Cond Nast College of Fashion & Design in London expanded upon the classes available last year.

After noting an interest from younger readers between the ages of 16 and 18, Cond Nast has decided to begin offering "Miss Vogue" weekend courses. Cond Nast College of Fashion & Design's main courses help to curate young talent among students interest in fashion journalism and styling ([see story](#)).

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