

IN-STORE

Cond Nast adds BA degree program to school course offerings

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Students at Cond Nast College of Fashion & Design

By STAFF REPORTS

The Cond Nast College of Fashion & Design is expanding its offerings with a new BA (Hons) Fashion Communication degree validated by the University of Buckingham.

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Starting this October, students can attend a two-year intensive that covers fashion history, media, PR and marketing, journalism, styling and branding. This is designed to give students a broad understanding of careers besides fashion design that exist within the industry, preparing them for roles after graduation.

Career path

The Cond Nast College of Fashion and Design opened in April 2013. The school in London run by publishing house Cond Nast has attracted more than 600 attendees from at least 50 countries.

Prior to the establishment of this two-year degree program, the college has centered on shorter intensive courses of study. These sessions, including a 10-week Vogue Fashion Certificate and week-long courses on fashion styling, fashion business and fashion journalism, will continue to be offered by the school.

"We know from the 600 or so students that have been through our doors since we opened in 2013 that there is a tremendous appetite for an undergraduate program here at the college," said Susie Forbes, principal of the Cond Nast College of Fashion & Design, in a statement. "I am incredibly proud of our existing suite of courses and everything that we have achieved so far, but the fast-track, two-year BA (Hons) Fashion Communication degree will take us to an even higher level and represents a significant step forward."



Cond Nast College of Fashion and Design

The one-year Vogue Fashion Foundation Diploma program will align with the BA degree coursework, offering students the chance to extend their course of study if they choose.

Students studying in the 360-credit BA program will be taught skills necessary for working in the 21st century fashion world, helping them to figure out their own key strengths that they could translate to a career. During their study, students will create a Collaborative Industry Project, which will entail working on an industry brief created by partners such as Vogue or Louis Vuitton.

The school also brings in guest lecturers, offering students access to those within the industry, including previous speakers Anya Hindmarch, Tamara Mellon and Suzy Menkes.

College academic director Angela Jones explained, "This is a purposefully broad-based course intended to provide an insight into a range of areas within fashion. There are so many careers in fashion beyond that of garment design, and this BA will allow students to explore those opportunities."

"Creating a two-year BA program was always an important aim of the college, as we believe that the intensive nature of the course structure prepares students more effectively for working in the fashion industry," she said. "As a two-year model was our focus, it made complete sense to partner with Buckingham, as they are the university who pioneered this type of degree."

Following success with its London Cond Nast College of Fashion & Design, the media company is opening a second location in Shanghai this fall.

Showing its commitment to China, and its interest in responding to the needs of the market, the center in Shanghai will work to find and nurture up-and-coming talent within the industry through classes. Since its opening in April 2013, the London center has seen more than 400 graduates, with many entering careers in fashion or luxury, and the new outpost in Shanghai will help reach a more global talent pool ([see story](#)).

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