

EDUCATION

DVF turns teacher in MasterClass workshop

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Diane von Furstenberg, spring 2017

By STAFF REPORTS

Fashion designer Diane von Furstenberg is disseminating her insights gleaned from more than four decades in the industry through an online course.

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This summer, Ms. von Furstenberg will host an interactive class on online education platform MasterClass, with coursework centered on building a fashion brand. Making her debut at teaching an online class, Ms. von Furstenberg will focus on both her successes and failures, looking to help up-and-coming brands learn from her experiences.

Back to school

Ms. von Furstenberg arrived on the fashion scene with her iconic wrap dress in 1974. Beyond running her own label, she is also the chairman and former president of the Council of Fashion Designers of America.

For MasterClass, the entrepreneur will discuss everything from establishing a differentiated visual identity to hiring.

During the class, students will be guided by a workbook and 17 or more video lessons. They can also send Ms. von Furstenberg videos to get feedback and potentially receive her critique.

"I am grateful for the opportunity to teach this MasterClass and to share my knowledge, my experience, successes and failures," said Ms. von Furstenberg in a brand statement. "It is a class about building a fashion brand but it is also about designing your life."

Consumers wishing to take the class can sign up for the per-course rate of \$90. Pre-enrollment began on May 3, but the class itself will become available this summer.

Diane von Furstenberg Teaches Building a Fashion Brand | Official Trailer

Brands have taken it upon themselves to educate the next generation of talent, investing through both traditional and non-traditional coursework.

For example, the New School's Parsons School of Design is teaming up with Parlux and Neiman Marcus for a couture curriculum that redesigns historic looks.

"Norell x Parsons" will guide students as they create modern adaptations of American designer Norman Norell's iconic garments, learning how to run a contemporary fashion business in the process. Adding a commercial component to this challenge, one of the student designs will be chosen by a Norell to be featured in the Neiman Marcus Christmas Book ([see story](#)).

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