



SCHOOL OF FASHION AND DESIGN

- Design Methodology
- Digital Textile Design
- Luxury Brand Management
- Fashion Merchandising and the Art of Selling Fashion
- Refitting Garments
- Innovative Sustainable Draping
- Basic Textiles and Sewing for Homemakers
- Developing a Creative CV (Adobe InDesign)

TRAINER'S PROFILE

KAE HANA

Kae Hana graduated from the LASALLE College of the Arts in 2009, with a Bachelor of Arts (Hons) in Fashion Design. She has been in the fashion industry for over a decade with vast experience in managing two labels, lecturing at her alma mater and establishing the University of Sunderland's Fashion Design and Promotion programme at MDIS Tashkent, Uzbekistan.

She was invited to showcase her work at the Audi Fashion Festival both in 2013 and 2014, and also other shows like Blueprint and Digital Fashion Week. She has been selected to collaborate with Opera web to create a series of wallpapers from her digital prints that are showcased on their web browser.

She now lectures full-time at MDIS and believes in preparing future designers to be ready for the ever-evolving fashion landscape.

JAMES CHUA

James Chua is a Regional Director with vast experience in all facets of brand management, business development, brand distribution, timepiece and fashion retail and merchandising with high-profile corporations spanning across multiple countries and regions, including the Asia Pacific and the Middle East.

He was previously based in Hong Kong and Dubai. Having been in the fashion industry for more than two decades and more than a decade in luxury fashion timepiece industry, he brings a wealth of knowledge and experience working across international stores and brand names through to the best fashion companies internationally and domestically.

Regionally, he has worked with international teams to launch the largest store in the Middle East, as well as managed international designer brand names for the Asia Pacific region.

MELINDA LAU HUI YING

Melinda graduated from LASALLE College of the Arts in 2018, specialising in fashion textiles. Her expertise and interest lies in creating creative textiles and textures.

For her internship, she worked with one of Singapore's most renowned bridal companies and has helped extensively in hand embroidery, lacework and beading. Melinda now oversees MDIS' fashion studios and assists lecturers in the MDIS School of Fashion and Design. She also organises and runs workshops for the public such as screen printing and tie-dyeing. Melinda welcomes any conversation about generating textiles and prints and loves to engage with students to help them experience and discover the importance, as well as beauty of textures. She hopes to inspire students to think critically, creatively and push boundaries in how they view and use textiles.

DESIGN METHODOLOGY

Trainer: Kae Hana

COURSE SYNOPSIS

This course will introduce you to the creative process of developing a capsule collection. You will be guided through the methods of tapping into your inspiration, on how to conduct visual research and interpret visual references that will lead to creating mood boards that can be presented to clients.

These ideas will then be translated into hands-on design processes from sketching, planning and executing your final design ideas.

OUTCOMES

- Develop effective ways to use primary and secondary research
- Understand the importance of trend forecasting and colour predictions and how to incorporate them into your designs
- Understand how to translate your concept through mood boards and your sketchbook
- Illustrate design details and surface decoration
- Design and illustrate your own capsule collection as a line-up

COURSE DATE

September 2020
25 (Fri)

DIGITAL TEXTILE DESIGN

Trainer: Kae Hana

COURSE SYNOPSIS

This course will introduce participants to the techniques of developing a concept based on their selected themes and creating prints and patterns on computer-aided design programmes. You will be guided from the design brief through to the completed collection, and you will be introduced to the various concepts of drawing, colour and composition.

Participants will be guided through the steps on how to create digital textile prints from their selected themes for different types of clothing and accessories e.g. scarves, tote bags and t-shirts. Their output will be suitable for dye sublimation printing.

OUTCOMES

- Research colour and materials
- Demonstrate an ability to locate and evaluate information from a range of visual sources
- Understand the basics of Photoshop and Adobe Illustrator programmes
- Create a successful repeat print design that can be used on textiles and other surfaces

COURSE DATE

September 2020
21 (Mon)

LUXURY BRAND MANAGEMENT

Trainer: James Chua

COURSE SYNOPSIS

The course is an introduction to the basics of luxury brand management and how it works within the fashion industry. It will equip you with the fundamental knowledge and understanding you will need if you aspire to work within the luxury industry.

OUTCOMES

- Develop an insight and understanding into the world of luxury brands
 - Learn the methods of identifying luxury target customers and their needs
 - Develop an understanding of how to build target customer profiles based on the key categories of age group, preferences, gender, nationality and style
 - Gain a good insight of brand positioning and its impact on luxury brands
 - Understand various methods to communicate luxury brand values
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COURSE DATE

September 2020
8-10 (Tue-Thu)
(3 sessions x 3 hours)

FASHION MERCHANDISING AND THE ART OF SELLING FASHION

Trainer: James Chua

COURSE SYNOPSIS

This course will introduce participants to the inner workings that forms fashion retail and what it takes to be relevant in the current digital shift, taking into account the dominance of online retail and New Media. What will selling fashion look like in the future?

OUTCOMES

- Understand what merchandising is and how it is still relevant in the current uncertain/post pandemic retail situation
- Understand the shift towards technology in merchandising and retail

COURSE DATE

September 2020
1-3 (Tue-Thu)
(3 sessions x 3 hours)

REFITTING GARMENTS

Trainer: Kae Hana

COURSE SYNOPSIS

This fashion class is aimed at those who wish to gain the skills to alter, refit or customise their clothing. It would be useful for people who have gone through drastic weight gain or loss, those who want to adapt garments to their personal shape and size or to refit or repair a piece of garment. This class would also be useful for new home sewers who are interested in home-based alterations business.

THE CLASS WILL INCLUDE:

LENGTHENING AND SHORTENING

- Hem on skirt, trousers, dresses, shirts, pants
- Sleeves

ALTERATION

- Waistbands, facings and waist darts on skirts and trousers
- Straightening and tapering
- Darts
- Shirts and tops
- Trouser legs

HOW MUCH EXPERIENCE DO I ALREADY NEED?

You do need to have good basic sewing skills and should know how to operate a sewing machine.

WHAT DO I NEED TO BRING?

You are to bring the garments that you wish to refit. These garments will have to coincide with the garments that are stated in the learning outcomes.

COURSE DATE

September 2020
23 (Wed)

INNOVATIVE SUSTAINABLE DRAPING

Trainer: Kae Hana

COURSE SYNOPSIS

This course will introduce you to creative yet sustainable pattern drafting and draping. You will learn how to create no-waste draping using rectangular pieces of fabrics. The course will also introduce you to drafting and sewing these sustainable patterns.

OUTCOMES

- Develop effective ways to pattern draft and drape sustainably
- Sew your sustainable pieces
- Understand the different forms of sustainable draping

HOW MUCH EXPERIENCE DO I ALREADY NEED?

You do need to have good basic sewing skills and should know how to operate a sewing machine.

WHAT DO I NEED TO BRING?

You will need to bring some big garments/large fabrics/materials that you would like to upcycle.

COURSE DATE

September 2020
28 (Mon)

BASIC TEXTILES AND SEWING FOR HOMEMAKERS

Trainer: Lau Hui Ying, Melinda

COURSE SYNOPSIS

The course is designed for those who are interested in textiles and sewing and would like to learn how to operate an industrial sewing machine, an industrial overlock machine, learn the concept of basic pattern drafting (process of creating the design on paper before bringing it onto fabric), as well as the textiles technique of smocking and pleating. The end product would be for learners to create cushion covers and reusable grocery/shopping bags.

THE CLASS WILL INCLUDE:

- Introduction to industrial sewing machine and overlock machine
- Basic pattern drafting
- Sewing techniques

HOW MUCH EXPERIENCE DO I ALREADY NEED?

You do not need to have any experience operating a sewing machine as you will be taught during the course.

WHAT DO I NEED TO BRING?

A total of 3 meters of fabric, preferably cotton or canvas as it is easier to manage for a beginner. Fabric can contain prints and be in any colour of your preference.

COURSE DATE

October 2020

12 (Mon), 13 (Tue), 14 (Wed)

(3 sessions x 3 hours)

DEVELOPING A CREATIVE CV (ADOBE INDESIGN)

Trainer: Lau Hui Ying, Melinda

COURSE SYNOPSIS

The course is designed for learners to be exposed to the basics of the Adobe InDesign software, its tools and purposes, and in the process, gain design knowledge and an eye for aesthetics as the participants use the skills learnt to create their very own creative CV.

Throughout the process, participants will also learn to present and talk through their ideas on how they would like to design their CV, and receive professional advice on it.

THE CLASS WILL INCLUDE:

- Introduction and examples of a good creative CV
- Introduction to Adobe InDesign tools
- Reviewing current CV
- Presentation and feedback sessions

HOW MUCH EXPERIENCE DO I ALREADY NEED?

You do not need to have any experience.

WHAT DO I NEED TO BRING?

You may bring your own laptop (with Adobe InDesign software installed).

Otherwise, computers are available too.

COURSE DATE

September 2020

28 (Mon), 29 (Tue), 30 (Wed)

(3 sessions x 3 hours)