



**REGENT'S**  
UNIVERSITY LONDON

*London's Independent University*



# FASHION AT REGENT'S

**Study Abroad Programme 2018-19**

Join our cosmopolitan community and enjoy a unique experience in London



Located in the heart of the UK's vibrant capital city, Regent's University London is a superb place in which to live and study. Our campus in royal Regent's Park and specialist studios in neighbouring Marylebone Village offer an excellent setting to inspire your creative and commercial talents.

You will be within close reach of flagship stores in Oxford Street, Bond Street and Knightsbridge, together with easy access to alternative and vintage fashion destinations in Spitalfields and Camden. The city boasts hundreds of world-class museums including the British Museum, the Design Museum and the V&A with its famous fashion collection, as well as more than 800 art galleries.

At Regent's, you will:

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Study in the heart of the fashion capital, with access to all the rich resources that fashion professionals enjoy

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Gain an international perspective – a competitive advantage for aspiring fashion professionals

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Experience our fabulous central location, just minutes from the West End, with fast access to major brands and industry events

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Study in our specialist studio spaces and teaching facilities and on location around the fashion capital

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Enjoy learning in small groups, giving you personalised teaching and quality contact time with tutors

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Network with industry experts through lecturer practitioners, guest lectures, projects, talks and events

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Live in secure campus accommodation in a royal park, or off-campus, both in the heart of London

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*'It has been fabulous... We had friends who had studied here before and we came in expecting it to be different. It is a life-changing experience. I feel that I am now not afraid to go anywhere. We get very different classes than we could imagine at home.'*

Eli Bejin,  
University of Western Michigan



At Regent's, we encourage you to think and operate with independence, individuality and creativity – qualities that are key to success in fashion.

You will be taught by talented, cutting-edge industry lecturers and practitioners. Immersed in fashion projects, you will study on vibrant, experiential courses and complete work which replicates industry practice.

### Student life

We have a number of extracurricular activities taking place at the campus and you will have plenty of opportunities to socialise, relax, exercise and be creative.

The Student Union organises a variety of activities, such as barbeques, parties, club nights, karaoke evenings, quiz nights, boat parties and networking events. Our students have access to a health club nearby and there are sporting facilities both on campus and in Regent's Park.

### Student support

Our Student Services team can help you to make the most of your student life and being in London. We can help you with information about the local area, activities, cultural experiences and events across the city and other popular destinations.

Whatever you need, your first stop should be Regent's Student Hub. Our dedicated team can connect you with experts within Regent's community who can help you with academic success, personal support, career and business relations or financial matters.

### Learning resources

You will study in an environment where you can feel confident that you are gaining the knowledge and skills you need to enter the international fashion industry as a consummate professional. We offer a wide range of resources to support your learning and research activities.

Well-equipped fashion and photography studios

Wide range of media equipment (cameras and kits for filming available for loan)

Virtual learning environment enabling you to access course material, submit work and receive feedback from anywhere in the world

IT/MAC centres with fully networked stations

Specialist industry databases in the fashion and design, arts, humanities, business, finance and social sciences

### Explore London fashion

Here are just some of the inspiring venues for fashion and design that you can visit while you are in London.

Victoria & Albert Museum

Fashion and Textile Museum

The Museum of Costume

Fashion Space Gallery

National Portrait Gallery

Royal Academy of Arts

Tate Modern

The Design Museum

### Will Conard – International Textile and Apparel Association (ITAA) Scholarships for Fashion Design and Fashion Merchandising – exclusive to Study Abroad students

This is a unique opportunity for undergraduate students to study in the fashion capital of the world. The offer includes two full scholarships plus free accommodation for one term. Further information about the application deadline and process can be found on our website. [regents.ac.uk/funding](http://regents.ac.uk/funding)

### POSTGRADUATE STUDY

If you have already gained your first degree, why not explore the excellent postgraduate qualifications we offer? Our programmes are designed to give our international students a competitive advantage in the fashion and luxury industries:

MA International Fashion Marketing

MA Fashion Journalism

MA Fashion Buying & Merchandising



# Modules

We offer a wide range of module choices for study abroad students – you can select modules which interest you and complement your current studies.

Once you have chosen modules which form part of your degree core or an elective requirement and confirmed them with your academic advisor, you can liaise with our International Partnerships Office (IPO) to enrol and begin your exciting study abroad journey.

## LEVEL 4

20 UK credits

### Pattern 1

This module introduces the concept of working in three dimensions using a selection of fabrics to create simple garments. You will be introduced to core terminology, sewing and cutting techniques which will enable you to design and draft two-dimensional blocks/patterns with which you construct three-dimensional garments, focusing mainly on skirts and trousers. Working to a brief, you will explore garment construction and design details to develop design ideas which will form the basis of your finished garments. These garments will be photographed and styled in the photographic studio.

### Design Process

This module explores the design process using a current exhibition as a source of inspiration. You will be introduced to research, design, and development. You will gain an understanding of how to apply the creative working process, from inspiration, to design, to product. You will learn how to apply the selection process to your work and to pull information from various aspects that culminate in range planning and collection design. With a strong understanding of how to develop a concept, you will experiment with different media to find solutions for communicating your ideas in a creative visual format.

### Textiles

This module introduces the creative art of constructing textiles. You will discover various hand knitting, crochet, felting, weaving and printing techniques. Working to a set brief the module gives you the opportunity to explore, create, develop, and assemble textiles. You will design a collection of outfits and construct one outfit, using fabrics that you have created, from this collection.

### Historical and Contextual Studies in Fashion

This module introduces the study of fashion from a historical and contextual viewpoint for both historical knowledge and to enhance your understanding of contemporary fashion. Fashion is understood as object, image, and idea and is explored through specific historical contexts. The approach is thematic as well as chronological. It introduces you to some of the fundamental developments in fashion from a critical perspective as well as fostering contextual awareness in relation to historical and current fashion, and wider art and design history. It will help you to develop key transferable skills in research, IT, and communication.

According to the European Credit Transfer and Accumulation System, two UK credits are equivalent to one ECTS credit. Thus, for example, a 20-credit UK module is worth 10 ECTS credits.





## NEW MODULES COMING SOON...

We are developing new and exciting modules to expand your expertise in the world of fashion.

### Fashion Insider London

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On this module, you will explore fashion's impact, culture and creativity first hand, in one of the most dynamic cities in the world.

### Fashion Film

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From Hollywood to handheld devices, you will examine the varying roles and purpose of fashion film from a marketing perspective.

### Fashion Drawing

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An introduction to all forms of drawing in the fashion design process. This includes life drawing, technical drawing (flats), figure drawing, design drawing and illustration. You will explore both traditional methods and tools, and new digital approaches.

### Fashion Vocabulary

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Fashion has a language all of its own. This module will build your knowledge of key fashion terminology, including style, cut and silhouette.

**Look out for live updates and follow us on [REGENTS.AC.UK/DESIGN](https://www.regents.ac.uk/design)**

*'We learned about show production, working with models and the technical aspects. We did a lot of backstage work for this [Graduate Fashion] show, we did model castings and we have learned all aspects of production. We selected the models for this show. The lecturers work with designers, and work all over the world, so we have learned from the best.'*

Jess Blum, University of Western Michigan



# Modules

LEVEL 4

20 UK credits

## Fashion Marketing and Promotion

This module will give you a detailed knowledge of the structure and dynamics of the fashion industry. You will develop your knowledge of fashion and the fashion business, and learn how to keep abreast of developments at the forefront of this fast-moving industry.

You will explore key fashion marketing theories, tools and methodologies and apply these to projects about the contemporary fashion market.

You will comprehensively explore the range of marketing activities that fashion companies use, looking in depth at fashion promotion and fashion marketing communications using both traditional and digital media. You will examine fashion promotion activities including public relations, advertising, visual merchandising, sales promotion, personal selling, fashion shows and the fashion media.

“**What our students say:**

*‘Useful teaching and relevance to the module. Also fun, interesting and engaging.’*

## Fashion Images

You will explore how visual images are created and how society uses visual signs and images to express and communicate. You will be introduced to the techniques, processes and commercial applications of fashion images for the fashion industry and in particular fashion marketing.

The module looks at how images are used as a means of communication in fashion and explores the roles of graphics and typography, styling and photography in communicating about fashion.

You will study how the fashion industry promotes its products and creates brand awareness through the web, advertising, advertorial and packaging. You will explore the use of new technologies in relation to visual imagery. You will develop a working knowledge of imaging techniques and learn how to create visuals and texts using appropriate software. You will apply theory to practice as you start to develop your own portfolio of work.

“**What our students say:**

*‘Great teaching approach, very enthusiastic and positive. Great use of the interactive content.’*

## Marketing Research and the Fashion Consumer

This module will teach you how to conduct research for fashion marketing. You will look analytically at the business of fashion, examining how companies create competitive advantage and maintain success. You will research, analyse and present information in a report on an aspect of the fashion industry, using both market and competitor intelligence from a wide range of sources. Your research will engage with the industry on a deeper level as you develop your knowledge and understanding of marketing theories, tools and methodologies. You will broaden your understanding of fashion marketing practices, and the strategies and techniques used by companies to gain competitive edge.

## Fashion Trends

You will study how trends arise by considering market and consumer intelligence as well as aesthetic, economic, social and cultural influences. You will explore how emerging trends are used to inspire and influence in relation to the fashion industry, and conduct research on trend predictions. This analysis will enable you to explore future directions, working creatively through idea generation, and development so that you can fully understand the design development process. You will learn to assess markets, identify emerging trends and create directional trend materials. You will use mediums such as CAD, photography and illustration to work creatively to produce a directional trend prediction package.

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# Modules

**LEVEL 5**

**20 UK credits**

## **Fashion Product, Buying and Merchandising**

This module examines how product development, buying and merchandising processes work within the contemporary fashion business and fashion marketing. You will learn about buying and merchandising theory, and look at product development, clothing manufacture and supply chain management. You will explore merchandise planning, strategies, costing, sourcing and supply. You will also learn about the fashion consumer, marketing research and fashion trends to research for and create a detailed range plan.

## **Fashion Communication**

This module will develop your knowledge and understanding of how fashion is communicated to the consumer. You will study both traditional and new media platforms and learn how integrated fashion marketing communications are planned, created, managed and delivered. You will study the fashion media and learn about media communications. You will learn how to research different audiences and markets and how to work in an informed, creative and responsible manner on fashion communications such as journalism, public relations, blogging, social networking, e-marketing, film, shows, launches, visual merchandising, exhibitions and store events. This module will enable you to develop your understanding of theory and practice in relation to fashion communication as you create a portfolio of work demonstrating your ability to create effective integrated fashion marketing communications. The portfolio will contain visual and text-based materials. Your work will include digital and web-based materials.

## **Fashion Marketing Strategies**

This module covers the planning and strategy development process in relation to fashion marketing and promotion. It takes you from initial concept, research and analysis, through concept development, to the creation of an integrated marketing and communications plan. You will learn about the theories and activities involved in marketing management and develop both your critical research and analysis skills, and your ability to engage in creative development. You will examine case studies in the form of the marketing strategies of fashion companies. The module is designed to enable you to assimilate and integrate learning from earlier modules so that you are prepared to begin your self-initiated marketing project at Level 6.

## **Fashion Branding**

This module focuses on British fashion branding and current British fashion markets. You will explore contemporary fashion brands and the strategies used to create a unique personality, generate appeal and develop a 'desirability factor' for potential consumers. You will look at how brands are built, from conception and development through to brand promotion and management. You will also examine how brand identity is used as a strategic tool to promote products and build loyalty in consumers. The module covers the development of values and ethics required to develop successful brands. You will also explore the implications of changing environments for fashion consumers and fashion brands and examine case studies of successful international brands. You will apply theory to practice, and employ research, creative thinking and innovative problem-solving skills in working on a brand strategy project.



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# Modules

LEVEL 5

20 UK credits

## Design Studio 1

This module builds and expands on and apply technical, theoretical and design skills and knowledge gained from all Level 4 classes. This module will enable you to explore and generate design concepts through research, design experimentation, toile development, and interpretation of a project brief. It will give you the opportunity to demonstrate your skills through the use of fabric, colour, texture, silhouette, shape, and garment construction techniques. You will design a full collection of clothing and then select, construct, photograph, and style an outfit. Design Studio 1 is an especially creative module that encourages avant-garde and experimental design outcomes through the use of creative thought processes and contemporary influences. You will be working with greater independence and autonomy.

## FSD502 Drape

Drape builds on the cutting and draping skills you gained in Pattern 1 and Pattern 2. You are introduced to various experimental draping techniques in order to challenge your thinking with regards to the link between two-dimensional and three-dimensional design techniques. You will discover and develop new techniques of manipulating fabric and draping directly on to the stand. This module challenges aesthetic principles with regard to shape and volume. A set design brief enables you to work with greater autonomy. You will develop the visual and verbal language with which to communicate the techniques, technologies and methods covered with skill and imagination.

What our students say:

*Lecturer was great and made me love drape. She taught me so much and really stimulated my interests.*

## Theoretical Studies in Fashion

Building on the historical and contextual knowledge gained in Level 4, this module explores critically some of the main issues surrounding fashion in contemporary society. You will be introduced to theories that provide the analytical tools for the investigation of fashion from social, economic, political and cultural perspectives. This covers areas as diverse as body image and globalisation. The module aims to extend your understanding and awareness of material culture from a critical and theoretical perspective, as well as the complex social, economic and political issues surrounding current practice. It will further develop your research, IT and communication skills.

What our students say:

*I think the lecturer really encouraged our engagement and helped us to think deeply about the topics.*

## Design Studio 2

This module builds on the technical, theoretical and design skills and knowledge gained from Design Studio 1. It will enable you to explore and generate design concepts through focused research, design experimentation, toile development and interpretation of a project brief. It will give you the opportunity to further demonstrate your skills through the use of fabric, colour, texture, silhouette, shape and garment construction techniques. You will design a full collection of clothing and then select, construct and style a minimum of two outfits. Design Studio 2 is concerned with commercial, more wearable clothing styles. You must apply your creative design skills to clothing that realistically fits within the current fashion zeitgeist.

## Fashion Illustration

Fashion Illustration introduces you, as a potential fashion designer, to the concepts, techniques and uses of various mediums that will enable you to communicate your ideas. Through drawing live models, you will learn to use line and colour to represent texture and movement. This will develop your perception and visual interpretation of garments and how they relate to the human form.

*'Students will come to us with an unknown inbuilt aesthetic. It is my job to bring it out, shape it and develop it further whilst challenging conventional thinking.'*

**Stuart McKenzie** – lecturer and author of *Creative Fashion Illustration* (Bloomsbury Publishing)





## LEVEL 5

20 UK credits

### Fashion Styling and Photography

This module covers two specialist and related areas of fashion. You will develop an understanding of the relationship between styling and photography in different areas of fashion, such as advertising, film, catwalk and editorial. You will learn about roles and responsibilities and study styling and photography as visual languages of contemporary fashion. You will develop your aesthetic sensibilities and learn to work creatively, developing ideas from concept through to finished work. You will work in groups, learning to communicate your ideas verbally and through image. The cultural significance of styling and photography are explored, together with audiences and media channels. You will experience being both the stylist and the photographer and learn to create and manipulate directional images using both traditional and new technologies.

*'Styling tells and sells a story. A collection, product or idea for a campaign might be amazing but if the styling is not right, no one buys into that story... how to present something that we might have seen hundreds of times, like a pair of jeans, and to put it into a new and inspiring context.'*

**Georg Meyer-Wiel** – lecturer, artist and designer

#### What our students say about:

*'The lecturer was so helpful, passionate and knowledgeable on the subject material which was awesome'*

*'There is a palpable excitement for me in teaching Fashion Show Production at Regents after more than 20 years in the business. The point of the course is to teach students to produce a professional fashion show from setting up backstage to how to treat models... undertaking an intellectual as well as a practical approach to shows and production.'*

**John Walford** – module leader and international show producer

### Fashion Show Production and Event Management

This module covers the history, theory and practice of fashion show production and how to plan and manage a fashion event. You will be introduced to the different roles and responsibilities involved in creating a successful fashion show or event, and develop your understanding of traditional catwalk shows and events. You will explore the role of shows and events within contemporary fashion and examine the social, ethical and environmental issues relating to these promotional activities. You will also learn the practice of fashion show production and event management through tutor-led presentations and guest talks, and by working in a team to plan a professional event yourself.

### Fashion Journalism and PR

This module explores how journalism and PR activities operate in the fast-moving world of fashion. You will learn how to research, conduct interviews, document, report and critique. You will look at high-quality fashion writing, and develop your own writing skills for different audiences and media, such as blogs, catwalk reports, editorial, advertising, web-based media, and features. The module looks at the relationship between the media and PR and how journalism and PR work together. You will explore the theory and the practice of PR through tutor-led presentations, guest talks and project work. You will learn to analyse and identify audiences, how to create personality and how to communicate and manage image through PR activities. You will examine the significance and responsibilities of PR in contemporary fashion and look at the future of PR in the light of fast-developing new technologies. You will work on projects which will demonstrate your knowledge of journalism and PR theory and practice. You will present a proposal for a PR campaign and where possible you will work on a live fashion PR event.

### Accessories

The module is focused on couture millinery. It introduces the specialist knowledge, plus cutting and manufacturing skills, involved in accessories, building on your existing conceptual and design skills. You will develop a strong understanding of the accessories marketplace and the relationship between this and the fashion garment industry. You will produce a small range of pieces with the opportunity to explore millinery, glove-making and fashion bags. Designs, demonstrating the application of skill and imagination, will be produced and styled for runway presentation.

According to the European Credit Transfer and Accumulation System, two UK credits are equivalent to one ECTS credit. Thus, for example, a 20-credit UK module is worth 10 ECTS credits.

# Modules

## 12 CREDITS SUMMER MODULES

### Accessories

In Accessories you will be introduced to the specialist knowledge, and cutting and manufacturing skills, involved in accessories, whilst building on existing conceptual and design skills. You will develop a strong understanding of the accessories market place and the relationship between this and the fashion garment industry. You will produce a small range of pieces with the opportunity to explore accessories such as millinery, bags or other fashion accessories. Designs, demonstrating the application of skill and imagination, will be produced and submitted for runway presentation.

### Digital Photography

This module covers the basic concepts and practice of digital photography, including understanding and use of the camera, lenses, and other basic photographic equipment. The module will address aesthetic principles as they relate to composition, space, exposure, light and colour. Technological requirements of digital formats will be discussed, such as formats and resolution. Students will learn basic digital manipulation of images in preparation for creating a photo portfolio of images. Students will produce photographs in response to seminars looking at the work of notable photographers, and give an oral presentation about the work of a photographer of their choice.

### Fashion Buying

In Fashion Buying you will examine how the product development and buying processes work within the contemporary fashion business. You will learn about the fashion product, product development, clothing manufacture, and supply chain management. You will learn how the role of merchandising integrates with buying and ranges are put together and ranged out to stores. You will explore product planning, strategies, costing, sourcing and supply. The course covers sourcing and ordering stock for retailers of varying size from large multiples to individual stand-alone stores and online. You will draw upon your learning in earlier modules and integrate your knowledge of marketing with knowledge of the consumer, marketing research and fashion trends to research for and create a detailed targeted range plan.

### Fashion Journalism

Fashion Journalism enables students to build on existing knowledge and develop understanding and specialist skills surrounding how fashion is communicated to an audience. You will study both traditional print and digital web platforms and learn how to research and target features to suit appropriate media through various feature treatments, for instance: blogs, catwalk reports, editorial, advertorial, web-based e-zines, and news features. Also in this module you will learn how to conduct interviews, demonstrate personality within copy, help to 'sell the dream' in copywriting, appreciate high quality fashion writing of different kinds, and to document, report, review and critique in a compelling and persuasive style.

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*'Each week we were blessed with meeting talented, experienced people, which includes all of the staff at Regent's. Being able to work behind the camera allowed me to find a new interest in directing. Modelling in my own shoots helped improved my skills with posing and coming up with new concepts, it pushed me to try more daring poses. Having access to the studio and equipment was amazing, the museums the thrift stores, the book signings.'*

Cheyenne Ford  
Buffalo State  
Fashion Styling and Photography, summer 2017





You will learn about the relationship between fashion media and journalists, and explore the theory, practice and ethical challenges of good practice through tutor-led presentations, guest talks and project work. You will learn how to identify and pitch story ideas and communicate copy angled to a specific audience. You will examine the significance and responsibilities of a contemporary fashion writer and study developing new technologies that are impacting on the fashion media environment.

### Fashion Photography

Fashion Photography enables students to develop an understanding of photography in different areas of fashion such as; advertising, film, catwalk, and editorial. You will learn about roles and responsibilities and you will study photography as a visual language of contemporary fashion.

You will develop your aesthetic sensibilities in relation to photography and you will learn to work creatively, developing ideas from concept through to finished work. You will engage in group work and will learn to communicate your ideas verbally and through image. You will explore the cultural significance of photography and examine audiences and media channels. You will learn to create and manipulate directional images using both traditional and new technologies.

### Fashion PR

Fashion PR enables students to develop specialist skills in this key area of fashion. You will learn writing skills for different audiences and for different media, for instance: editorial, advertising, web-based media, and features. You will learn how PR activities operate in the fast-moving world of fashion.

You will learn about the relationship between the media and PR. You will explore the theory and the practice of PR through tutor-led presentations, guest talks and project work. You will learn to analyse and identify audiences, how to create personality and how to communicate and manage image through PR activities. You will examine the significance and responsibilities of PR in contemporary fashion and you will study the future of PR in the light of fast developing new technologies. You will work on projects, which will demonstrate your knowledge of PR theory and practice. You will present a proposal for a PR campaign and where possible you will work on a live fashion PR event.

### Fashion Styling

In Fashion Styling you will develop an understanding of the role of styling in different areas of fashion such as; advertising, film, catwalk, and editorial. You will study styling as a visual language of contemporary fashion.

You will develop your aesthetic sensibilities in relation to styling and you will learn to work creatively, developing ideas from concept through to finished work. You will engage in group work and will learn to communicate your ideas verbally and through image. You will explore the cultural significance of styling and examine audiences and media channels. You will experience being the stylist will also learn to create use technology to create directional images.

According to the European Credit Transfer and Accumulation System, two UK credits are equivalent to one ECTS credit. Thus, for example, a 20-credit UK module is worth 10 ECTS credits.



If you would like more information about any module, its indicative content, assessment and/or a reading list, please contact our dedicated team at [fashion@regents.ac.uk](mailto:fashion@regents.ac.uk)

Please note that all modules listed are subject to availability.

# Fashion & Design faculty at Regent's

## Gill Stark

I took up my current post as Head of School, having previously worked at the London College of Fashion, De Montfort University, Loughborough University, the University of Northampton and AIU London. I studied art history, fashion and textiles. I have business and marketing experience, having established a business specialising in luxury lingerie and nightwear, while also working as a freelance designer for textile companies and lingerie brands. Over many years, I taught fashion design, fashion marketing, fashion business, design management, and cultural and contextual studies. I have been involved in creating exciting new degrees, establishing programmes in Paris, sponsored projects, and initiatives that have enhanced the education of many international students. I believe in a form of higher education that achieves a balance between academic stimulation and career-related skills that prepare students for careers in today's international industries. My field of research is fashion, and in particular lingerie and corsetry, and the catwalk show. I recently completed a book called *The Fashion Show* about the history, theory and practice of fashion show production, which will be sold internationally and is due for publication in the UK and the US in summer 2018.



## Mark Eley

After graduating from Brighton Polytechnic, specialising in woven textiles for fashion, in 1992 I established a London-based print studio, *Eley Kishimoto*, with my partner Wakako Kishimoto. The company has gained global notoriety through a plethora of outputs, ranging from fashion and interiors to diverse architectural and design collaborations. The company's renown has become associated with our freedom to decorate anything and everything. It is this design aesthetic that is key to our work's identity. Before joining Regent's as Head of Programmes for Fashion & Design, I worked in academia across the world. Currently a Professor of Practice at the University of Wales, Trinity Saint David, I previously held the title of Visiting Professor of Fashion at Lassalle College of Art, Singapore, lectured at Musashino University in Tokyo and taught on the world-renowned MA Fashion course at Central Saint Martins alongside Professor Louise Wilson. I have also consulted on the fashion show and textile exhibition productions at Herriot Watt University, was a member of the judging panel at Academy Arts fashion graduation in Antwerp and an examiner at the Sweden School of Textiles. I have also been a trustee of Graduate Fashion Week, with Hilary Alexander and Colin MacDowell.



## Georg Meyer-Wiel

Having studied communication design at Folkwang University of Art, I graduated with a master's degree in fashion design from the Royal College of Art. I have since worked as a designer of costume and stage for contemporary dance, ballet, film and opera. Among my clients are Rambert, Birmingham Royal Ballet, Ballet de l'Opéra national du Rhin and the Australian Dance Theatre. Simultaneously I work as an artist. Major exhibitions have taken place at Hockney Gallery London, Henry Moore Gallery London, Michael Commerford Gallery Sydney and the Kunstmuseum Bonn, Germany. For the past 15 years I have been pursuing my academic career, as I like to share my knowledge and equally be inspired by the dialogue with emerging artists and designers. I teach at Regent's across several departments.



## Julia Robson

In my capacity as a fashion journalist I have written for several national British newspapers – including *The Daily Telegraph*, where I worked for over a decade – and was a columnist reporting on *haute couture* for a leading Middle Eastern newspaper. Freelance commissions have included celebrity interviews for glossy magazines and commercial copywriting and branding for digital platforms. I have also been involved in community projects and edited a magazine that won The Times Educational Outreach Award for a collaboration with an educational charity and woman's prison. My passion is reporting on fashion. Whether it is conceptual ideas surrounding identity, street trends, or why we are all crazy about heels and handbags – you name it! I have lectured in fashion journalism for 10 years and am currently a student too. I am studying for an MA with an interest in taking a more critically nuanced view on fashion media issues, with particular regard to discrimination and diversity, and stretching fashion beyond current cultural constructions.



### Dennis Maloney

I am the course leader for two programmes – the BA (Hons) Fashion Marketing, and the MA International Fashion Marketing. Before joining Regent's, I lectured across a wide range of fashion programmes at the University for the Creative Arts, where I obtained my fellowship of the Higher Education Academy and my Masters in Creative Arts Education. My own career in fashion began with a graduate designer start-up, press communication and getting involved with catwalk shows. I also worked across many sectors of the industry – as a journalist, editor, stylist and creative director – even starting my own magazine – but my true passion has always been in PR, communication and promotion. These roles have helped me expand my research into the theory and practice of fashion communication, resulting in a book I co-authored, called *Fashion Promotion in Practice*, published globally by Bloomsbury in 2016. I find it immensely satisfying to see my students start and progress their careers, as they become PRs, journalists and marketing specialists.



### Stefan Vidler

I have been lecturing in fashion and art for over 15 years. One of my main interests, and my research area, is the use of technology within fashion. This fundamentally change the way we design, produce and consume fashion. Increasing creativity, while exploring concepts and construction techniques that currently don't exist are the personal drivers that I aim to bring to the BA (Hons) Fashion Design programme. My journey began on the beaches of Perth in Australia, while studying both fashion and computer technology. I moved to London and launched a label in partnership with a friend, called 'Vidler & Nixon'. Working with luxury fabrics and developing a reputation for creative tailoring, it was one of the most intense periods in my life. Within the label I worked on a number of collaborations which led me back into working with technology within fashion. All the way through my own career I have enjoyed learning, sharing knowledge and working within a dynamic arena.



### Dahren Davey

My background is in fashion design. Upon graduation from the Royal College of Art MA programme, I worked as a full-time designer for Vivienne Westwood. While working as a freelance designer and fashion illustrator my clients included Gap, New Look, Top Man, Miss Selfridge, TANK magazine, Textile VIEW and *Time Out London*. Recently I completed womenswear design research for Louis Vuitton. I teach a range of design courses across the Fashion Design and Fashion Design with Marketing degree programmes – including Drape, Design Studio and Final Collections.



### Karen Colley

I studied fashion and textiles at Middlesex University and fine art at Wimbledon School of Art and have worked as a designer, artist and lecturer. Initially I worked as a knitwear designer, with clients including Henri Bendel and The Limited in the US, Mitsukoshi in Japan and Nigel French and Design Intelligence in the UK. I have extensive teaching experience, having worked at several universities and colleges in the UK, including the University of Derby, London College of Fashion, Central Saint Martins and the American InterContinental University. I also spent four years working in the US, where I taught at the Savannah College of Art and Design on the BA and MFA Fashion and the Foundation programmes. At Regent's I teach modules on the BA (Hons) Fashion Design, Foundation and the BA (Hons) Liberal Studies (Art History) programmes. My research focuses on contemporary drawing in art and design.





*London's Independent University*

International Partnerships Office  
Regent's University London  
Inner Circle  
Regent's Park  
London NW1 4NS  
United Kingdom

+44 (0) 20 4787 7727

+44 (0) 20 3075 6245

+44 (0) 20 7487 7476

[Inbound@regents.ac.uk](mailto:Inbound@regents.ac.uk) (non-academic information)

[Fashion@regents.ac.uk](mailto:Fashion@regents.ac.uk) (academic information)

[regents.ac.uk](http://regents.ac.uk)

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