

Introduction to Fashion Design

Fashion Design & Fashion Styling

First Summer Session from June 27th to July 8th 2011

Course Content

An inspiring exploration of the Italian Fashion pipeline providing an overview of the Italian Fashion system which includes lectures by experienced professionals as well as visits to Milan's best fashion zones and showrooms.

Students will be stimulated while learning to develop their ideas and their potential to the full. In the second week students will have the opportunity to focus on their area of interest, fashion design or fashion styling, and delve into intensive project work geared towards the final presentation.

Objectives

Fashion design group: realization of a portfolio of finished drawings (of a mini-collection) with sketchbooks, an inspiration board and a fun decorative fashion item.

Fashion styling group: interpreting the personality of a client and his/her lifestyle. Creating a style for a collection look for a fashion magazine, proposing a new image through clothing, accessories, photos and location combinations.

Who's the course addressed to?

This course introduces the world of fashion to beginners.

Methodology

Learning by doing: a mix of theoretical lessons, field trips and practical workshops.

Course Leader

Lee Pring

Project Leaders

Lee Pring

After graduating with an MA from London's Royal College of Art in the '70s, Lee Pring accepted a position as in-house designer for one of the most prestigious fashion houses in Milan. There she stayed for 6 years, occasionally collaborating with Karl Lagerfeld and also Walter Albini, which gained her invaluable experience and a great many contacts. Lee always worked successfully as a designer in Italy afterwards on a freelance career that invariably involved working with high level companies. That often entailed styling ad campaigns as well; and through that, teaming up with some of the best photographers of the time.

She also had a long collaboration with a notable design studio working on fabric and colour research, trend predictions, accessories etc.

About 10 years ago she discovered a passion for teaching; starting first at the IED and then on to NABA. She currently monitors the press for D'Management – the agency which handles the world's most famous supermodels.

Orietta Pelizzari

Professor Pelizzari's company, MATTORI, is a Trend Forecasting Studio based in Milan. As a fashion and design curator, she develops trend forecasting and creative image research for luxury fashion apparel and accessories, furniture design, marketing, technology and media-communication fashion applications. She is an art director of New Designer Italian Brands Incubator for Camera Nazionale Moda Italiana (Italian Fashion Chamber). As coordinator of "Laboratory of Ideas" she presents Macro Trends forecasting for Italian luxury textile companies (LoroPiana, Zegna, Canali, Corneliani, Botto Group, Reda, Ferla, Boggio Casero, Sarti...) associated with Comitato Moda, Italian Fashion System. She conducts trend forecasting for "The Mix London" panel meetings for interior and fashion concepts and for ANCI (Italian National Shoes Association), branded "I love Italian Shoes." She is in charge of developing fashion technology projects in collaboration with the Massachusetts Institute of Technology (M.I.T.). She develops editorial projects as a concept research coordinator for accessory magazines of the ARS ARPEL GROUP.

She is a Fashion Professor at NABA and recently she has been named an Adjunct Assistant Professor of Fashion Design and Merchandising at West Virginia University because of her involvement in the NABA Summer Programs.

