

MINUTES OF THE SECOND ANNUAL CONFERENCE OF IFFTI
(INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY INSTITUTES)
HELD AT SÃO PAULO, BRAZIL,
ON 17-19 NOVEMBER, 1999

The 2nd Annual Conference of IFFTI was inaugurated at the Mercure Hotel in São Paulo on 17 November, 1999, by Dr. Gabriel M. Rodrigues, Rector of Universidade Anhembi Morumbi, São Paulo.

In his inaugural address, Dr. Rodrigues heartily welcomed the Delegates and Observers for the Conference. He observed that IFFTI, which was formed at the 1st Conference held at New Delhi, in November 1998, has taken a good shape and it is on its road to success. He added that it was important for the representatives of member institutions of IFFTI to meet from time to time and exchange notes on the latest developments and happenings in their institutions. He felt that there is a great need for industry interaction on the part of the institutions in order to make the fashion education meaningful for the students who are graduating from these Schools in different disciplines. He expressed the hope that the proceedings and recommendations of the Conference at São Paulo will open new avenues for the development of the fashion industry on truly global lines. He wished the Delegations success in their efforts and a pleasant stay in Brazil.

Mr. L. V. Saptharishi, CEO, IFFTI and DG, NIFT, in his address conveyed the good wishes of Mr. Shyamal Ghosh, Secretary (Textiles), Government of India, and Chairman, IFFTI for the success of the Conference. He also conveyed Mr. Ghosh's regret and inability to chair the proceedings of the Conference on account of unforeseen circumstances in his country.

Mr. Saptharishi referred to the various initiatives taken by the Secretariat since the New Delhi Conference, and thanked the UAM authorities for hosting the 2nd Conference at São Paulo and making excellent arrangements for the various meetings, exhibition, and fashion shows.

On behalf of the Government of India, Mr. R. Viswanathan, Consul-General of India at São Paulo, thanked the UAM and all the IFFTI Delegates for their cooperation and support to NIFT in the functioning of IFFTI headquarters and Secretariat since its establishment in November 1998.

Prof. Artur Roquete de Macedo, Vice-President of the Higher Education Chamber, and Mr. Virgillio N. Carvalho, Tourism Coordinator of the State of São Paulo, were present at the inaugural function as Guests of Honour.

After the inaugural function was over, the regular meeting of the Board of Directors of IFFTI was commenced. The discussions were held as per the agenda items already circulated by the Secretariat to all the members of the Board.

AGENDA ITEM NO. 1

WELCOME REMARKS BY CHAIRMAN – IFFTI

At the outset, CEO, IFFTI, placed on the table the message received from Mr. Shyamal Ghosh, Chairman, IFFTI, seeking leave of absence and election of a Chairman for the meeting as per the prescribed procedure under the Agreement of IFFTI. He further informed the Board that the Executive Committee of the Board had held its meeting on the 16th November, 1999, at São Paulo, and had unanimously elected Mr. Edward Newton, Vice Chairman, as Chairman of the 2nd IFFTI Conference. The Board of Directors conveyed their compliments and good wishes to Mr. Newton on his election, and he chaired the meeting of the Board.

In his initial remarks, Mr. Newton thanked all the members of IFFTI for their cooperation, and hoped that the Conference would come to some useful conclusions and recommendations for the future of IFFTI.

AGENDA ITEM NO. 2

LEAVE OF ABSENCE

The Board granted leave of absence to the following member institutions in terms of the request already received by the Secretariat:

- 1) Bunka Women's University, Tokyo, Japan
- 2) National Institute of Design, Ahmedabad, India

AGENDA ITEM NO. 3

**CONSTITUTION OF THE CREDENTIALS COMMITTEE ON THE DELEGATES
ATTENDING THE CONFERENCE AND ADOPTION
OF ITS REPORT.**

The Board entrusted this work to the Committee comprising the following members :

- | | | | |
|----|-----------------------------------|---|-------------|
| 1. | London College of Fashion, London | - | Chairperson |
| 2. | University of Technology, Sydney | - | Member |
| 3. | Temasek Design School, Singapore | - | Member |

The Committee undertook this work, and the list of Delegates representing the member-institutions of IFFTI and the Observers attending the Conference, duly attested by them is enclosed.

(Annexure – I)

AGENDA ITEM NO. 4

**ADOPTION OF THE MINUTES OF THE FIRST MEETING OF THE
BOARD OF DIRECTORS OF IFFTI HELD AT NEW DELHI IN
NOVEMBER, 1998**

After it was ascertained that there were no comments or changes to the minutes of the meeting, the Board confirmed the minutes.

AGENDA ITEM NO. 5

**A REPORT ON THE ACTIVITIES OF IFFTI DURING 1998-99 TO
BE PRESENTED BY THE CEO, INCLUDING ADOPTION OF THE
MINUTES OF THE EXECUTIVE COMMITTEE OF THE BOARD
HELD AT PARIS ON 3 – 4 JUNE, 1999.**

The CEO made a presentation of the report. In particular, he touched upon the following important developments since the 1st meeting of the Board of IFFTI at New Delhi :

- 19 member-institutions have signed the IFFTI Agreement and also endorsed the registration of IFFTI as a registered society at New Delhi;
- IFFTI Society was registered on 14th October, 1999, and a copy of the document comprising the Memorandum of Association and Rules and Regulations of IFFTI has already been circulated to all the members;
- In terms of the decision arrived at in the 1st meeting of the Executive Committee of IFFTI held at Paris in June 1999, three working groups on the drawing up of the Action Plan for 1999-2000 were set up and these working groups have already submitted their reports to the Secretariat, and these have been made available to the member-institutions also.

AGENDA ITEM NO. 6

**RATIFICATION OF THE DECISION TAKEN BY THE EXECUTIVE
COMMITTEE FOR INVITING THE FOLLOWING TWO
INSTITUTIONS AS MEMBERS WHO WOULD THEN BECOME
DIRECTORS ON THE BOARD OF IFFTI**

1. **Ryerson Polytechnic University, Toronto, Ontario, Canada**
2. **Fu Jen Catholic University, Taipei, Taiwan**

The CEO explained the background and track record of these two institutions whose cases had been recommended by FIT New York and Hong Kong Polytechnic University, respectively, for their admission as members of IFFTI.

In the light of the discussions and recommendations of the Executive Committee meeting held at Paris in June 1999, and in line with the provisions contained under the IFFTI Agreement for admission of new members to IFFTI, the cases of these two institutions were placed before the Board for final decision.

The Board unanimously endorsed the recommendations of the Executive Committee, and admitted these two institutions as members of IFFTI at this meeting.

Thereafter, at the request of the Board, the representatives of these two institutions who had been invited to attend the 2nd Conference of IFFTI, were formally invited to join the Board.

The Board welcomed the new members, and observed that with their joining IFFTI, the organization will gain strength and be enriched.

The representatives of the two institutions sincerely thanked the Board on their decision, and pledged their full cooperation and support to the policies, programs, and activities of IFFTI.

At this stage, the Chairman observed that it was most unfortunate that the Shenkar College, Tel Aviv, Israel, declined to join IFFTI due to limited budget. He desired to pursue the matter once again with this institution as in his view, Shenkar's joining IFFTI would be an invaluable addition and asset to the organization.

AGENDA ITEM NO. 7

**APPROVAL OF THE CRITERIA AND GUIDELINES FOR
ADMITTING VARIOUS FASHION-RELATED INSTITUTIONS /
INDIVIDUALS, AS ASSOCIATE MEMBERS / INDIVIDUAL
MEMBERS OF IFFTI**

The Board held detailed discussion on the question of admitting institutions as regular members of IFFTI. Wide ranging views and observations were put forward by various members.

Some of the members were of the view that it would be a useful thing to throw open the membership to as many international fashion schools as possible. In fact, many of the regions and countries are still un-represented in IFFTI, and it would therefore be important to widen the membership base in the context of the globalization of fashion and for the closer understanding of the diverse cultures and cross currents of fashion.

Some other members disagreed with this stand on the ground that IFFTI should essentially be a body comprising outstanding fashion institutions of the world, each one of them dedicated to the integrated pursuit of all the three areas relating to fashion education, namely, design, technology, and business. This holistic approach is fundamental to the growth and development of any Fashion Technology Institute, without which the intended objectives in these three areas cannot be realized.

The Board, therefore, decided that for the present, the provision under the Agreement relating to the admission of new institution, based on recommendation by one of the existing members, and further recommendation by the Executive Committee on such a recommendation, need not be disturbed.

In regard to the various requests being received by the Secretariat for full fledged membership of IFFTI, the Board advised the CEO to bring to the notice of all such institutions the provisions of the Agreement, and further refer such cases, if they fulfill the provisions under the Agreement, to the Executive Committee for its appropriate decision. In any case, at this stage the Secretariat need not, suo-moto, take up the case of any institution for membership of IFFTI.

Associate Membership of IFFTI for institutions and individuals

The Board decided that for the present, it would not be advisable to enroll individuals of any category as individual members of IFFTI. This question should be considered in depth for decision at a later stage.

On the question of admission of various institutions as associate members of IFFTI, the Board generally endorsed the criteria suggested by the Secretariat, and these would be :

- Institutions invited to become Associate Members of IFFTI should have an excellent record of providing worthwhile educational and related facilities for the student community in one or more of the areas of design, technology, and business for the fashion related industry. Further, the Institution should be engaged in one or more Fashion related HRD activities at least for a minimum period of 5 years prior to the establishment of IFFTI. There should be some certificate or document which should clearly bring out the bonafides of this Institution. A report on this with respect to the Institution desirous of becoming Associate Member of IFFTI should be prepared by the IFFTI Secretariat by collecting all the necessary information and placed before the Executive Committee / Board;
- The Institution should also be willing to accept the Observer status in the formal meetings of IFFTI and would not enjoy any voting rights;
- The Institution should be willing to pay US\$500 per annum for being an Associate Member of IFFTI.

The Board further clarified that in the case of multilateral / international UN organizations (such as the World Bank, UNIDO, UNDP, WTO, etc.), the above criteria will not be applicable, and these organizations will be invited to participate in all the future Conferences and meetings of IFFTI as Observers and Distinguished Invitees. At the same time, they would not have any voting rights.

AGENDA ITEM NO. 8

BREIF PRESENTATION BY EACH OF THE MEMBERS OF IFFTI ON THE VARIOUS HAPPENINGS IN THEIR INSTITUTIONS

The CEO informed that the Secretariat had received in advance reports from the following three institutions:

1. Polimoda, Firenze, Italy;
2. Temasek Design School, Singapore;
3. Sydney Institute of Technology, Sydney, Australia

At the request of the Chairman, 19 institutions who attended the meeting made a presentation of the current happenings, developments and programs in their respective institutions. The members were of the view that such an updating of the activities of the sister-institutions gave them an opportunity to appreciate the trends in fashion-related HDR sector across the globe.

The notes submitted by each of the institutions under this agenda item are annexed hereto. (***Annexure – II***)

The Distinguished Observer of UNIDO, Mr. John-Peter Moll, expressed UNIDO's happiness that such an international forum like IFFTI has been formed for the first time, and he hoped that this organization should forge useful links with the clothing and textile industry, manufacturers of technology, and in appropriate areas of IT.

Mr. Moll further mentioned that IFFTI and UNIDO should look forward to closer areas of cooperation in the coming days.

The Chairman and some of the members felt that although such an updating exercise was very useful from the standpoint of all the member-institutions, considering the fact that such presentations consume lot of time of the Delegates, and is likely to consume more time if more members join IFFTI, it would be necessary in the subsequent Board meeting of IFFTI to devise alternative methods by which the intended objective of such a presentation by all the institutions could be equally served. This matter will be examined by the Secretariat and alternatives suggested to the Executive Committee / Board.

AGENDA ITEM NO. 9

ADOPTION OF THE WORK PLAN OF IFFTI FOR 1999 – 2000 IN TERMS OF RECOMMENDATIONS RECEIVED FROM THE THREE GROUPS WHOSE DELIBERATIONS WOULD HAVE TAKEN PLACE PRIOR TO THE CONFERENCE AND FINAL REPORTS RECEIVED ON 17TH NOVEMBER 1999

In the beginning, the CEO informed the Board that the working groups met in São Paulo on 16th November, 1999, and broadly went over the various recommendations made by them.

The convenors of the three working groups made a formal presentation of their recommendations before the Board. The Board also took note of the suggestions that had been received from Mr. Shyamal Ghosh for giving priority under the Action Plan for student-related activities, faculty exchange programs, and use of IT in global networking of the member-institutions for various activities and programs. Based on the discussions held in the meeting, an Action Plan was circulated by the Secretariat for adoption by the Board.

After consideration of the draft Action Plan, the Secretariat was requested to initiate action under various items relating to students, faculty, and research-oriented projects.

The Board also recognized the need for the effective use of IT in this regard, and gratefully accepted the offer made by UAM, São Paulo, for development of IFFTI web site for multi-purpose activities. The CEO was advised to further interact with Mr. Airton Embacher, Director of UAM, over this matter.

The Board further decided that on a quarterly basis, a web-based IFFTI newsletter should be brought out on Internet, and the first issue should be ready for release by the end of February 2000. The CEO requested all the members of IFFTI to start sending him through e-mail materials for the web-based newsletter.

AGENDA ITEM NO. 10

**TAKE NOTE OF THE REGISTRATION OF IFFTI AS A SOCIETY
WITH HEADQUARTERS AT NEW DELHI, INDIA, IN TERMS OF
THE MEMORANDUM OF ASSOCIATION AND RULES &
REGULATIONS ALREADY APPROVED BY THE EXECUTIVE
COMMITTEE AND MEMBER-INSTITUTIONS**

The Board took note of the registration of IFFTI as a society with effect from 14th October, 1999.

In regard to the message received from Prof. David Elson, NTU, UK, on issues related to Status of the Foundation, Decision-making Powers of the Executive Committee, and Intellectual Property Rights, the Secretariat placed before the Board the opinion and clarifications furnished on the same by the legal consultant of the Secretariat.

The Board advised the Secretariat to further correspond on this subject with the NTU, and bring up the outcome before the Executive Committee for its decision.

In any case, the Board was generally of the view that notwithstanding anything contained under the provisions of the IFFTI Society, every matter of policy which would in any way affect the interests of any one or more of IFFTI institutions would invariably be considered by the Executive Committee / Board, and there should therefore be no apprehension on the part of any of the members in regard to any of the provisions which are being incorporated under IFFTI Society.

AGENDA ITEM NO. 11

**AMENDMENT TO ARTICLE 10 OF THE MOA OF THE SOCIETY
PERTAINING TO THE COMPOSITION OF THE EXECUTIVE
COMMITTEE WITH A VIEW TO PROVIDING FOR
REPRESENTATION OF 4 OR 5 ORIGINAL FOUNDING MEMBER-
INSTITUTIONS (FIT, NIFT, NTU, IFM) ON THE EXECUTIVE
COMMITTEE ON PERMANENT BASIS**

The Board appreciated the spirit behind this proposed amendment, and advised the Secretariat to make changes under the relevant provisions of IFFTI Society for providing permanent membership to the following member-institutions, and also the Hong Kong Polytechnic University, in recognition of its geographical importance and international role.

- FIT, New York;
- NIFT, New Delhi;
- NTU, UK;
- IFM, Paris;
- Hong Kong Polytechnic University, China

The proposed amendment was also within the scope of the existing provision relating to the composition of the Executive Committee, which should have not less than five and not more than ten members. After accommodating the five permanent members, the Committee could easily take care of the geographical interest of all the regions from time to time ***within the ceiling of ten*** prescribed under the provisions.

AGENDA ITEM NO. 12

**FLEXIBILITY TO BE GIVEN TO THE BOARD OF DIRECTORS TO
SHIFT THE HEADQUARTERS OF IFFTI TO ANY PLACE OF ITS
CHOICE ON A FUTURE DATE**

The Board took note of the explanatory note given by the Secretariat on this item, and decided therefore not to pursue the matter any further.

AGENDA ITEM NO. 13

FINANCE AND BUDGET OF IFFTI

- A report on the Statement of Accounts of IFFTI
- Adoption of the Accounts for 1998 – 99 on the basis of the certificate given by the Chartered Accountant engaged by IFFTI Secretariat.
- Consideration and adoption of the budget of IFFTI for 1999 – 2000
- Consideration of ideas and proposals for the mobilization of resources for IFFTI's activities and project.

The Board had earlier constituted a Group comprising the following members to look into all the above aspects:

- Chairman of the Board of IFFTI
- Philadelphia University, USA
- IFM, Paris
- London College of Fashion, UK
- Royal Melbourne Institute of Technology, Australia
- CEO, IFFTI

The Board endorsed the recommendations of this Group whose report is enclosed. (***Annexure – IV***)

AGENDA ITEM NO. 14

ANY OTHER ITEM WITH THE PERMISSION OF THE CHAIR

There was no other item taken up for consideration at this meeting of the Board.

AGENDA ITEM NO. 15

DATES AND VENUE FOR THE NEXT CONFERENCE OF IFFTI **AND THE THEME OF THE CONFERENCE**

The Board accepted the formal proposal of the London College of Fashion, UK, for holding the 3rd Annual Conference of IFFTI in London on 8 – 10 November 2000.

The Board also took note of the suggestions made by the representatives of LCF and the Secretariat to hold prior to the Conference / Board meeting an event such as,

- International Meet of Students and Faculty of all Fashion Schools (not only Members of IFFTI) on 6 – 7 November, 2000 to hold a lively debate and discussion on the subject ***“Fashion Education at the Cross Roads of the 21st Century”***.

The Board requested the Executive Committee to hold its next meeting sometime during March 2000 in London in consultation with LCF, and finalize all the programs and details of the Conference.

The Board, after taking note of the fact that the Conference on Design and Markets – POST – 2004 Scenario, held at São Paulo during the 2nd Conference was tremendously successful, both in terms of the quality of papers presented and the viewpoints that emerged, decided that the theme of the 3rd Conference should be

“Visioning the future – The industry”

The Chairman also announced that under the provisions of the Agreement/IFFTI Society, Ms. Ursula Hudson, LCF, shall be the Vice-Chairperson of the Board, and accordingly be represented on the Executive Committee in her capacity as the representative of the host institution of the ensuing Conference.

OUTCOME OF THE 2nd ANNUAL CONFERENCE OF IFFTI AT SÃO PAULO

The Board recorded the following as the outcome of the Conference :

- The Roundtable Conference on Design and Markets – POST – 2004 Scenario, organized concurrently with the Board meeting of IFFTI in São Paulo, has generated a number of ideas and thrown up issues. The highlights of the round-table are enclosed. (***Annexure – III***).
- The Conference papers presented by the Delegates constitute a useful reference document based on which policy initiatives and plan of action could be formulated by the member-institutions themselves in close consultation and interaction with the clothing and apparel industry of their region.
- The Action Plan endorsed by the Board based on the recommendations of the Working Groups for 1999-2000 gives high priority, among other things, for student-related programs under the aegis of IFFTI. The Secretariat would immediately initiate action for giving concrete shape and content to these recommendations.
- The IFFTI Secretariat would bring out on a quarterly basis a web-based Newsletter for the benefit of all IFFTI Members, and other industry Associations and Organizations. The first Newsletter should be on-line by end of February 2000.
- The IFFTI website will be developed for multi-purpose applications for the benefit of IFFTI members by the UAM authorities on the basis of the voluntary offer made by them. They should work in close tandem with the Secretariat in the implementation of this task.
- In addition to the original 19 member-institutions who founded IFFTI in November 1998, two more institutions (Ryerson Polytechnic University, Canada, and Fu Jen Catholic University, Taipei, Taiwan) have been admitted as full fledged members of IFFTI.
- The Board has broadly laid down the criteria for admission of any institution as an Associate Member of IFFTI.

- UNIDO has become an Observer and Distinguished Invitee of the IFFTI Conferences. The World Bank has also shown its interest and this matter will be pursued.
- The Board authorized the Secretariat to incur an expenditure not exceeding US\$15,000 for the year 1999-2000.
- The venue of the 3rd Annual Conference of IFFTI will be London, and will be held on 8 – 10 November 2000. The host institution is the London College of Fashion, and accordingly, this host institution becomes Vice-Chairperson of the Board for this period.
- The integrated exhibition and display of literature by the member-institutions of IFFTI during the Conference and the presentation made by the 19 institutions who attended the Conference giving an update of their happenings and programs provided a valuable opportunity to the members of IFFTI to understand the latest global trends and developments in the areas of fashion education.
- The IFFTI Fashion Show and the Indian Fashion Show held during this period have unfolded immense opportunities for cross-cultural exchanges, and related business opportunities for all the participating institutions.

The Conference concluded by expression of sincere thanks from all the Delegates to the UAM authorities and other agencies engaged by them in connection with the various activities under the Conference.

Annex I

CREDENTIALS COMMITTEE REPORT

Annex II

REPORTS SUBMITTED BY THE MEMBER-INSTITUTIONS ON THEIR CURRENT HAPPENINGS AND PROGRAMS

Annex III

HIGHLIGHTS OF THE ROUND-TABLE CONFERENCE ON DESIGN AND MARKETS – POST-2004 SCENARIO, ORGANIZED BY UAM AT SÃO PAULO, AT THE TIME OF THE IFFTI CONFERENCE.

Annexure IV

RECOMMENDATIONS OF THE GROUP ON FINANCE AND BUDGET OF IFFTI AS ADOPTED AT THE SÃO PAULO CONFERENCE IN NOVEMBER, 1999

IFFTI

**INTERNATIONAL FOUNDATION OF FASHION
TECHNOLOGY INSTITUTES
SÃO PAULO 17 – 19 NOVEMBER 1999**

A report by Credentials Committee

The Credentials Committee constituted by the Board of Directors of IFFTI at its Second meeting on 18th November, 1999 and after scrutinizing the list of delegates from the various Member Institutions accredited as delegates for the Second Annual Conference of IFFTI at São Paulo on 17 – 19 November, 1999 and the others as Observers for the Conference. The Committee comprised of :-

1. Ms. Val Horridge, University of Technology, Sydney
2. Ms. Josephine Loh, Temasek Polytechnic, Singapore
3. Ms. Ursula Hudson, London College of Fashion, London

Delegates:

- i. Mr. Ian Sapwell, Royal Melbourne Institute of Textiles, Australia
- ii. Mr. Nicolas Huxley, Sydney Institute of Technology, Australia
- iii. Ms. Val Horridge, University of Technology, Australia
- iv. Ms. Julia Raath, University of Technology, Australia
- v. Mr. Airton Embacher, Universidade Anhembi Morumbi, Brazil
- vi. Ms. Mary McCrae, Ryerson Polytechnic University, Canada
- vii. Mr. Liu Xiaogang, China Textile University, China
- viii. Prof. Edward Newton, The Hong Kong Polytechnic University, China
- ix. Mr. Amnon Armoni, Institut Francais de la Mode, France
- x. Mr. L.V. Saptharishi, Executive Director, NIFT, India
- xi. Dr. D.O. Koshy, NIFT, India
- xii. Prof. Asha Baxi, NIFT, India
- xiii. Ms. Meena Dureja, NIFT, India
- xiv. Ms. Banhi Jha, NIFT, India
- xv. Ms. Harmeet Bajaj, NIFT, India
- xvi. Ms. Vandana Narang, NIFT, India
- xvii. Ms. Natasha Celati, Domus Academy, Italy

- xviii. Ms. Georgina Appignani, Polimoda, Italy
- xix. Ms. Christine Kempkes, Hogeschool van Amsterdam, Netherlands
- xx. Ms. Josephine Loh, Temasek Polytechnic, Singapore
- xxi. Sister Maryta Laumann, Fu Jen Catholic University, Taiwan
- xxii. Ms. Janice Mee, De Montfort University, UK
- xxiii. Ms. Ursula Hudson, London College of Fashion, UK
- xxiv. Ms. Sarah Wilshaw, London College of Fashion, UK
- xxv. Dr. David Elson, Nottingham Trent University, UK
- xxvi. Prof. M. Renzulli, Fashion Institute of Technology, USA
- xxvii. Prof. David Brookstein, Philadelphia College of Textiles & Science, USA

Observers :

- i. Mr. Raymond Au, The Hong Kong Polytechnic University, China
- ii. Mr. Li Zhendong, China Textile University, China
- iii. Ms. Ineke Vijn, Hogeschool van Amsterdam, The Netherlands
- iv. Ms. Francine Pairon, Institut Francais de la Mode, Paris
- v. Mr. Giovanni Maltinti, Polimoda, Italy
- vi. Ms. Mickey Wilson, Philadelphia University, USA
- vii. Mr. Peter Moll, UNIDO
- viii. Ms. Heena Gorsia, The Bhawanipur Gujarati Educational Society, India

VAL HORRIDGE

University of Technology, Sydney

JOSEPHINE LOH

Temasek Polytechnic, Singapore

URSULA HUDSON

London College of Fashion

Annexure – II to the text of the Proceedings of Second Annual Conference

1. Polimoda : an International Fashion Design & Marketing Institute Florence, Italy

Dr. Georgianna Appignani
Director

Polimoda responds to the constantly changing world of fashion by offering a model of education which combines the culture of fashion with today's new technologies.

The institute was established in 1986 through the initiative of the cities of Florence and Prato, their industrial associations, and with the collaboration of the Fashion Institute of Technology (F.I.T.) of the State University of New York. Today, an agreement with the University of Florence and F.I.T. also permits students to take the major part of their professional studies at Polimoda. Classes are taught in Italian but also in English, in a course which offers students the possibility to study in both Florence and New York.

The Institute also develops innovative training courses in co-operation with the Regional Administration of Tuscany and with funds from the European Union.

Polimoda is located in the Villa Strozzi, in a verdant park, a very short distance from the historical center of Florence and has its textile and knitwear laboratories in Prato. In January 2000, the school will expand its design laboratory, library and computer space offering students a high standard of quality in their educational environment. Over the years Polimoda has brought together talented professionals and over 1,000 young people from all over the world. Currently, more than 400 students from 24 countries are enrolled.

Polimoda collaborates closely with industry and develops its courses according to the job skills currently in demand. Students visit companies and trade fairs, participate in conferences held by experts from all over the world, develop special projects and initiatives. Renowned designers and business leaders collaborate in the supervision of the students' final projects. Design students create their collections for the end of course fashion show supervised by "critics", such as: Mariuccia Mandelli for Krizia, Rosita and Tai Missoni, Giovanna Ferragamo for Ferragamo, Stefan Janson, Roberto Cavalli, Micol Fontana, Tom Ford for Gucci, Antonio Marras and Rebecca Moses.

The mandatory internship (*stage*) program is an integral part of every student's education and offers the fashion world a reservoir of emerging professional talent. Students are assisted in searching the job market to help them realize

their professional goals. Students give their updated resume to the Students' Services Office, which is in contact with Italian and International firms. 95% of Polimoda's graduates are working- 90% of these in the fashion world. 30% are in managerial positions. 85% of the students found their first job within 6 months of their graduation. Some of our graduates now work for: Giorgio Armani, Benetton, Hugo Boss, Roberto Cavalli, Costume National, Alessandro Dell'Acqua, Dolce & Gabbana, Gucci, Guess, Donna Karan, Calvin Klein, Krizia, Max Mara, Nike, Prada, Massimo Rebecchi, Trussardi, Valentino and can be found in Milan, London, Paris, New York, and Shanghai.

Courses offered

Fashion / Knit Design

A unique course, combining creativity and technology enables students to develop their professional abilities and compete with multiple skills in the job market.

The program prepares students in several important specialized fields: womenswear, active sportswear, knitwear, jersey and stretch.

Duration: 3 years + stage.

Product Development Management

45% of the demand for new personnel, is for product-development managers, that is, a professional able to develop the sketches of fashion designers and turn them into viable products for the market at the right price.

Students acquire manufacturing abilities, develop skills in interpreting design and learn how to manage resources in order to manufacture a perfectly wearable garment.

Duration: 2 years + 2 stages.

Menswear Design

Menswear is one of Italy's most important fashion exports. This is the first comprehensive program to focus on this important market offering students the opportunity of developing design abilities while understanding industrial production processes and the traditions of Italian craftsmanship.

Duration: 2 years + stage.

Apparel Design and Production

Organized in co-operation with the University of Florence (Diploma in Costume and Fashion), the program combines a sound cultural background with the development of design abilities, preparing students with the professional skills demanded by the industrial world.

Students take the theoretical part of the program at the University and the technical part in specially equipped laboratories at Polimoda.

Duration: 3 years + stage + thesis.

Textile Design and Production

Organized in co-operation with the University of Florence (Diploma in Costume and Fashion), the program combines a sound cultural background with the development of textile design, in the context of the Italian industrial reality.

Students take the theoretical part of the program at the University and most of the technical courses at Polimoda's specially equipped laboratories in Prato.

Duration: 3 years + stage + thesis.

Fashion Marketing

Organized in co-operation with the University of Florence (Diploma in Costume and Fashion), the program combines theory with more professional courses aimed at helping students to understand the dynamics of marketing fashion.

Students learn fashion "business" techniques, English, develop the necessary technical skills in the use of computers and conduct a major market research project.

Duration: 3 years + stage + thesis.

Footwear / Technical Designer

This new professional figure – Technical Designer – springs from the need identified by this leading industrial field for people with a sound background in design, marketing and modeling who are able to understand the complexity and relationship between traditional and innovative methods and materials in designing high quality, high style shoes.

Duration: 1 ½ year + stage.

Patternmaking

Much of the success of the Italian fashion industry is based on the capacities of its patternmakers. 25% of the new job demand is for these professional figures. The program focuses on developing technical abilities and prepares the students to work as women's fashion patternmakers, after serving a six month internship in industry.

Duration: 1 year + stage.

International Fashion Design

Students experience a truly global context and study in two continents. The course, held in English in collaboration with the Fashion Institute of Technology (F.I.T.), is offered both in Florence and New York. At the end of the two year course, taken half in Florence and half in New York, students are awarded the Associate of Applied Science Degree. They are also able to continue studying for another two years in Florence and New York to attain the Bachelor of Fine Arts Degree issued by F.I.T.

Duration: 2 or 4 years

Research / Trends & Technology

Polimoda offers Italy's richest collection of images and information on fashion, costume, textiles and accessories, emerging trends and economic data. The Library's books and magazines are both in Italian and English.

Students have a direct access to 15,000 volumes and to the most important Italian and international fashion magazines (150 subscriptions), slides and videos of the world's most important fashion shows, books on fashion trends, reports of fashion companies and associations. The Library is connected to the internet.

The Textile and Color Archive is a special working area where students can touch, handle and experience fibers, yarns and fabrics. The Archive provides students with samples of the most significant textiles used during the latest fashion seasons.

The Technological Center, equipped with 33 graphic work-stations, is Italy's most advanced training structure for the application of new technologies to fashion.

Students use updated Gerber technology to sketch, design and control production following a collection through its design, manufacture and distribution. The Center orients students to information and CAD systems and in 2000 will have 20 workstations connected to the internet.

Admission:

To be admitted students must have a high school diploma and pass an admissions exams. The annual tuition ranges from 6,500,000 to 8,000,000 Italian lire for citizens of the European Union. From outside the EU it varies from 8,500,000 to 10,000,000 Lire. The annual tuition for F.I.T.'s International Fashion Design course is US \$ 6,250 (years 1 and 2) and \$ 7,265 (years 3 and 4). Students seeking admission to programs offered in collaboration with F.I.T. or the University of Florence must apply to and be accepted for admission by these institutions.

2) OVERVIEW OF THE APPAREL DESIGN AND MERCHANDISING DEPARTMENT (ADM) IN TEMASEK POLYTECHNIC

The Apparel Design & Merchandising Course (ADM) is one of five design courses offered in the Temasek Design School, one of four schools which make up Temasek Polytechnic.

The course commenced in July 1995 with Mrs. Sharon Leet as its first course manager. In June 1998, she retired and I took over as course manager in July 1998.

The course is a 3-year programme of study Diploma level with students opting to specialize at the end of the second year in 3 specialisms namely apparel design, visual merchandising and international merchandising. To date ADM has graduated 2 cohorts and is in its fifth year of operation.

MAJOR EVENTS / ACHIEVEMENTS from July 1998 to date

1. Course

- 1.1 Completion of course evaluation exercise. Commenced in Sept. 1998 and completed in May 1999. Since its inception this is the first time the curriculum has been reviewed and it resulted in a new re-structured curriculum which was implemented in July 1999 while the old curriculum would be phased out by May 2001.
- 1.2 Graduation Fashion Show held at the Grand Ballroom, Marriott Hotel in April 1999. Titled 'Panorama', this is the second graduation fashion show for the diploma, organized and presented by the second cohort of ADM graduates. The first graduation fashion show is called 'Sensing the millennium' held also at the same venue.
- 1.3 'Panorama' was staged again by the students at Zouk, a very popular discotheque at the end of April 1999.

2. Staff

- 2.1 Participation by a staff member in the 20th Shell Discovery Art Exhibition at Chijmes in Sept. 1998. Her collection is under the category of Surface Manipulation of Fabrics.
- 2.2 Presentation of private collection in a fashion show titled 'Kupu Kupu' by a staff member in April 1999.
- 2.3 Participation as panel speaker by staff in the seminar 'Is the apparel industry a sunset industry in Singapore?' organized by the

Textile and Fashion Federation (Taff) of Singapore at Trademart Building in Dec. 1998.

- 2.4 Talk by staff on 'Seams and Stitches & Fabric Quality Control' organized by the Associated Merchandising Corporation Inc. in August 1998.
- 2.5 Visit by staff to the Premiere Vision La Salon International Fashion Trade Fair in Paris in Oct 1998.
- 2.6 Visit by Course Manager to Kappa, a prestigious active sportswear company based in Turin, Italy in Dec 1998 to negotiate student in-plant training at its premises.
- 2.7 Participation by staff in the 'International Conference on traditional textiles of Indonesia and Asia: art, craft and industry' in Bali, Indonesia from June 21 to 24, 1999. Conference provides valuable insight into the Asian perspective and contribution to the apparel industry in terms of the manipulation of textiles in dress design.
- 2.8 Festival of Asean International Bridal & Millennium Evening Fashion Competition – staff won 2 awards in this competition.
 - Best overall performance / innovative design in bridal wear
 - 2nd runner-up in the evening fashion category

3. Students

- 3.1 Study trip to Hong Kong in July 1998.
20 third year students immersed themselves in various aspects of the HK fashion industry during this 6-day trip.
- 3.2 Study trip to London and Paris from Sept 3 to Sept 17, 1999.
11 second year students and 1 third year student visited the Pret-a-porter fair in Paris as well as toured schools, museums, design houses and fabric retailers of London and Paris which provided them with insight into the fashion industry and fashion education outside the Singapore context.
- 3.3 Singapore's First Young Designers' Bridalwear Designing Competition in Oct 1998. One student was first runner-up while another had a merit award.
- 3.4 Singapore's First Wearable Art Competition in Sept 1998 – first prize co-winner.
- 3.5 Adoption of student's textile design by Orchid Apparel in a line of clothes sold under the label 'Coral Isle' – 1998.

- 3.6 Adoption of student's uniform design by SLRT (Singapore Light Rail Transit) for its crew.
- 3.7 Adoption of student's uniform design by Taco Bell for its crew.
- 3.8 Adoption of student's design by Singapore Indoor Stadium (SIS) for its corporate jacket. Mr. Robert Pante, an expert in fashion and grooming and internationally acclaimed image consultant had this to say of the designer:
- “Obviously the designer has put this together has great promise and the possibility to be very successful because her design is artistic, has a sense of play, sensuality and a touch of drama. She has a feeling of a successful international fashion designer, and is a natural for the fashion world. If this is her first attempt, I can't wait to wear her next jacket.”
- 3.9 Development of a new product
A merchandising student developed a colour-fader that can fade colour in textiles to simulate colour fading due to sunlight – a collaborative project between Polo Ralph Lauren Pte. Ltd., Osram Singapore Pte. Ltd. and ADM.
- 3.10 Overseas SIP (Student Internship Programme)
2 students completed their SIP at Kappa, a prestigious active sportswear company based in Turin, Italy (March to June 1999). Kappa in expressing its appreciation has sponsored one student with donation of fabrics for his Year3 design collection.
- 3.11 Design Ekko – an international fashion design competition organized and hosted by NIFT, India
2 third year design students won fifth and sixth prizes.

Prepared by
Ms. Josephine Loh
Acting Course Manager
Apparel Design & Merchandising
Temasek Design School
Temasek Polytechnic
Oct 5, 1999

3. SYDNEY INSTITUTE OF TECHNOLOGY

The educational environment of the Sydney Institute of Technology can best be described as an environment of change. A massive restructure is presently in progress affecting all areas from management to teacher / student ratios.

Seen as a move by Government towards privatizing education, funding has been slashed to most Government run Institutions. We are now forced to bid alongside private providers for Government funds.

Design, along with Information Technology and other value added industries, are the main focus for Government expenditure. As a result, we at the Fashion Design Studio have been somewhat cushioned from the effects of budget cuts. Fashion Manufacturing and Production have been drastically reduced in size as a response to an Australia wide decrease in an already small manufacturing industry.

Interestingly, and on a more positive note, the reduced Government support we are receiving is in stark contrast to the incredible support the Studio is receiving from both the Fashion Industry and the public.

Among the fashion companies who have supported the school this year is King Gee, a major Australian industrial clothing label that recognizes the benefits of supporting and being associated with future fashion innovators.

Dylon Dyes have continued in 1999 their long-term commitment to students by offering scholarships to five students going into their final year.

Mercedes Australian Fashion Week this year presented the work of two of our graduating students to an audience of local and international buyers. As a result of the exposure at Fashion Week, another final year student is now selling her designs throughout Australia and at Brown's in London.

This year has seen a dramatic increase in interest from non fashion organizations in promoting and rewarding student creativity. The Sydney Opera House presented the work of accessory students at a lunch held on Melbourne Cup Day.

Tribe, an interactive design website, is offering incredible support for graduating students, support that will assist graduates launch their careers. Tribe is offering free legal advice, accountancy, public relations support, editorial in Elle and free air travel to the European Collections.

As the Fashion Design Studio is in the process of transferring to a new curriculum, this year saw the piloting of the new Stage 2 syllabus.

In this new stage, Stage 2 students further develop skills in :

- Textile design
- Construction
- Illustration
- Printing

Students also begin learning in:

- Textile design
- Computer graphics
- Design business practices

We are presently preparing for the implementation of the new Stage 3. To address the changing fashion environment, students will now gain an awareness of international marketing and global trading practices, whilst developing specialist skills in the following areas:

- Fashion Design
- Illustration and computer graphics
- Fashion marketing and merchandising
- Accessory design

2000 brings with it many challenges for the Fashion Design Studio and the Sydney Institute of Technology, but we are confident that with the support of industry, students and staff, we will be able to meet these challenges.

4. ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY (RMIT) Australia

RMIT University and the Victorian State Government have committed themselves to the invigoration and convergence of fashion and textiles.

This Commitment is to a fully integrated fashion and textile education and training system from vocational certificates, diplomas, undergraduate and graduate programs at RMIT. This is to provide seamless opportunities for students as they move in and out of life-long career oriented learning.

This has been demonstrated by :

- Merging the Melbourne Institute of Textiles into the RMIT University to integrate technology and design.
- Building a 4,500 sq. mtrs facilities to accommodate garment technologies, apparel accessories technologies, Leather and footwear, fabric printing.
- Establishing a budget to build a new facility for undergraduate and graduate level programs in fashion and textiles; this will co-locate technology and design on the one side.
- Establishing, at a cost of 25 million dollars an international Fiber Center to provide fiber technology, natural and technical for industry and education research and innovation. (The grant has committed 25 million dollars over 10 years for renewed funding of this Center).
- A fashion incubator in which RMIT has leased two studios for graduating students.
- Establishing the Melbourne Fashion Technology with RMIT University and providing the premier catwalk went.
- To maximize these resources and to position the University to respond to the rapidly changing fashion and textiles global environment it is necessary to establish a new paradigm for education and chairing. The new paradigm for RMIT University will be characterized by graduates.
- International educational partnership's collaborating on applied research, distance education, course design and curriculum material, resource centers, staff and student exchange and industry internships.
- Integrating technology, design and management across RMIT – University faculties, to encourage a multi-disciplinary approach for fashion and textiles.

- Creating facilities which embeds technologies into all students' functions and allowing for project teams, studios, exhibitions with students working world wide via virtual technologies.
- Changes from institutional focus to client focus and to allow for both directed and non-directed learning.
- Concentrating an applied research on real world problems in partnerships with industry and educational institutions locally and overseas.
- Creating the necessary infrastructure to support "start up" enterprises by fashion students.

RMIT University looks forward to IFFTI as a mechanism to achieve its goals of collaborative innovation, applied research and client focused learning in a global environment.

IAN K. SAPWELL
RMIT UNIVERSITY
18.11.1999

5. EAST CHINA UNIVERSITY, SHANGHAI, CHINA

Introduction of East China University in brief

- There are more than ten thousand undergraduate students. 1500 Post Graduate students. 300 Ph.D. Students, 2500 Adult students in East China University.
- Fashion Institute of East China University has 1200 Under Graduate students, more than 100 Post Graduate students, 35 Ph.D. students
- East China University is only one school in China to be qualification to award student BC Master and Ph.D. degree on fashion education.
- There are 1088 Universities and colleges in China, our University is ranked No. 54 regarding the quality of education. Our University is the largest University among the textile universities and colleges in China.
- So far, our University is a Chairman member of The China Instruction Committee of Specialty Education of garment.
- At present there are more than 1000 teachers in our University. There are 70 teachers in Fashion Institute. We have a close link with the industry. Some teachers from Fashion Institute are not only teachers of fashion design, but are also the famous fashion designers in China.
- Teachers of Fashion Institute do a lot of research work with enterprises of garments.
- There are six specialities in Fashion Institute as follows:
Fashion Design, Fashion Technology, Environmental Art, Interior Decoration, Fashion Performance & Design and Industrial Design.
- Student, in average, there are more than 7000 students who want to study at our Fashion Institute, but we only recruit more than 200 excellent students. So the quality of students from our Institute is very high.
- A number of students from our Institute obtain prizes from the international and domestic fashion design competitions.
- We pay great attention to students' study with practice in industries. There are more than 7000 garment enterprises in Shanghai. So it provides ample opportunity for students to study and practice during their study period.

6. RYERSON POLYTECHNIC UNIVERSITY, CANADA

Let me give you a brief introduction to Canada and Ryerson Polytechnic University.

1. CANADA

- Population approximately 26 million
- 90% of population lives within 1 ½ hours of US border
- Major cities are Toronto, Montreal, Vancouver
- These cities are also the major fashion industry cities.
- Interesting notes about Toronto population 2,600,000 multicultural city.
- Toronto has second largest Chinese population outside of China and Hong Kong
- Toronto's Italian population makes it the second largest Italian city after Milan.
- Toronto also has a very large Indian and Portuguese population.

2. RYERSON POLYTECHNIC UNIVERSITY

- 51 years old
- 14,000 full time students
- 43,000 continuing education students
- 5 faculties
- 33 schools including business, engineering, design, computer sciences
- Ryerson has had University stature for a number of years and will initiate the first Masters Program September, 2000
- Campus located in downtown Toronto.

3. SCHOOL OF FASHION, FACULTY OF APPLIED ARTS :

- 500 students
- 150 entering students 1st year
- 2 options – Fashion Design, Fashion Communications
- Integrated approach for both options – design, technology and business.
- Bachelor of Applied Arts degree
- 4 year program
- Student exchange – Birmingham, UK and RMIT, Australia

4. NEW DEVELOPMENTS

- Revised Curriculum includes elective packages
- Multimedia, entrepreneurship, business communication, business management, retail buying and management, theatre costume design, broadcast TV and Video, public relations and fashion promotion.

5. SPECIAL PROGRAMS :

- Toronto Design incubator, City sponsored design Studio and business center to help selected young fashion design graduates to launch their own business.
- Executive Director is Susan Langila, a Ryerson School of Fashion graduate.

7. NOTTINGHAM TRENT UNIVERSITY, UK

Prof. David Elson talked about education in Europe.

- More costly
- Product led
- Emphasis – Design, Marketing, Merchandising, Sourcing
- Global Culture
- Post Graduate in Direction.

8. FASHION INSTITUTE OF TECHNOLOGY, New York

Prof. Renzuli talked about FITs distance learning programs and their fashion marketing and merchandising programs with one year in Polimoda.

FIT is starting a new course in 2000 i.e. MA in Cosmetics and Fragrance. Their on going collaboration with IFM, UAM, Polimoda and NIFT.

9. HOGESCHOOL VAN AMSTERDAM

Mr. Chairman, ladies and gentleman, I would like to tell you something about the changes in our Institute.

Our FMD is, as you know a part, a faculty of the Hogeschool Van Amsterdam, a University of professional education. In the Hogeschool van Amsterdam, there are 17,000 students. We in our institute have 900 students. Only Institute with the mix of, as we say technology, commerce, design, etc. Like I said before, fashion industry has changed a lot in Holland. Two decades ago the real production left to the Far East and the eastern part of Europe.

All business in Holland changed. In one way the change was from national to international. The other way the change was in the chain of product development. And that is a very important thing for us, for our Institute.

The chain, the circle of production, of creating and making things has nowadays a gap in it. We in Holland we design, source, give specifications, quality control staff is going far away. In the meantime we think about marketing, visual marketing, we go to the low wage country, but when the article is ready, it comes back and we do the retailing.

So you can imagine that it meant a lot to our institute.

An apart design course. Apart technical management course 1950 we had them in the early 90's, but in 92 the courses get together to become one institute, one building in the Center of Amsterdam, the headquarters of Brewery. But that wasn't enough. The board of advisers, and the market, wanted more. We did a lot of research in the last years.

First : The large retailers and brands wanted to have training for visual marketing in fashion. The large business (more than 30,000 employees) before did their own training on visual marketing, but they wanted an integrated course. So we started it.

The board of advisers from the business, which every University has to have by law, has to legitimize our aims for the courses. And they wanted us to give courses, integrated courses for the whole fashion branch. The whole chain is in the branch. The demands of the sectors, the business, the industry is an integrated approach in the courses.

The designer with technical knowledge and a commercial touch, the buyer with a fashion touch and feeling and a background, and the visual marketer with commercial, creative and management skills.

So, we are now in the institute just developing some very new curricula, based on the now-a-days' demands. We are working hard on it, also integrating internships, relation network. Another change is the international classroom. The research and board of advisers asked as very critically about our IFM. And we are now developing a part as intercultural skills, a lot of modules in English for all our students not only those in the international class. 50% go abroad for their internships.

I would like you to show a video, because we are very student centered. We not only have to listen to the demands of the market, but also to the demand of very critical student, who wants the top of the top for his money. The sky is the limit. So we have, we always say two customers, the business and the student. So our core business is courses and services for business, research, technical lab and consultancy for example new PR strategy for a dutch retail chain to improve education!

10. DE MONTFORT UNIVERSITY (DMU)

DMU is one of the UK's largest Universities with more than 30,000 students and 4,000 staff. Based at UK centers in Bedford, Leicester, Lincoln and Milton Keynes, DMU is a distributed university, with 10 campuses. Each has its own character and specialist areas and the integrated network is supported by modern communications facilities, including IT networking and video conferencing facilities.

The University provides more than 400 courses from further education to PhD level in areas including the sciences, engineering, computing and design, as well as health, education, agriculture, business, law, sport, humanities and the arts. This is the Engineering Building designed by our Dean of Faculty and opened by the Queen. Alongside teaching, research centers: the new multi-million pound Science and Engineering Research Center, the Norman Borlaug Institute for plant Science Research and the Institute of Energy and Sustainable Development.

The BA Hons. Fashion & Textile Design Programmes has been revised and has introduced single and joint honours. Single Hons – In fashion, Contour Fashion, Footwear Design, Knitwear Design, multimedia textiles and Surface Decoration.

Joint – Fashion / Contour, Fashion / Knitwear, Decorative Artifacts i.e., multimedia textiles / surface decoration – offered full / part time.

DMU has special arrangements for staff and students exchanges and research collaboration with many institutions overseas. For instance, Countour Fashion has an exchange programme with the University of Art & Design in Helsinki, Finland under the Socrates (formerly Erasmus) scheme. There is also a Memorandum of Agreement with St. Petersburg State University of Technology and Design in which I am involved having put on a joint exhibition and at the moment writing a joint paper.

DMU is also proud of its strong links with industry and places great emphasis on equipping students with the skills, confidence and creativity that today's work place demands. For example, in Contour Fashion, there is a consultative Committee of the British Clothing Industries Association. Hence, there is a very close link with the needs of the industry and the course benefits from industrial projects, sponsorship, work experience for staff and students, donations of fabrics, visiting lecturers, prizes, travel sponsorship to undertake study trips.

Despite the induction of the tuition fees for students applying for university places this year, applications figures for DMU were up by around 2% in January, 1998 against the national trend showing a 4% decline.

The University has been restructured during the year to make it fit for purpose in the coming decade. Large grouping of cognate disciplines now form six faculties, each of which has the mass to address all aspects of De Montford's strategic plans. Fashion was once part of the fashion / textile department in the school of Fashion in Textiles and Design and Technology is now fashion in the Faculty of Art & Design whilst Textile technology has moved into the faculty of computing and science.

Research also continues to grow in strength and volume. There are now nearly 1,000 students registered on Mphil / PhD programmes, and research income is increasing, year on year, by more than 20%. It takes a long time to develop a research culture so we are proud that such a culture is now so apparent and embedded at DMU. Last year in the fashion department i.e., the 5 areas, I was the only member of staff undertaking research. As a member of the Faculty Research Committee, I have now pursued 3 members of staff to become research activists.

There have been complementary parallel developments internationally. The international office has been reestablished to focus and to co-ordinate to a greater extent than in the past, the international work of the university. This has had many benefits. DMU programmes delivered with quality partners are thriving in South Africa, Hong Kong, Singapore, India and Malaysia. More widely, it has established wings with 71 Institutions in 21 countries, through which a DMU education is delivered and carefully controlled – again in terms of both quality and relevance. The European Union Office is also demonstrating its effectiveness. DMU is one of the most successful new universities in attracting funding from Europe. It now has projects worth 12.38 Euros (more than 8.7 million pounds) with the European Union. At a local level, Contour Fashion has put on programmes in vacation periods in South Africa and Columbia for the bra industries in bra pattern, cutting and grading.

As we look forwards, we also look back and recognize our history. We celebrated both 50 years of agriculture education in Lincolnshire and the centenary of a building in Leicester in which art, design and technical education has been provided for the regional community over the years. Meeting local needs in these ways reinforces important strands in our present work. In 1997, Contour Fashion celebrated 50 years having been set up by the course guild to meet the needs of industry for designers.

Culturally, DMU has continued to progress. Open lectures, the Phoenix Arts Centers, the orchestra and chorus, the Schidlof Quarter in residence and regular exhibitions of paintings and sculptures continue to represent the extra-curricular character of the university. Many events have been of outstanding quality. In addition, Fashion staff have been known to use their talents for music to form impromptu bands for jazz and song.

The University is a vibrant place striving to be excellent in teaching, scholarship and research. It is determined to provide higher education with real added value for the benefit of its students and its communities. For them intends to be the conduit to the wider world and a fuller life.

Prof. Kenneth Barker CBE Vice Chancellor and Chief Executive at DMU left in August.

11. Fu Jen Catholic University, Taiwan

Developments and Happenings at the Textiles and Clothing – related Institutions 1998-2000 Developments and Happenings

1. Various Internal Happenings

- Fu Jen Catholic University's 70th Anniversary Celebration (1929-1999) and brief overview of textiles and clothing related units at Fu Jen, College of Human Ecology.
- Completion of 5th and 6th stories to TC Building. (Summer 1999)
- First Graduation of Accessories Design Students (June 1999)
- Opening of Fashion Retailing Major (2-year bachelor program) (August 1999)
- Opening of Fashion Retailing Practice Store
- Reorganization of related Centers and the Textiles Museum (Sept. 1999)
- Fu Jen University Internal Assessment (May 2000)
- Celebration of 30th Anniversary Celebration of Textiles and Clothing Department and 10th Anniversary T&C Graduate Institute: Grand Alumni Home-Coming. (Fu Jen: July 2000)

2. Exhibitions / Shows :

- Textile Design BA Degree Exhibition (Taipei: 1999)
- Fashion Design BA Degree Show (Taipei: 1999)
- Accessories Design Degree Exhibition (Taipei: 1999)
- 10 Years Anniversary Fashion Show by students and graduates from the One-year In-Service Designer Training Program sponsored by the MOEA Bureau for Industrial Development (Taipei: World Trade Center: Sept. 1999)
- Traditional Miao Costume Exhibition: "Treasures from South-East Guizhou." (Taipei: National Museum of History: Oct.-Nov. 1999)
- Ethnic Tradition-Inspired Modern Design Exhibition
- (Fu Jen University: TC Gallerie Nov. 1999)

3. Conferences

1. International Conference on "Textiles and Clothing Education and Research for 21st Century Taiwan." (Fu Jen University, Cardinal Cushing Hall: June 4-5th 1999)
2. International Conference on "Chinese Ethnic Textiles and Clothing Culture" (Fu Jen University, Int'l Conference Hall: Nov. 1999)
3. National Conference: Human Ecology in the Chinese Cultural Context for the 21st Century. (Fu Jen University: Int'l Conference Hall)

4. Major Publications

1. Fu Jen Fashion Directory (tri-lingual) (T&C Grad. Inst. Fu Jen University: 1999)
2. Miao Costumes of Southeast Guizhou – Illustrated Research Directory – (T&C Grad. Inst. Fu Jen University: 1999)
3. Investigation into the Present Conditions of Material Culture Preservation in Local Museum (including textiles) (sponsored by the Project Planning Office of the National Center for Research and Preservation of Cultural Properties)

5. International Endeavors

1. Strengthening bonds with two USA Sister Schools: Auburn University (Alabama), Incarnate Word University (Texas) (Febr. 1999)
2. Exploring MA Summer Programs at FIT (New York) (Febr. 1999)
3. Initiating collaborative MA – Post Graduate Diploma Programs with the Nottingham Trent University (NTU), and the University of Central England in Birmingham (UCE) (1997-)
4. Initiating faculty research collaborative projects with Hong-Kong Polytechnic University and Leeds University. (1999-)
5. Participation in Family and Consumer Sciences Summit Meeting in USA (Arlington, Texas) (February 1999)

12. Domus Academy, Italy

Domus Academy was established in 1983 in Milan as a Post Graduate School and cultural laboratory for Italian Design and fashion.

Today the roots of the Domus Academy remain in Italy but its activities branch out internationally. Those Domus Academy has become a true meeting point for the world of the Design, Fashion and Management. 90% of the students come from abroad from more than 25 countries. Lectures are simultaneously translated in English.

We provide professional training, industrial research, promotion of cultural events: Domus Academy has an open structure which relies on relatively small in-house staff of coordinator which ensures flexibility and constant renewal.

Training

The Training is based on an original programme : development of tools and individuals skill do not run along pre-established path ways; rather it take place through project research where specific contexts are analyzed.

Involvement in “real time research”, implying both the development of personal capabilities and the contribution to team-work efforts, has become a powerful source for motivation and has thus generated great creative energy.

Students, teachers, consultants and visiting professors alike are members of a team committed to the development of new projects. During this process, not only are methods and solutions identified (definition of the way how) but underlying concepts are discussed and understood (definition of the reasons why).

Multi-disciplinary teams, students from all over the world, strong commitment to research : these are the basic elements of training at Domus Academy.

By its specific nature, Domus Academy furthermore features competencies and structures which are able to meet both corporate requirements and the needs of professional associations. It can provide training at different corporate levels on agreed topics, and organize workshops and seminars.

Workshops have been structured along various for managers, including formulas, and range from sessions for managers, including information on the trends which affect the corporate world, to specific training courses for the development of skills of technical and commercial staff.

Domus Academy Master Courses

Fashion Design Master Course

Domus Academy Fashion Department offers a Master Course, validated by the University of Wales, lasting 12 months whose main objective is to bring students, who might be graduate from fashion colleges or those seeking post experience training into direct contact with the real world of work.

The course consist of 7 seminar and basic course providing general guidelines, specific information and critical tools to understand fashion as a system. Subject range from history of garments to textiles design, from design methods to the anthropology of fashion, from marketing to socio-cultural trends held by professionals. This is supplemented by meeting with fashion and textile designers and visiting professors. The course consists of two semesters. The first aims at helping the students in developing and individual research methodology in the second they work on their individual masters.

Domus Academy's fashion course is keyed on providing not only the instruments to understand how things are done but also to assist each individual in working out why they are done. We are ending our first validated year by this university and we are glad to say that the philosophy of Domus Academy did not changed.

We worked very closely with the industry and 80% of our master thesis in 1999 have representatives of companies as project leaders like Moschino, Fin. Part Group, Levi's, Gianfranco, Ferre. The other project leaders are professionals working as consultants for companies such as Dior, Hernes, Supergapitti, Imaginio and Pitti Filati. Althrough the year, we organize visits to the fashion shows in Milan (Milan Collesioni) and to the major fairs such as Ideacomo – Ideabella – Pitti Como and Filati – Mipel Lineapelle together with technical visits to industries in the districts, we talked about yesterday. We select students through a paper and portfolio.

Apart from Domus Academy basic courses and the summer session of the industrial design, fashion design and design direction, we now provide winter session "Designing the Exhibition". The course looks at exhibition set up strategies through the participation of experienced designers, directors of cultural institutes and technicians; and Thematic Courses of Communication, targeting young professionals working in the fields of communication, advertising, journalism, graphics, multimedia design and television production, and to students of communication, design and fashion schools. The course wants to look into the new scenarios of global communication through lectures, case-histories and workshops.

Domus Academy Research Center

Domus Academy Research Center was set up in 1985. It is the sector of Domus Academy involved in consulting to companies, public and private associations and national and international research organizations.

It relies on in-house staff and a wide network of consultants with multidisciplinary competencies. This formula guarantees great organizational flexibility, and allows to select the best teams of designers and experts from every field. For the corporate world, Domus Academy Research center is a service structure which can meet the different requirements of design research today; consulting on company identity and market positioning, development of new product concepts and of applications for materials and technologies, outlining of scenarios for aesthetic, technical and product trends. Domus Academy Research Center carries out intense activities of collaboration and exchange with public and private associations, as well as with national and international organizations, by participating to joint research programs.

We promote cultural activities inviting artists and managers, fashion designers, Domus Academy operates in the fields of communication, and of development and organization of exhibitions and conferences. It publishes books, catalogs and multimedia products. This year we invited for a conference Ms. Maiko Mari while in Milano to open her exhibition at Fashion Prado.

13. London College of Fashion, London, UK

Overview and Developments 1999

'To be at the forefront of learning, creativity and practice in arts, communication and design'

London College of Fashion is a unique center of learning. Based in the heart of one of the world's most dynamic cities, it is a leading provider of vocational education for the fashion and related industries.

The College provides an environment which is specifically dedicated to fashion. Within this environment the college interprets fashion in its broadest sense. A singular point of uniqueness is the commitment to the provision of opportunity for staff and students alike.

The college benefits from a long established reputation and liaison with the fashion and media industries. Work placements and collaborative projects – at course and college level – are an important focus. The College also has an excellent record of students entering employment in the fashion and related industries as employees or freelance practitioners.

The College is proud to be part of the London Institute, a confederation of five internationally renowned art and design colleges. The London Institute colleges span the gamut of visual arts, communication and design.

Course Portfolio

The current portfolio of courses mirrors the process of the creation, production and promotion of fashion and the management of these activities – fashion in its broadest sense. The College offers an all through provision of education – from access and foundation level through to undergraduate and masters degree, MPhil and PhD level.

In January 1999 the College commenced its first postgraduate degree – MA Fashion Studies. This masters programme has four specialist areas of study – design and technology, management and marketing, communication and culture, and history and theory. December 1999 will see the first cohort of graduating students from this course.

The College is currently undergoing a quality assessment audit for courses focusing on Art and Design related subjects. This includes 6 of the 12 undergraduate programmes provided by the College, and its postgraduate programme.

Research

The research profile of the College has been developed over the last year with the appointment of Professor Norma Starszakowna, Professor of Research.

London College of Fashion provides a specialist environment for fashion related research. Areas of research the College is involved include design, technology, theatre, culture, communication, management, cosmetic science and pedagogy. The College ultimately aims to become a major center of excellence in fashion related research.

Gallery – Fashion Space

Fashion Space is a new contemporary gallery that was opened in January 1999. The gallery provides a platform for both student and staff work as well as a showcase for special exhibitions of fashion related research.

Curtain Road Research and Consultancy Unit

The College was awarded a grant in 1998 from the Government to set up a consultancy unit within its site at Curtain Road. The unit creates a dynamic interface with SMEs, providing consultancy on management.

Student Achievements

Students from across the College have been successful in winning a range of international and national prizes and awards.

During 1998 & 1999 two students from BA (Hons) Design Technology for the Fashion Industry were awarded major travel bursaries by the RSA. One student won the Calvin Klein Fulbright Scholarship for study in the USA. A menswear student was awarded FHM young tailor of the year. Students were selected as UK representatives in two major international competitions staged in Italy : Imago and Merlyn. Three students were also shortlisted for the Smirnoff Awards.

At Graduate Fashion Week 1999 students from London College of Fashion won three prestigious awards; Accessories Award (BA (Hons) Design Technology), Childrenswear Award (BA (Hons) Product Development for the Fashion Industries), Journalism (BA (Hons) Fashion Promotion).

Students from BA (Hons) Fashion Management have been commissioned to conduct market research by Jil Sander (Germany), Top Shop (UK).

Students from BA (Hons) Fashion Management, BA (Hons) Product Development for the Fashion Industries and BA (Hons) Design Technology have continued to enjoy exchange programmes to institutions in New York, Amsterdam, Berlin, Budapest and Madrid.

IFFTI 3rd Annual Conference – 8-10 November 1999

The College is delighted to be hosting the third IFFTI Annual Conference in 2000. Entitled 'Fashion Directions: Visioning the Future', the programme will comprise the following elements.

Discussion with Industry specialists from Europe
Workshops on fashion education and good practice
IFFTI student design competition
Exhibition of collections of students from IFFTI member colleges

Further information on the programme of events will be available from Jay Conference Services from early 2000.

14. The Hong Kong Polytechnic University (HKPU), China

The Hong Kong Polytechnic University

- 20,000 students
- 6 Faculties
- 29 Academic Departments

- **Institute of Textiles and Clothing (ITC)**
- Full-time students – 1,150
- Part time students – 1,000
- Research Students – 50
- ITC total student enrollment – 2,200

Activities :

- Educational Program
- Research and Consultancy

Hong Kong City :

- World Center Textiles – Clothing
- Foundation Stone of Hong Kong
- Manufacturing Center
- Design – Innovation Center 2000 beyond

University Mission :

- Academic Excellence in Professional Context

ITC Mission :

- To serve the community through quality programmes, research and consultancy in Fashion and Textiles.

University Vision :

- “Preferred University” offering “preferred programmes” and producing “preferred graduates”.

ITC Vision 2000 and beyond :

- Global Centre of Excellence in Fashion & Textile Education (Design, Technology, Business)
- Education – 21st Innovation in teaching and learning
- Research – International recognition and benchmarked
- Consultancy – Interactive partnership with industry and commerce.

Academic Programmes :

Current Programmes :

- Postgraduate scheme in Textiles and Clothing (Part time)
 - MA / PgD in Clothing Merchandising
 - MA / PgD in Clothing Studies
 - PgD in Quality Management
- BA (Hons) in Clothing Studies (Full time)
- BA (Hons) in Textiles and Clothing Marketing (Full time)
- BSc (Hons) in Color and Textile studies (Full time)
- BSc (Hons) in Fashion and Textile Product Studies (Full time)
- BSc (Hons) in Textiles (part time)
- HD/HC Scheme in Fashion and Textile studies (full/part time)
- Certificate Scheme in Fashion and Clothing studies (Distance Learning)

Academic Programmes (The programmes in 2000 and beyond)

Degree in Fashions and Textiles

- BA / BSc
- Major + Minors
- Fashion and Textile Design
- Fashion Merchandising & Marketing
- Fashion & Textiles Technology
- Fashion Retailing & Distribution
- Courses to be offered full time, part time & distance learning
- BA/ BSc Fashion & Textile (H.D. top up course)
- 1 year Full-time, 2 years part-time

Post-graduate

- MA Fashion & Textile Design – 2000 start
- Full time

- MA Fashion & Textiles – 2000 start
- Part time
- Fashion Merchandising
- Fashion Technology
- MBA – Fashion Business
- Part Time
- In association with Business School

Higher Diploma – 2000 start

- Fashion and Textiles – Full time & part time

Cyber University (Distance Learning)

- Existing Programme Restructure
- Certificate – Diploma – Degree – MA
- Web based – New Format

15. Institut Francais de la Mode, Paris

The Institut Francais de la mode was established in 1986 and has become a center for education and expertise in the fashion and textile world which is unequalled both on the national and international level.

Now with the Institut Francais de la mode's recent merger with the CTCOE (Centre textile de conjuncture et d'observation 'economique), the IFM is also at the center of new economic developments in the textile and fashion field.

The core of the IFM's activities is its state-approved Textile and Fashion Management Post-graduate Program (French government classification level I). Over the past thirteen years the IFM has trained nearly six hundred textile and fashion management students who are today working at every level in the industry.

In addition to its post-graduate program, since 1993 the IFM has served as a hub which bring together fashion designers from the best European design schools within the framework of the Socrates exchange program.

The IFM is continuing to further develop in this direction, and has created its new International Fashion Design Post-graduate Program. This program allows top-level designers educated in France and abroad to expand upon their knowledge and training and it facilitates their integration into fashion companies.

Parallel to these long-term programs, as part of its Continuing and Professional Studies Program the IFM offers a variety of different highly specialized short-term seminars, which may be custom-tailored to individual needs. This year alone, nearly one thousand executives from more than three hundred firms have participated in these training sessions which take place in Paris and various other regional locations.

The Department of Economic Trends and Studies, with its expertise in economics and marketing, embodies the on going desire to observe and analyze transformations taking place in the textile and fashion world. The function of the CTCOE is to monitor the economic situation in the sector. Since its creation, it has mostly interceded by helping and advising professional organizations and government authorities. The CTCOE regularly publishes studies and analyses which keep companies abreast of the changes taking place in their environment. The Department of Economic Trends and Studies also carries out marketing studies which benefit from the wide experience of specialists in both fields.

Another aspect of the Institut français de la mode's role is to contemplate the evolution and future of the profession. The IFM is therefore involved in a number of different types of activities and makes use of its expertise in holding or co-organizing seminars, colloquia, workshops, publications, etc.

The expertise necessary for developing these various activities is further enhanced by the extensive Reference Library which for the last thirteen years has been compiling a specialized document base which is both multi-disciplinary and international in scope. The Reference Library's collection is constantly being expanded thanks to the work of the professional staff as well as students; information published in the sector is analyzed, classified and filed on a daily basis. The Reference Library is available to all professionals in the field for consultation.

The Institut français de la mode benefits from the taxe d'apprentissage (taxes paid by French employers to finance apprenticeships) paid by nearly two hundred companies.

In addition to these funds, the IFM's financing relies upon tuition fees, income from Continuing and Professional Study programs and from the studies it carries out.

A scholarship fund was created in 1994, financed by companies in the industry. Since its creation, the following firms have contributed to this fund: Groupe Andre, Chanel, Chargeurs International, Deveaux, Disneyland Paris, DMC, Etam, Indreco & Devanlay, Kenzo, Naf Naf, Printemps and Yves Saint Laurent Couture.

The essential role of this fund is to enable students to receive scholarships which pay for all or part of their tuition.

It also affords financial support to various IFM activities which add to the Institut français de la mode's reputation worldwide.

16) University of Technology, Sydney

Fashion and Textile Design Program, Report on activities during 1999.

UTS is a great place to study. A degree from UTS is backed by strong networks of industry, government and professional links. Beginning a partnership with UTS could be the best of your life.

Fashion and Textile Design Program.

The Bachelor of Design (Fashion and Textile) offers a four year degree program that fully integrates design and associated technologies, history, marketing, management, professional practice, communications and research. The 1999 academic year started with the implementation of a newly revised model in response to a formal review of the design disciplines in the Faculty of Design Architecture and Building.

One of the key changes implemented, as a result of the review has been the methodology by which the program selects potential candidates for the course. Previously the program had implemented the University Award Index (UAI) as the primary means of appraising school leavers for the course we have now reinstated a combined system of interview and UAI to determine suitability. This procedure has made a marked difference in the caliber of the current first year students. The program has experienced as in increase by 50% of the number of candidates to take up first round offers along with the highest proportion of students electing to undertake the combined International Studies Degree. The combined degree involves an additional two years of intensive cultural and language study with one year spent in a university in country other than Australia.

Within the programme student Projects are designed to encourage problem solving to meet the learning objectives along with integration of creative and industry focused briefs.

- **Bullurru.**

As an introductory project for the first year students Bullurru Australia presented a brief to the students to develop a textile design concept for t-shirts for an ever increasing tourist market in Australia. This project allowed students to gain first hand and experience of an industry based brief, where there may be certain limitations in design and production requirements. The project was deemed a great success with Bullurru purchasing six designs to be put into production for the coming Olympic event Sydney 2000. This project has heralded an ongoing relationship with Bullurru with an annual brief being provided by the company.

- **Mercedes Australian Fashion Week.**

The start of the year saw our fourth year students being offered the opportunity to participate in Mercedes Australian Fashion Week. Two students were selected to present their collections to the discerning audiences of local and international delegates. One of the selected students Ms Zoe Mahoney has been granted a Churchill scholarship and has elected to continue her studies and participate in a professional work experience program in Antwerp, Belgium.

- **Smirnoff International Fashion Award.**

The announcement and briefing by Smirnoff International Fashion Award occurred simultaneously to the Fashion Week project and there was an intense period of design development by the fourth year students that saw five UTS students being selected for the finals held in Sydney.

- **Sheridan Australia.**

An annual competition between RMIT third year textile design students and UTS second year students is held by Sheridan Australia. The brief offers students the opportunity to demonstrate their expertise in researching a market sector and developing a suitable range of bed linen. A \$500 first prize is awarded along with two weeks work experience. This year the success lay with the UTS students with two additional students also being offered work experience.

A team of five permanent academic staff, two full time technicians and twenty-two part time lecturers support the Fashion and Textile Design Program. We have recently had two new positions approved by the faculty and the program will be seeking expressions of interest to fill the position in research / theory and fashion design. During first semester Douglas McManus, a permanent staff member was granted a sabbatical and traveled to Montreal and Toronto to research 3D modeling and direct digital printing. As a result of his research and sponsorship by Hewlett Packard the students now have access to a high-end computer and two printers which will enable them to further experiment and develop digitally printed textiles.

Continuing professional practice Julia Raath exhibited a collection of printed, painted and dyed textiles at the UTS Gallery.

Val Horridge presented her paper titled "Is Fashion Off Colour" at the World Colour Association Conference held in October at Darling Harbour Sydney.

In August 1999 the Textile Clothing Footwear & Leather (TCFL) Design and Technology Center, a collaborative project initiated by the University of NSW, UTS and Sydney Institute of Technology was established. The Commonwealth

Government (represented by the Department of Industry Science and Resources) is funding the Center's initial operating costs through the TCF 2000 Development Fund. The TCFL Center's mission is to contribute to the economic, technological and social development of the TCFL industries and their workforces by strengthening education and training and fostering innovation, design, research and development.

The Center's main activities will be :

- Developing, customizing and marketing TCFL education and training courses and materials;
- Coordinating research and development work for the TCFL clients, especially small to medium sized enterprises;
- Coordinating management consulting services assist TCFL clients, understand their education, training, research and development, and management improvement requirements;
- Organising consortia of small to medium sized TCFL clients to leverage their buying power for generic industry inputs;
- Assisting TCFL clients prepare submissions to access Government assistance programs;
- Developing and maintaining a website that can be used to access a database on the industry, its customers and suppliers, government assistance programs, and TCFL technical and market intelligence information;
 - Arranging forums for participants in the TCFL industries sector and topics of special interest of participants in the TCFL industries.
 - The fashion and textiles program sees the Center as being an important innovation with the notion of collaboration to support education, training, research and development and more importantly to further strong networks with industry.

17. NATIONAL INSTITUTE OF FASHION TECHNOLOGY, NEW DELHI INDIA

Asia's first integrated College for Design Market and Technology.

Founding Programmes –

- Fashion Design Undergraduate Diploma
- Apparel Marketing and Merchandising Post Graduate Diploma
- Garment Manufacturing Technology Post Graduate Diploma

Need was felt for further expansion for specialization in –

- Leather Garment and Design Technology – Post Graduate Diploma
- Knitwear Design Technology – Post Graduate Diploma
- Textile Design and Development – Post Graduate Diploma
- Accessory Design – Undergraduate Diploma

With growing demand for fashion professionals in the Industry and popular demand for fashion related courses in India, NIFT ushered into geographical expansion. Six Centers offering Fashion Design and Garment Manufacturing Technology only were opened in Mumbai, Chennai, Hyderabad, Calcutta, Gandhinagar and Bangalore.

Design Competitions -

- Smirnoff
- Mittel Moda
- Makuhari
- Shopper's Stop
- Gifu

Seminars –

- National Apparel Summit in collaboration with Apparel Export Promotion Council
- Trend Forecast Seminar in collaboration with Promostyle Paris for the benefit of the Indian export industry in 7 cities of India.
- Seminar on Technology upgradation for Indian Apparel Industry.

NIFT has initiated student – exchange programme with –

- Hogeschool Van Amsterdam, The Netherlands – five students
- Polimoda, Italy – three students

Initiatives for 1999 -

- Information Technology – Fashion Design Information Technology course
- Fashion Design – Business emphasis in the curriculum
- Design Ekko – International competition to become an annual event
- Garment Manufacturing Technology – assisting apparel industry in the Technical Upgradation Fund Scheme of the Government of India-open cells in all the NIFT centers.
- Apparel Marketing and Merchandising – Fashion retailing assuming greater importance
- Fashion Communication department was launched
- Training of faculty in FIT, New York
- In July 2000, we will launch a Post Graduate Program in Fashion Design.

Projects –

- Industry projects with leading companies in India. 6 students will get opportunity to attend Trade Fairs in Amsterdam and Paris.
- Corporate Uniforms for several Indian Organisations
- Tailor made in-house training programmes for leading companies in India.

18. UNIVERSIDADE ANHEMBI MORUMBI, SAO PAULO, BRAZIL

I have not written any formal presentation because you have had the opportunity to see our Universidade Anhembi-Morumbi in action. And at breakfast this morning, you were presented with our especially-designed CD-ROM.

One thing I would like to say is that today, our University has 13,000 students. Together, the Fashion Design and the Fashion Business courses account for about 600 students. Packaging and Digital Design, over 750. Planned to fulfill a market need, our course was the first of its kind in Brazil.

Before 1999, UAM offered a Fashion course split into three areas: Fashion Management, Fashion Coordination, and Style. We had always been strong in Fashion Business, though we believed Design should be improved. Then we decided to re-organize the course, and offer Fashion Design and Fashion Business. Results have been positive, and we have performed in tune to the market.

I could list a number of activities and events carried out this year, such as taking a group of students to FIT in July for a tailor-made course in visual merchandising. Nevertheless, the preparation of the 2nd Annual Conference of IFFTI has been our major activity.

I was more than a bit concerned when Brazil was accepted to host this event. The Conference in India was perfect, and the responsibility was therefore enormous. But we did accept the challenge.

In the last 9 months, one hundred students, a number of professors and two companies have been directly involved in the organization of this Conference, and fortunately, it has become a reality.

It is a task that demands hard work and covers too many details; a situation in which it is easier to see mistakes and failures, while achievements are taken for granted.

Anyway, it has been a highly enriching task. For Universidade Anhembi-Morumbi, it has been an honor to host the 2nd Annual Conference of IFFTI. Personally, it has been a pleasure to work with people from different countries and as fascinating as you are. Thank you very much.

Trajectory

1970's. A group led by advertising people founded in Sao Paulo the Anhembi Morumbi College of Social Communication. One year later, in 1971, another group, composed of engineers and architects, established the Morumbi College of Tourism, the first in the country to prepare and graduate professionals in the field.

1980's. Anhembi and Morumbi merge. To the Social Communication and Tourism courses others are added, creating new university careers and redirecting careers already in progress. In the second part of the decade, two other enterprises joined the Institution, developing jointly new educational projects, Radio Brasil 2000, a non-profit radio station engaged in research projects of alternative forms of communication, and Anhembi Morumbi School, with preschool, elementary, and junior high school courses.

1990's. The introduction of new, unique courses in the country (Fashion, Pedagogy with qualification for Educational Technology and Business Training and Development, Art in Computer Graphics and Multimedia, Pharmacy with emphasis in Cosmetology, among others) reinforces the front-runner image of Anhembi Morumbi College. In 1997, College becomes a University. The following year, it opens a new campus at Bras. It also creates Anhembi Morumbi Publishing House, destined to strengthen the Institution's research projects and add value to its faculty production.

The Year 2000. To face the challenges of Brazilian education in the 21st Century, Anhembi Morumbi remodels its pedagogy, opening for the graduating students new possibilities of continuing education and placement in the job market graduates.

Pedagogy

Proposal. Anhembi Morumbi's main goal is to assure the continuous improvement of the students' chances for employment. To reach it, the University does not limit itself to providing students only with diverse ongoing educational opportunities. It also concerns itself with constantly updating strategies directed to the improvement on the students' interpersonal skills and professional competencies, in order to prepare them to become entrepreneurs.

New Models. Reinforcing its commitment with student employability, in 1999 Anhembi Morumbi introduced the 'University for life' Program, which enlarges and integrates all the educational and student services it offers. It also developed two year programs: Sequential Programs in Specific Professional Development, also known as Short Programs, similar to the AA degree programs offered by Junior Colleges. And, starting in the year 2000, Partial

Certifications will be introduced, which will confer several successive professional certificates to students who finish specific courses as they advance in their undergraduate studies.

Integration. Thanks to partnerships with associations, unions, schools, governmental and non-governmental agencies, companies and international institutions, Anhembi Morumbi keeps itself in tune with society and the job market. Such partnerships allow it to improve its teaching methods, update its curricula and identify demands for the development of new programs, projects and activities focused on both, the external and the internal communities. These partnerships also allow the University to offer to students new possibilities of job placement, social participation, cultural exchange and the completion of studies abroad.

According to the international agreements, besides being a member of IFFTI – International Foundation of Fashion Technology Institutes, Anhembi Morumbi has technical cooperation agreements with FIT – Fashion Institute of Technology (New York / USA), with George Washington University (USA), with the State University of New York – SUNY (USA), with Lewis University (USA), with the University of Barcelona (Spain) and with University of Moron (Argentina), among others.

Virtual University

Since 1995, the Interactive Distance Teaching Department offers an innovative space for research and development of educational projects at Anhembi Morumbi University. The Teaching Empowerment Program in The Use of New Technologies in Education and the Act Online Project, with professional educational programs on the Internet, were its first successful achievements.

Today, besides offering a graduate program in Fashion and Communication, and extension courses in Administration, Tourism and Fashion in Web environment developed with its own technology, the department is developing special projects, seminars and videoconferences. The objective is to turn the Virtual University Project a reality.

Undergraduate Programs

Focus. Anhembi Morumbi University is always renewing the focus of its undergraduate teaching, searching for methods that stimulate both the creativity and the student's enterprising spirit and for areas relating to learning that contemplate and foresee the needs of the job market and of society.

Methodology. Divided in nine areas, the undergraduate courses of the University have adopted an interdisciplinary teaching methodology, that privileges the Professional's capability to overcome the challenges of a world in constant change, to create his own job opportunities and to transform his technical and cultural knowledge in strategic advantages for his success, the evolution of the economic sector in which he works, and the improvement of the society in which he lives.

Partial Certifications. The introduction of Partial Certifications in undergraduate programs, starting in the year 2000, foresees the reorganization of the courses within a curricular structure of some programs, without harming its historical conceptual content. In the new configuration, the disciplines of general education and theoretical foundation, instead of being concentrated in the first years, as is the tradition, will be distributed along the Program. The technical-professional courses, in turn, will be grouped in interrelated modules, that structured sequentially, will allow the student to obtain certifications while engaged in the program and be able to start work before completing it.

DESIGN and FASHION. Brazil is already the second largest computer consumer in the world. In packing, it is estimated that production of the national industry double in the next ten years. These are sophisticated markets that grow as the economy **is** internationalized, requiring specialized professionals. Anhembi Morumbi's **Design Program** is the first in the country to graduate digital designers (specialists in creation in the printed media, digital and interactive media, animation and web) and packaging designers capable of supplying such demand.

Since the opening of the Brazilian economy, the fashion industry gained new strength in the country. Today, the confection sector answers for 3.5% of national GDP.

With the programs in **Fashion Design**, that graduates textiles and confection stylists, and in **Fashion Business**, that graduates product managers and fashion coordinators, Anhembi Morumbi University assures the preparation of professionals capable of contributing to the development of this market.

ARCHITECTURE. The program in **architecture and Urban Development** at Anhembi Morumbi doesn't just prepare professionals with the necessary knowledge to conceive, project and build inhabitable spaces. Addressed for areas with great growth potentials, it tries to graduate architects and urban engineers conscious of their role as changing agents of population's life conditions and as promoters of development and social well-being.

Extension and Graduate Programs:

EXTENSION. Extension Programs at the University are related to the development of the student's professional and personal skills and for the enlargement of the community's cultural knowledge. Therefore, the programs are flexible and adaptable to the demands of the target market.

SPECIALIZATION. The *lato sensu* Graduate Programs provide the student who graduated at Anhembi Morumbi University, as well as from other institutions, the opportunity to acquire specialization certification in the areas of Administration and Business, Design, Fashion, Tourism, Education and Communication.

MASTER. The *stricto sensu* Master Degree Program at the University offers a program in Communication and Education: it is an interdisciplinary program, that structures its study and work target focusing on the intersection of the two areas, and is destined to prepare qualified personnel for research and graduate school.

19. RYERSON POLYTECHNIC UNIVERSITY, ONTARIO, CANADA

Ryerson Polytechnic University, Canada's leading center of applied, professional education, was founded in 1948 as Ryerson Institute of Technology. It is named after Egerton Ryerson, the founder of public education in Ontario, and is located on the site of the first Normal School in Ontario.

Ryerson Institute of Technology developed out of a retraining and reintegration institute established for veterans of the Second World War. Its mandate was to improve the quality of the Ontario workforce. Gradually an innovative curriculum evolved combining applied training as a field of study with information on the broader society in which the skills would be used.

The name was changed in 1964 to Ryerson Polytechnical Institute and, in 1971, the continued evolution of Ryerson's academic mission was recognized when it was granted the right to confer degrees. This visibly distinguished Ryerson from the province's community colleges, and demonstrated that the rigour of its programs was comparable (but with a distinct, applied focus) to that of traditional universities.

In 1997, all but three of its programs lead to baccalaureate degrees. The university is developing graduate programs as part of its new mandate as a university. The change to university status came in June 1993, bringing with it a change in name to Ryerson Polytechnic University and a stronger emphasis on research.

From Paris to London to Toronto, the fashion industry is always in the spotlight as the world watches for the designs that will turn heads and alter the marketplace. While there may be glamour on the catwalks, behind the scenes there are an infinite number of details and deadlines. Those who succeed work at a brisk pace, driven by a passion for the business.

Ryerson, the only university in Ontario to offer a degree in fashion, prepares students who are quick thinkers with an eye for fashion. Located in downtown Toronto, we're in close proximity to Canada's most important fashion district. Our faculty consists of some of the best in the industry. The School of Fashion will provide you with an education that combines theory with the most up-to-date industry practices. You can hone your skills right here using our Auto-CAD equipment, design studios, and computer graphics labs.

Our first year is an intensive overview of the field. In the second year, we begin the in-depth specialization of the selected option – either Fashion Communications or Fashion Design.

Fashion Communications, the art of reporting fashions and trends to the world, is considered one of the fashion industry's untapped career resources. In the Fashion Communications option, we teach business, marketing, advertising, promotion, computer graphics, humanities and social sciences, retailing, business management, and visual communications design.

For a graduate of this option the directions may include advertising and marketing, marketing research, special even production management, executive retail management, corporate retail buying, production and art direction management for television, magazine, newspaper, editorial and computer graphic communications.

Creating a line of clothing takes more than creativity. The Fashion Design option prepares the students for all of the challenges with courses in advanced patternmaking (draping and drafting), visual communication, history of design, humanities, and social sciences. In the third and fourth years students further specialize in either Apparel Design or Apparel Production Management.

In the world of design and apparel management, the opportunities are continually evolving along with the industry. A Ryerson Graduate may work as a designer, design assistant, patternmaker, grader, stylist, CAD Gerber Operator, production manager, print designer, or merchandiser. Possible employers include major retailers, design houses, and manufacturers.

Ryerson awards a Degree in Bachelor of Applied Arts which is a four year programme. This offers two options i.e., Fashion Communications and Fashion Design.

Roundtable Presentations and Discussions **Designs and Markets: Post 2004 Scenario**

Design is going to be a driving force. Markets are becoming focused on individual customers and their interests are being looked after by a seamless supply chain through partnerships which are synergistic and responsive. Design is no more esoteric. It is a benefit which the customer seeks for adding value to his life and the environment.

Concerns regarding the role designs will have in the rapid globalization process sweeping across the world, the dove-tailing of the global consumer trends and the local ethnic design orientation, retaining the strong social and cultural identities while conforming to the global fashion trends, were the recurrent themes in the roundtables conducted during the 2nd IFFTI Annual Conference.

The global paper argued that the regional initiatives and arrangements have to remain consistent with the multilateralism in the WTO framework, and warned that the global sourcing parameters have made it mandatory for firms world over to re-orient their manufacturing and marketing strategies. It has to be understood that investing in Information Technology is not an option but a necessity for the new millennium. The framework proposed of win-alliances in the fashion supply chain partnerships is an important decision for the industry.

The time-poor, leisure-starved customer is the central focus of a newly emerging seamless supply chain. In a world of global clothing trade without restrictions, it is likely that the search for margins, differentiation, and just-in-time delivery will give rise to a vastly different paradigm for the fashion business.

The role of Information Technology and e-tailing with the “clicks and mortar” in the early years of the new millennium are expected to shape the contours of the fashion industry.

In the European Perspective, Italy, Holland, France and UK were represented.

Italy highlighted the role of cultural icons and strong traditions which have the capability of influencing the fashion directions of the world. The success of the entrepreneur-driven small and medium enterprises in creating modern fashion systems is a corollary to the Italian approach.

UK is increasingly focusing on value addition through design, merchandising, and retailing, and the new communication and e-business technologies are the frontier areas which are the main concerns.

France is also gearing up for harnessing technology and design for developing strong marketing strategies. The French point of view centered around breaking barriers between design and management for the benefit of healthy growth of the fashion industry.

The Netherlands perspective clearly is focused on global sourcing and design strategies, since manufacturing has virtually disappeared from the country.

The Asian points of view were represented by India, China, and Hong Kong.

India advocated the potential of becoming a creative marketer of apparel for global markets, being a country which is endowed with a fiber-to-fashion supply chain. The stagnant prices and the creeping inflation in developing countries are creating a situation which calls for new product market strategies to increase premium in prices and market share. In the post-MFA scenario with the increased outlay in technology upgradation and the competitive ability, the Indian exporters are enthusiastic about increasing their export performance.

China focused on how ethnic products and fashion appeal can through a gradual process be brought to the main stream of designs and markets. The need for high quality human resources has been highlighted in this approach for transforming the fashion industry.

In addition, Hong Kong brought out the significant impact of casualization and sports-impacted fashion in the international fashion scenario. The need for region development strategies in preparing for the challenges of the new millennium was highlighted.

Australia and Southeast Asian region were represented by Australia, Singapore, and Taiwan.

Australia presented the impact of globalization on design and innovation, and cautioned that it is important not to become copycats but to push for design originality. The approach envisaged a flexible orientation to create a proactive learning organization in the fashion industry.

Singapore examined the impact of lowering of customs barriers, and held the view that for the countries which have the natural and factor endowments, the dismantling of restrictions and lowering of customs duties may prove to be very advantageous.

The Taiwanese called for increased customer education in these days of aggressive marketing brought to focus a new urgency in this regard.

The North and South American Roundtable brought the ideas and concepts from Brazil, USA, and Canada.

The Latin American perspective definitely sees a very important role for clusters in export development. It is clear that a comprehensive strategy to achieve high export performance for Brazilian textile and apparel industry with a planned investment outlay in medium to short term has been put in place, which can serve as a model for other developing countries.

The U.S. viewpoint presented the scenario of a new connectivity emerging between the ways of living and the fashion linking apparel, home furnishings, and automobiles in its span. The advances in fiber technologies are expected to play a very significant role in shaping the future fashions. The emergence of distributors instead of the traditional retailers with focus on logistics is a major development in the new fashion system. The flows of capital to the textile and apparel and retail sector is going to be an important concern as other opportunities beckon the investments.

Canada joined hands with the US in drawing up the consumer profiles in the first decade of the new millennium. The need for increased integration of retailing with the Information Technology, and the enhanced awareness of recycling, disappearance of catalog retailing as we know now, are some of the highlights in this scenario.

Roundtable Discussions unraveled the concerns and issues before the global fashion industry, and showed the directions for designs and markets in the highly competitive global trade which offers simultaneously immense opportunities and challenges. The great intellectual power which is available in every region, guiding the human resources development for shaping the fashion industry, will continue to make the constituents stronger in the days to come.

FINANCE AND BUDGET OF IFFTI

- **A report on the Statement of Accounts of IFFTI**

As on date under the IFFTI Account No. 41629 maintained by NIFT at the Canara Bank, Green Park, New Delhi, there is an amount of US\$33,626 (equivalent to Indian Rs. 14,46,855/-) representing Membership Fee contribution received from various members. The list of the members from whom the contribution has been received is at **Annexure – I**. However, we have not yet received the first year contribution from Philadelphia University, Pennsylvania and Universidad Anhembi Morumbi, Sao Paulo.

Adoption of Accounts of IFFTI

IFFTI was registered as a Society under the Societies Registration Act, 1860, New Delhi on 14th October, 1999. Accordingly the Audited Accounts of IFFTI for the year 1999-2000 (from 14th October, 1999 to 31st March, 2000) vide Rule 20 of IFFTI will be made available to the members of IFFTI during the month of November, 2000.

The Accounts of IFFTI will be audited by a Chartered Accountant after completion of the 1st financial year of the Organisation and the same will be placed before the Executive Committee/ Board after March, 2000.

BUDGET OF IFFTI

From the date of formation of IFFTI, i.e. 14th November, 1998 till it is registered, i.e. upto 13th October, 1999, NIFT has been incurring expenditure on various accounts.

So far, no expenditure has been debited to the IFFTI Account No. 41629 referred to above, as NIFT has been meeting the expenditure on various items from its own funds. The Chartered Accountant, who audits the accounts of NIFT, was requested to prepare a detailed statement of the expenditure incurred by NIFT on IFFTI operations, in respect of the period

12th November, 1998 to 13th October, 1999. This separate exercise was necessary because the expenditure under the various heads, being relatively a small proportion to the total expenditure of NIFT, was not being booked separately.

The details of expenditure incurred by NIFT are given in the enclosed **Annexure – II**.

Given in **Annexure – III** is the expenditure to be incurred from 14th October, 1999 to 31st March, 2000 and the income expected to be generated upto 31st March, 2001. Also indicated at **Annexure – III** is the recurring expenditure expected to be incurred during the year 1st April 2000 to 31st March, 2001 and the funds expected to be available with IFFTI for other activities taking into consideration the expenditure incurred / to be incurred.

However, additional expenditure on specific activities directly attributable to IFFTI, will be known after the programme of action is approved by the IFFTI Board.

Executive Committee / Board may deliberate on the Budget on these lines and give direction to the Secretariat.

ANNEXURE – I

LIST OF MEMBERS WHO HAVE REMITTED THE MEMBERSHIP FEES

1. Fashion Institute of Technology, New York, USA
2. The Nottingham Trent University, Nottingham, UK
3. Institut Francais de la Mode, Paris, France
4. The Hong Kong Polytechnic, China
5. Royal Melbourne Institute of Technology, Australia
6. Domus Academy, Italy
7. London College of Fashion, UK
8. Bunka Women's University, Japan
9. China Textile University, China
10. National Institute of Design, India
11. University of Technology, Australia
12. Hogeschool van Amsterdam, The Netherlands
13. Sydney Institute of Fashion Technology, Australia
14. DeMontfort University, UK
15. Polimoda, Italy
16. National Institute of Fashion Technology, India
17. Temasek Polytechnic, Singapore
18. Philadelphia University, USA

ANNEXURE – II

EXPENDITURE INCURRED BY NIFT ON BEHALF OF IFFTI

(Figures in US Dollars)

		Per Month	For 11 Months
1.	Administrative Expenditure*	500	5,500
2.	Secretarial Assistance	250	2,750
3.	Legal and Professional Charges		666
4.	Audit Fees		110
	TOTAL		9,026

* This administrative expenditure is being borne by NIFT on items like photocopying, telephone charges, fax, email, conveyance and traveling expenses, computer and other infrastructure which is to be reimbursed to NIFT. The amount shown is on lump-sum basis.

ANNEXURE – III

PROJECTED INCOME AND EXPENDITURE STATEMENT

A. INCOME UPTO 31ST MARCH, 2001.

(Figures in US Dollars)

1.	Unutilised Funds available with the Bank	33,626
2.	Membership Fees for the year 2000. (21 x US \$ 2000)	42,000
3.	Observers Fee / Associate Fee (anticipated)	5,000
	TOTAL	80,626

B. EXPENDITURE FROM 14/10/99 TO 31/3/2000

(Figures in US Dollars)

Per Month For 5 ½ Months

1.	Administrative Expenditure*	500	2,750
2.	Secretarial Assistance	250	1,375
3.	Faculty Assistance	500	2,750
4.	Consultant's fee for preparation of the Conference theme paper for the Sao Paulo Conference		2,220
5.	Expenditure on the International Expert's address in the Sao Paulo Conference (Travel Cost, DSA and Fees)**		6,700
6.	Audit Fees		140
	TOTAL		15,935

* This administrative expenditure is being borne by NIFT on items like photocopying, telephone charges, fax, email, conveyance and traveling expenses, computer and other infrastructure which is to be reimbursed to NIFT. The amount shown is on lump-sum basis.

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Travel Cost	:	US \$ 5,300
DSA	:	US \$ 400
Fees	:	US \$ 1,000

TOTAL	:	US \$ 6,700

C. EXPENDITURE TO BE INCURRED FROM 1ST APRIL, 2000 TO 31ST MARCH, 2001.

(Figures in US Dollars)
Per Month For 12 Months

1.	Administrative Expenditure*	500	6,000
2.	Secretarial Assistance	250	3,000
3.	Faculty Assistance	500	6,000
4.	Audit Fees		170
	TOTAL		15,170

* This administrative expenditure is being borne by NIFT on items like photocopying, telephone charges, fax, email, conveyance and traveling expenses, computer and other infrastructure which is to be reimbursed to NIFT. The amount shown is on lump-sum basis.

D. FUNDS EXPECTED TO BE AVAILABLE WITH IFFTI BY 31ST MARCH, 2001 FOR OTHER ACTIVITIES.

(Figures in US Dollars)

Funds expected to be available by 31 st March 2001 as at 'A' above.		80,626
Expenditure incurred by NIFT upto 13 th October, 1999 as at Annexure – II.	9,026	
Expenditure expected to be incurred from 14 th October, 1999 to 31 st March, 2000	15,935	
Expenditure expected to be incurred from 1 st April, 2000 to 31 st March, 2001	15,170	
Total		40,131
Balance expected to be available for other activities.		48,495