

# Programme Characteristics

## Fashion and Textile Design

- Nurture students' creativity and design ability
- Develop students' awareness of present and emerging technologies in fashion
- Career prospects: fashion and textile designer, stylist and fashion editor

## Knitwear Design with Technology

- Emphasize design and technology
- Provide training for merging of technology into design
- Enrich design curriculum by two supportive areas of yarn technology and knitting technology
- Career prospects: knitwear designer

## Intimate Apparel

- Learn about the latest design and technology of lingerie fashion in an active classroom
- Better understand the textiles, design, pattern, production and business environment in real life
- Activities: Expert seminars, practical workshops, live-model fitting, factory visits and summer internships
- Career prospects: intimate designer

# Programme Characteristics

## Fashion Technology

- Introduce knowledge of fashion products, production processes and their applications in the technical, economic, managerial and commercial contexts
- Nurture students to become industry leaders in product development, process innovation and production management in the textiles and apparel industry
- Provide double degrees with the Department of Applied Biology and Chemical Technology
- Career prospects: garment quality/color control technician

### Double degree:

- Inculcate students with knowledge of chemical technology and its applications
- Give students the professional competence to engage in commercial trading and industrial manufacturing in fashion products and production processes

## Fashion Retailing

- Introduce current strategic and operational knowledge that is related to the fashion retailing business
- Emphasize fashion buying, store management and the distribution of fashion products in the international arena
- Develop students' managerial, analytical and problem-solving skills relevant to the retail business
- Career prospects: fashion buyer

## Fashion and Textile Marketing and Merchandising

- Introduce the fundamental principles and practical knowledge in the technological and business aspects of the fashion industry
- Nurture students' ability to define, analyze and solve problems that are related to fashion marketing and merchandising
- Develop students' initiative and competence in individual or team research projects and marketing programs
- Career prospects: fashion merchandiser

