

SELECTED NEW SUBJECT

ITC3221G

PROFESSIONAL
ATTACHMENT

It is a 3-credit bearing subject aims to develop all-round students with professional competence in the fashion industry. It enriches students' global learning experience through local or overseas study trips or practical training, which lay the ground for applying their practical experience to their final year project or preparing for their future practice in the industry.

Students will have more opportunities to peruse academic excellence and receive international exposure, particularly with regard to acquiring a global perspective.



1. Summer Programme at Brunello Cucinelli in Italy
2. Personal Stylist for CORUM VIP Event in Shenyang, PRC
3. Personal Stylist for CORUM VIP Event in Dalian, PRC
4. Summer Programme at Celine, Hong Kong

2018/19 ADMISSION

SELECTED NEW SUBJECTS
UNDER TECHNOLOGY SPECIALISM

ITC3205T

SUSTAINABILITY IN FASHION AND TEXTILES

The subject provides an insightful and holistic understanding of the sustainability in the fashion and textile industry. It explores creative approaches for a change in the lifecycle of textile products, and considers practices in organic, sustainable textiles and clothing, and eco-design. It also explores the formulation of a sustainability strategy to safeguard and/or enhance the brand value of a fashion company.



ITC4202T

SMART TEXTILES FOR WEARABLE APPLICATIONS

The subject provides the knowledge of the latest development, including materials, technologies and products, in smart textiles for wearable application. Topics include Smart Fibers and Fibrous Assemblies, Interactive Textile Devices (textile energy storages, photonic fabric displays, textile circuit boards, etc.), Wearable Products and System Analysis (thermal regulating garments, health monitoring garments, I-shoes, wearable phototherapy device, etc.).

SELECTED NEW SUBJECTS UNDER DESIGN SPECIALISM

ITC3210D MENSWEAR DESIGN

The subject provides the knowledge and skills employed by the fashion industry to develop creative menswear garments for a global market. It specifically provides professional skills to visualize, present and communicate original menswear design concepts in both 2-dimensional and 3-dimensional formats effectively.



ITC3211D OCCASION WEAR DESIGN

The subject identifies and adopts professional design process methods employed by the special occasion wear industry to create a coherent design portfolio and a modern occasion wear prototype at industry standards.

SELECTED NEW SUBJECTS UNDER RETAIL & MARKETING SPECIALISM

ITC3214M

OMNI-CHANNEL MARKETING AND RETAILING

The subject introduces the theoretical and practical perspectives of omni-channel fashion marketing and retailing and formulates the omni-channel strategy and planning for fashion brands. It also explores the latest technologies to develop the mobile and social media applications and the ways to integrate them with the services in physical stores.



ITC4208M

LUXURY FASHION MANAGEMENT

The subject gives an overview of the luxury industry and the brand management process for luxury products from the perspectives of both the luxury consumer and the industry. Topics include luxury distribution models, store locations, store concept and design, customer relationship management for luxury consumers, instore service, brand ethics, etc.

ITC4209M

FASHION COMMUNICATION STUDIES

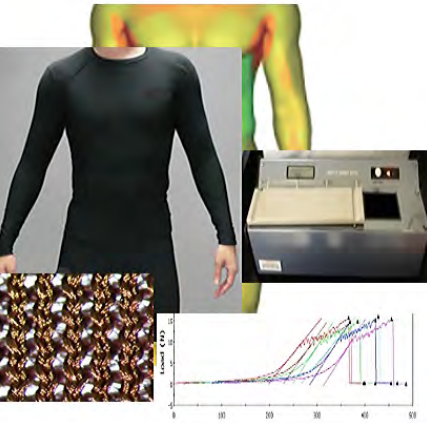
The subject studies the impact of communication in fashion business, as well as the mass communication theories and methods to implement effective business communication in fashion marketing and retailing.



SELECTED NEW SUBJECTS
UNDER INTIMATE APPAREL & ACTIVEWEAR SPECIALISM

ITC4210I
**ACTIVEWEAR
DEVELOPMENT**

The subject explores the areas of designing, developing and evaluating activewear to meet the functional requirements of sports activities as well as the industry requirements. Topics include technical design of activewear, materials, prototyping and advances in activewear evaluation.



ITC4201T
**ADVANCED PERFORMANCE
EVALUATION OF
FUNCTIONAL APPAREL**

The subject provides technical knowledge and skills for the performance evaluation of different functional fabrics and apparel products through applying various advanced forms of assessment methodologies, techniques and analysis. It identifies the problems encountered in the functional apparel performance evaluation and analysis under industrial practice and investigates the solutions to meet the requirements from the customer and the industry.

ITC4204T
FIT SOLUTIONS

The subject provides advanced knowledge of apparel fit in relation to materials and structure of human body, as well as the stretch-to-fit concepts, fit diagnosis and essential techniques of pattern amendment to solve the fitting problems in fashion design and product management.



SELECTED NEW SUBJECTS UNDER KNITWEAR DESIGN & TECHNOLOGY SPECIALISM

ITC3222K KNITTED STRUCTURE DESIGN

The subject provides the foundation knowledge on knitting techniques and fabrics through hands-on exercises on V-bed hand knitting machine. It covers the essential elements of the formation, properties and end-uses of hand knitted fabrics for the production of knitwear.



ITC3223K CIRCULAR AND WARP KNITTING FOR FASHION

The subject enhances the knowledge of other types of knitting techniques, including circular and warp knitting techniques and machineries, to produce knitted items in three dimensional shape such as socks, gloves and seamless garment.

