



ALIP Fashion Advanced English Program

The fashion industry is an interconnected industry that is rapidly changing and expanding worldwide. It is important for students to have an understanding of cross-functional expertise. Fashion opens up to a diverse range of international career paths in fields such as media, design, communications, marketing, advertising, and sales. Whether the student's interest is in design, management, creation, journalism, or sales it is important to have a level of English that will allow the student to be competitive in the field they will choose.

The advanced English Fashion program provides in-depth, practical teaching on improving the students' level of writing and communicating in English. Students will engage in conversations of business English, work on giving presentations, and other various in-class activities that will help to build confidence. Students will increase their level of English through subjects such as brand building, knowledge of fashion terminology, marketing, global fashion trends, market expansion, public relations, value chains, sustainability, and social responsibility. The course programme also covers subjects discussing solutions and power for social media and e-commerce, and entrepreneurship.

The programme also brings together design thinking — tools borrowed from practice and applied broadly, such as ideation, prototyping, design research, and collaborative work — and service designs. This culminates in a final student presentation project of either a design, product proposal, or proposals on existing business models. By the end of the course, students will have improved their English to a high level of professionalism and expand their vocabulary on work-related phrases and words used in the Fashion industry.