

# Fashion

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REFLECTIONS  
ON THE BACK  
TO SCHOOL

FASHION

We either use words or we use other symbols. We make use of signals, we make use of gestures and we also make use of fashion to tell the world what we want

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to say. When we put on our clothes for the day, it is like we are declaring to the world our attitude for the day. This is the reason why it is so interesting to observe the back-to-school fashion preferences of people. The back to school fashion preference of a person shows who he will be for the whole term in a nutshell.

There are those people who wear practically the same thing they did in the last term. The bad thing about this is that this could be an indication of little to no personal growth in the past term. This could be an indication that the person did not mature in

the past year. What could make this worse is if that person had been wearing the same fashion for more than 5 years. That could be an indicator of a serious problem.

The positive interpretation of this could be that the person has matured enough to have found his or her identity in life. This type of back-to-school fashion could indicate that a person is already perfectly happy with the image that he or she presents and that they feel no urge to change. It could also be an indication that the person has had a great past year and wishes to recapture that year.

There are people who

exhibit great changes in their back to school fashion. There is also a good side and a bad side to this. The good interpretation of this is that the person has experienced an epiphany. A change in back-to-school fashion could be an indicator that a person has reached a new level of maturity and is ready to face the world with a new attitude. He or she could be declaring to the world that he or she is a new person, changed for the better and willing to tackle the world head on.

There is also a dark side to this change in back-to-school fashion. A person could have suffered from an event so cataclysmic

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that it required the person to reject his or her old personality entirely. A drastic change in back-to-school fashion could be akin to a person screaming, “I am not who I used to be. It will not happen to me anymore!” not all changes are good and not all changes are bad. That fact must be understood.

There are students whose back to school fashion is based on what a certain group is wearing. The positive side to this is that it indicates social acceptance. A person who has this type of back to school fashion shows that he or she is sociable and knows how to make friends with at least a certain group of people. However, this

could also be an indication of a lack of initiative. People who dress the way others do may do so because they don't really have any idea of what to wear. They let their groups decide their

fashion because without the group, they really have no idea who they are.

Now you know that back to school fashion is a great indication of who a person is.

## FASHION DESIGN SCHOOLS: CHOOSING THE BEST AMONG THE REST

Do you know how to sew?

Do you enjoy creating designs?

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Do you love following or changing patterns to come up with a piece of clothing?

If fashion is simply just your passion, then you might just be right for a fashion design school.

Here are some reasons why you should attend a fashion design school:

- You will learn about the most up-to-date styles that many people would consider buying.
- Studying about and later working on, a field that you love is very rewarding.
- If you are unsure whether you will be able to make a living out of your interest in fashion, your level of confidence will greatly increase once you obtained a degree.

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- You will learn about the various principles behind the patterns you have worked on in the past, as well as the ones you will be working on in the future.
- You will also be knowledgeable on mixing and matching colors to magnify the shape and cut of your creations.
- You will know more about keeping your clothes together - other than just stitching! Talk about endless possibilities.
- Fashion design school will expose you to different kinds of people – working with them, incorporating their ideas with your own, and developing relationships with those who share

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the same feeling toward fashion.

- These relationships will set the foundation for meeting potential employees, employers, or business partners – all whom you will need when you start your foray into the fashion world.

There are numerous fashion design schools globally. Central Saint Martins College of Art and Design, found in London, is considered by some as the most famous of them all. Other world-renowned schools are The Royal College of Arts in London, the London College of Fashion, Royal Academy of Fine Arts in Antwerp, AIU in Los Angeles, and Parsons The New School for Design in New York City.

Most courses in the schools mentioned above last for about three years.

The next question, however, will be, how do you choose the best school for you?

Here are 10 helpful tips to help you in your decision making:

**Tip#1** – Determine what you would like to major in. From there, search for a school that offers the program that you like.

**Tip#2** – Have a list of criteria that you would like to take a look into in your search for the perfect fashion design school. These criteria may include program offering, major and minor subjects, costs, location, placement record, and many more.

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**Tip#3** – You may now construct a list of candidate fashion design schools.

**Tip#4** – Gather all necessary resources and information about each of your candidate

school. Find their websites and research.

**Tip#5** – Narrow down your list further by using the criteria you have set in Tip#2.

**Tip#6** – Inspect the schools left on your list. It would be good if you can visit these schools personally. But if

not, try to obtain a video or look for a virtual tour in their websites.

**Tip#7** – File your application to the schools that met your criteria.

**Tip#8** – While waiting to hear from the schools you sent your application to,

search for scholarship grants in the Internet.

**Tip#9** – Make your final decision based on the responses you got from the schools that you applied to, as well as the scholarship grantors' response.

Carefully review your notes, consider funding, and finally, decide.

**Tip#10** – Get ready to embark on a journey that you have never quite experienced before!

Off you go to the one of the best fashion design

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schools in the world!

## CHOOSING THE BEST FASHION SCHOOL FOR YOU

The word “best” is always relative. What’s best for you may not be the best for others. This is the reason why you should not trust

a business that claims to be the best. You need to compare various fashion schools in order to actually find the best one for you. In comparing fashion schools, however, you are going to need some standards. Here are some standards you can use:

- 1) Cost – some people think that the best fashion schools are the most expensive

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ones. These people think that just because education is expensive, it is also high quality. What you need to know is that studying fashion is not cheap. However, it doesn't really need to be ridiculously expensive. Some schools just want to appear exclusive in order to attract more students. They pretend to be the best fashion schools by charging outrageous fees to those who wish to be students.

Because of this, you should understand that cost is not the best standard to use in judging quality.

- 2) Location – there are people who think that attending the best fashion school means going to Europe. They believe that in order for a fashion school to be among the best, it should be located as far away from their hometown as possible. There are some positives to this view. Schools located in fashion centers tend to be more aggressive in their education. They also tend to be more updated on the world of fashion. If this is the sort of school you think is best for you then go attend it.
- 3) Prestige – some people think that the best fashion schools are the ones that get featured in magazines and the television. They believe that attending such schools would rub a little of the prestige of onto them. People believe that the best fashion schools are the most well-known ones. However, you need to remember that sometimes, the best fashion schools like to keep quiet about their greatness.

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All the magazines in the world could not compare to the testimonials of other people. It is often the case that the best

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fashion schools do not get known through the papers, but through the words of their students.

4) Instructors – some think that the best fashion schools are the ones which hire famous personalities as instructors. In fact,

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they may have a point. People in the fashion industry do not get famous if nobody likes their work. However, there is one drawback to this: people in the fashion industry are almost always competing against each other. This competition can be very distracting and may hinder the learning process.

- 5) The alumni – there are also people who think that the best fashion schools are the ones attended by successful personalities. They believe that the past will be the guide of

people to face the future. Because of this, people often seek out the schools of well known fashion personalities and set out to fulfill their dreams.

Before you use this standard to judge the best fashion school, you need to remember that schooling is only a small part of a person's greatness. It is an important part, of that you can be sure. However, you need to remember

that greatness always lies within yourself.

## HIGH HEELS, HIGH HOPES, AND THE ROLE OF FASHION DESIGN SCHOOLS

The fashion world has long been filled with glitz and glamour. The

ramp for models is always long, dramatic, and well-lighted. The walk

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is certainly a walk for fame, fortunately for aspirants but sometimes leading to a walk for shame. Who is behind all these promises and/or even breakdowns? No less than the fashion designers.

What, exactly, does a

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fashion designer do?

Basically, with streaks of talent, creativity, and sensitivity, fashion designers, as if influenced by Rumpelstiltskin, craft accessory and clothing sketches. They usually concentrate in one nature

of accessory or garment such as women's or men's apparels, swimwear, lingerie, children's garments, handbags, and even shoes. They, sometimes, lead the groundwork of the creation and promotion

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of their creations.

Famous fashion designers prefer to be self-employed and they cater for the request of their clients. Some cater to high-fashion department stores or to specialty stores. They establish fashion statements by setting the colors, silhouette, and type of materials that are worn each season.

There are also some designers who are employed by manufacturers of clothes. These designers just adapt fashion statements set by other designers for the market. However, there are small manufacturers who just purchase or copy

designs.

Both designers sketch unique garments and follow certain trends in fashion. Likewise, both need assistants who should get used to the fast-paced schedule of the fashion business.

In detail, these designers execute the following tasks:

- Draw their unique designs.
- Create patterns for sample garments.
- Choose textile and add-ons (accessories).
- Apply tailoring and basic dressmaking principles along with draping techniques and flat

pattern works.

- Fit and alter the completed product, if necessary.
- Set-up a fashion show.
- Compare the performance of the merchandise against the competitors.
- Keep self up-to-date of latest fashion trends thru magazines and other fashion shows.
- Have frequent trips to fabric showrooms to keep self updated of latest type of fabrics.

Actually, fashion designers can be categorized as follows:

1. **Lead or Head Designers**  
They take care of the

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executive and creative tasks.

## 2. Assistant or Apprentice Designers

They usually make

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patterns and sample garments. They may also teach sample makers how to make patterns and designer garments.

## 3. Specialty Designers

They coordinate with other designers about special lines of garments.

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#### 4. Costume or Theatrical Designers

They usually create costumes used in theater and movie productions on a contractual basis.

The foundations for their creations are their knowledge, skills, and abilities honed in fashion schools and trainings in the long run.

- **Basic Design** – This refers to technical know-how included in the creation and use of technical blueprints, drawings, plans, and models.
- **Idea Production** – This is the ability of

designers to approach problems creatively and resourcefully.

- **Dynamic Learning** – This is being able to analyze implications of new information and materials at hand.
- **Operations Scrutiny** – This is considering requirements of products to execute a design.
- **Uniqueness** – This pertains to unusual cleverness vis-à-vis trying situations.
- **Harmonization** – This is being able to having good coordination with others.

- **Visioning** – This is being able to see how an organization works under real conditions.

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creation and business management. Thus, aside from the portfolio of their usually creations, formal education help these designers acquire the secrets of the trade in this business. Infact, graduation from a college or school that provides training on fashion and design is

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highly recommended in the industry, to keep incoming designers updated on the advent of new techniques and technologies.

However, some leaders of this industry view vocational training schools and community college as

more capable of producing competent artists because these institutions work along with clothing industries.

Vocational schools provide trainings in sketching, draping and grading, pattern making, garment

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construction, textiles and trimmings, costume history, principles of design and color; and how to plan and market seasonal fashion lines.

High school students inclined in fashion and design should finish basic courses in arts, sewing, mathematics, speech, English, and business.

Usually, vocational institutions provide a two-leveled program with certificate that is consonant to the degree in Associate of Arts. For those who want to enter the fashion field immediately, a first level certificate of proficiency is provided. The next level of proficiency, the second-level requires a greater time of completion. But upon graduation, artists are considered competent enough to aim for positions as Assistant

Designers. After all the necessary formal trainings and specializations, those who have the guts and high hopes spin gold fabrics!

## WHAT YOU CAN GET FROM FASHION DESIGNING SCHOOLS

Talent and education combined are the most secured foundation you can lay on in your pursue of career in the fashion industry.

Your talent is there, no doubt about that. But a free moving talent has lesser significance against that which was

properly oriented to the fundamentals of channeling that talent into workable art.

The majority of fashion designers find great worth in attending fashion designing schools. Such schools would not only supplement them with the proper and structured knowledge but will also help them expand their basic skills through applied art. The curriculums offered in fashion designing schools are specifically designed to stimulate the interests of the students. Additionally, the curriculums offered in fashion designing schools would stabilize the groundwork for improving the innate talents young fashion designers have.

Normally, training programs in fashion designing schools are created ideally to put challenge on the students by integrating both

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theoretical and technical means of learning to produce creative and artistic designs. Sensible approaches are also introduced to the artists to change and innovate fashion trends that are apt for various present requirements.

Fashion designing schools exist primarily because both the greats and to-be greats acknowledge the worth of sending themselves into formal trainings so as to equip them with the knowledge and learning they need. It is not enough for you to know how to produce your fashion creations, you must also take responsibility in grooming yourself.

Fashion designing is not just about fame or being recognized by Hollywood. It is not also only about making money out of your

skills. It also deals with the expression of art's beauty in your creative outputs- in the items you make and in the justifications you give to the art.

As for those who are trying to find their veins in the fashion industry, entering into fashion designing schools is the best way to orient themselves with the basic instructions on pattern and clothes making, body measurements and sewing.

While it is true that a couple of people in the industry undergone no formal training, we still can't ignore the basic truth that those who schooled themselves with the art fare much better than those

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who bargain on talent and skills alone.

Attending in a fashion designing school would not

only pave your way towards creativity and artistry, it would also lay a path for you to achieve great in the fashion industry.

For one, the instructors in many well-renowned fashion schools have the access to influences that could intensely increase the likelihood for you to make a name in the field. An education in a fashion school can practically increase your credibility

and reputation when seeking employment. This then will inevitably open wider options for you to take higher roads towards success and fame.

Since the beginning of industry, some people have already initiated to create a formal environment to hone artists. But these back then were often dismissed and laughed at. Recently though, many were encouraged to enter such

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schools for the refinement of their talents and skills. Thus, we can see the products in the field now.

If you want to venture on the professional world of fashion designing, these schools are one of the best alleys you can take. These are not your absolute answers to career but they are sure to help you find your own niche and special interests.

## BASIC CRITERIA FOR CHOOSING YOUR FASHION DESIGN SCHOOL

chool, obviously, exploring your options of is the one main fashion design school. vehicle where you can acquire basic and formal training. This is true to all fields and industries. And as such, the fashion industry does not escape this reality.

You may have the talent and the unique sense for fashion but without structured training, you might fail to understand and explore more on your gifts.

Besides, one's success in the field of fashion relies partly on your choice of school. In this article, we will give you the basic criteria you can use in

Cost- This is one of the main considerations that largely affect your choice of school. The sad truth with fashion design schools is that they are too few and among the relatively small number are the handful schools that can truly deliver efficient education.

As with many other things, low cost fashion design schools are good but only if they can give effective learning. This is rarely the case though. Often, with lower fees, lower quality of education may be had. This is due primarily to the reason that such schools can't afford higher paying professionals to provide

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them with man power. Thus, they settle for people who can give service at a low price. Don't let quality suffer over the limit of your

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budget. There will always be some well-performing fashion design schools that will suit your means.

Area of Specialization- In the fashion industry, it is well recognized that one should have special fields where they are greatly inclined to.

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This must be triggered or further supplemented by the fashion school of your choice.

The first thing you would want to do is to study the nature of the fashion design school. What fields does it cater? What courses does it focus on? What are their main emphases in delivering the art? These are among the many things that you should give intense consideration since the fashion design school that you will be choosing would largely influence your career later.

The best aid for your choice of school is to know its reputation. A self-respecting fashion design school is one that makes itself renowned in the world of fashion. Does your school of consideration participate in fashion

school competitions? This would be a sure mark of fostering excellence in the industry and the school's commitment for brilliant education.

To maximize your strength, you must therefore find a school that focuses on your own field of specialization.

Considerations on the Curriculum- As with college education, you must also check into the curriculum offered in the school of fashion design. To get the best offered in your spectrum of choices, you can compare curriculum from various schools and decide what you think would best fit in your preferences.

Ratio of teachers to students- The size of a class against a teacher means two things- the school is either too popular or it's the other way around. Nevertheless, the larger the size of the

class the more likely would education suffer. It is often better to choose between schools of relatively fewer students since this will normally have the implication of focusing better on the students.

These are only some of the major points to consider in choosing your fashion design school. As for your final decision, your best judgment must out rule any doubt.

## CHOOSING A FASHION DESIGN SCHOOL IN ITALY

Today, the word "Italy" is synonymous with the word "fashion". When something is described as being Italian, it is either very delicious or very good looking. Because

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of this people often go there to study culinary arts or fashion design. People who want to attend fashion design schools in Italy though, may find

themselves facing a cruel dilemma. There are so many fashion design schools in Italy, that most people have difficulty selecting one.

Choosing a fashion design school in Italy can be quite a challenge if you do not have a guide. Here are some tips you can use to

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help you with this problem:

1) Learn about the history of the school - One of the best ways to find out if you have chosen a great fashion design school in Italy is to check its history. Find out if the school you are attending has produced any of the great names in the fashion industry.

You should also check out to see what generally happens to students of that school after graduation.

The history of the school will tell you exactly what to expect from that school. It will also teach you what the school expects of its students. In getting this information, you will be able to judge whether or not a fashion design school in Italy is for you.

2) Learn what it costs – You should definitely check out the financial aspects of attending a fashion design school in Italy. You should try to find out whether you can afford the kind of expenses involved when studying in a foreign country. This, of course, will help you determine if whether or not you should really enroll in a

fashion design school in Italy. You will also learn about the sacrifices you will have to make in order to truly follow your heart.

If you really want to go to a fashion design school in Italy, you need to know exactly what you need. You need to be prepared to stick to the path you choose.

3) Learn how to get in – Are there any special qualifications required to get into a fashion design school in Italy? You should learn the requirements for admission so that you will not be wasting anyone's time when you learn you are not really qualified. You should try to check out the various obstacles hindering you from reaching your dream of attending a

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fashion design school in Italy and you should try to find a way past this obstacle. Every problem has a solution. If you

have the will to get into a fashion design school in Italy, then you will get in.

Getting into a fashion design school can be quite a challenge. However, if you know exactly what

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you need and prepare beforehand, you might increase your chances.

4) Learn what other people have to say – Sometimes, the key to making a solid decision is to get the thoughts of others. If you wish to find carrier from a fashion design school in Italy, you need to understand that there are other people who may have experienced. Going to a particular fashion school in Italy and may have many things to say about that school. By listening to what others have to say about schools, then you would probably find the best school for you.

You need to be careful, however, as competition

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can be pretty intense between schools. This means that you cannot trust everything that you hear.

## DIFFERENT HIGH SCHOOL FASHIONS TODAY

High school is a time of growing up. It is a time of socialization. It is a time of declaring who you are. All these and more are reflected on high school fashion today. There are various looks that high school students have. Here are some of them:

1) The Rocker – this high school fashion is very popular among fans of rock bands. This may include shirts that make statements or shirts featuring their favorite band. This high school fashion also often includes a lot of trinkets including studded bracelets, a tribal necklace. Of course, taking on this high school fashion needs the appropriate attitude to go with it. You need to be truly passionate about the music. It helps if you have an ipod with huge headphones to go with the look. Other optional accessories include a musical instrument used in rock such as a

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pair of drumsticks or a guitar case.

2) The Jock – Just wearing the varsity team jacket

will transform any outfit into “jock mode”. Some people who wear this fashion often try to hide their poor fashion sense

behind the huge letters and colors of the high school. The jock look is easily accomplished by trying out for a school

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team and actually earning the right to wear a jacket. The school varsity chess team does not count, though.

3) The Goth – Goth fashion can be defined using one word: black. This high school fashion is often used by people who wish to make statements of angst. Weird looking accessories are a must, as is black eyeliner and

black lipstick. Although students who make use of this fashion claim to do so to show their individuality, it is more commonly caused by wanting to belong to a group of people who want to show that they do not belong.

4) The computer geek – in the past, geeks and nerds were distinguished because of their not-so-cool-clothing. The thing is, they are too busy with other projects to be too much concerned with what they are wearing. Today, though, having geeky clothing is not necessarily such a bad thing. This is because of the fact that geeks today are thriving because of computers. Even role playing gamers have risen from the status of suspected

Satan worshippers to world class cyber athletes. Isn't that a big improvement? In order to achieve the look of this high school fashion, you need to really be preoccupied with solving the problems of the universe to actually care about what you are wearing. A shirt with a witty saying or technological jargon would help complete this look for you.

5) The Fashionista – this is the hardest look to maintain since it requires that you always be updated on the latest high school fashions. You need to research thoroughly on the subject of what's hot and what's not. You need to constantly scout out malls in order to be the first one to have the best outfit ever.

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You need to have the instincts of Carson from “Queer eye” in finding

the perfect outfit. Your duty does not end here. As a fashionista, you

will have to establish the highest standard of high school fashion.

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Of course, these are just some of the high school fashions in circulation today. In order to learn more, just look around at your local high school.

## ONE OF EUROPE'S TOP FASHION MARKETING SCHOOLS: POLIMODA INSTITUTE OF FASHION DESIGN AND MARKETING

hat moves

Fashion School

the great  
l o o k i n g  
f a s h i o n  
a p p a r e l s  
of the world from fashion designer showrooms to retail floors, and finally, consumer hands?

The answer is fashion marketing.

With the teachings of the fashion industry's professionals, well-organized field trips, numerous projects, and labor-intensive internships, students of a fashion marketing course are sure to gain a comprehensive understanding of the fashion cycles, as well as the ins and outs of the clothing industry.

Students of a fashion marketing course are usually trained in a wide assortment of

disciplines, such as fashion merchandising and coordination, business management, marketing techniques and advertising strategies, visual merchandising, and retail management.

Do you have a good fashion sense? Do you know what's in style or not? Do you have the desire and drive to take the qualities you have a notch higher - as in use them in a rewarding and profitable career in fashion? A degree in Fashion Marketing will give you a chance to become any of the following: a fashion buyer, a fashion coordinator, a retail merchandiser, a visual

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merchandiser, a retail store manager, or a boutique owner.

Fashion marketing is a mixture of design, advertising, business administration, and a good understanding of the fashion world, as well as a sense of pop culture and what would be stylish in the

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days, months, or years to come. Fashion marketers connect designers and the people, all the while keeping themselves behind the scenes.

As you can see, numerous job prospects await those who will venture into the fashion world. You just have to make certain that you will be able to choose the right kind of fashion marketing school, as well as a program that would give you the right kind of training for a successful career in fashion.

**Polimoda International Institute of Design and Marketing**

With the continuous

attraction of many to the fashion industry, there is an increasing demand for fashion design and marketing schools that offer a one of a kind professional education.

One of these schools is the Polimoda International Institute of Design and Marketing.

Located in the heart of Florence, Italy, Polimoda is recognized by many professionals as one of the best fashion design and marketing schools in Europe. With its closely-knitted and continuous collaboration with the fashion world, Polimoda maintains its ability to provide its students with specialized training

that is up to date with what is happening in the contemporary international fashion.

A member of the International Foundation of Fashion Technology Institutes, this Italian school of fashion offers comprehensive undergraduate classes, as well as graduate design master classes in the sales, production, merchandising, and marketing sectors of the fashion world, whether in Italian or English.

Established in 1986 through the proposal and financial support of the Florence and Prato city halls, a number of business organizations,

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