

YOU'RE ABOUT  
TO MAKE STYLE YOUR  
BUSINESS



DIPLOMA  
FASHION MARKETING

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# FASHION MARKETING

DIPLOMA  
IN FASHION MARKETING

YOU'RE ABOUT TO MAKE STYLE YOUR BUSINESS.

**If you have the ability to understand a designer's vision, the importance of a consumer's need can blend your individual creativity with a keen sales orientation, and ultimately help you sell trends to society. At the end of the day, fashion is about staying ahead of the curve.**

## **STUDY FASHION MARKETING AT LASALLE COLLEGE VANCOUVER!**

- Learn about the apparel industry from a business standpoint.
- Acquire the foundation skills in fashion design such as colour theory, fashion sketching, costume history and digital imaging.
- Learn about merchandise management, textiles and fabrics, advertising and marketing, manufacturing, consumer behaviour, business ownership and retail operations, and much more!
- Acquire the knowledge and skills needed to effectively market companies, create advertising campaigns and identify appropriate messaging to target demographics.
- Acquire the skills and techniques necessary to enter and maintain a career in fashion marketing.
- Access to faculty with extensive industry experience and network.

*"STYLE IS A WAY TO SAY  
WHO YOU ARE WITHOUT  
HAVING TO SPEAK."* **RACHEL ZOE**

Stylist: Caitlin Faith Vania  
Designer: Ronamuntaz Apsari

*"STYLE IS VERY PERSONAL.  
IT HAS NOTHING TO DO WITH FASHION.  
FASHION IS OVER QUICKLY. STYLE IS FOREVER."* **RALPH LAUREN**

## LEARN THE SKILLS TO MAKE IT HAPPEN

### SKILLS

- Advertising and marketing
- Business ownership
- Manufacturing and merchandise management
- Media buying, media planning
- Visual merchandising
- Store planning and layout design

### HARDWARE INCLUDES:

- Gerber System or Lectra System
- Computer labs

### SOFTWARE INCLUDES:

- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office

## YOUR FUTURE BEGINS HERE

- You will get to learn from the best.
- You will get to learn from instructors that are active in the industry of marketing, allowing them to communicate current theoretical and practical knowledge with enhanced personalized attention.
- You will get to learn in modern facilities.
- You will get to learn with equipment, software and technology currently being used in the industry.



## JOHANA ZARA

DIPLOMA IN FASHION MARKETING | 2011

"Prior to my education there, I knew nothing about the design process nor could I sew a straight line. The equipment and technology that was available for us students during my studies was beyond what I needed to excel in design, and the Cool vs. Cruel competition prepared me for the real world. Furthermore, the Fashion Marketing program gave way for another possible route - opening my own business."

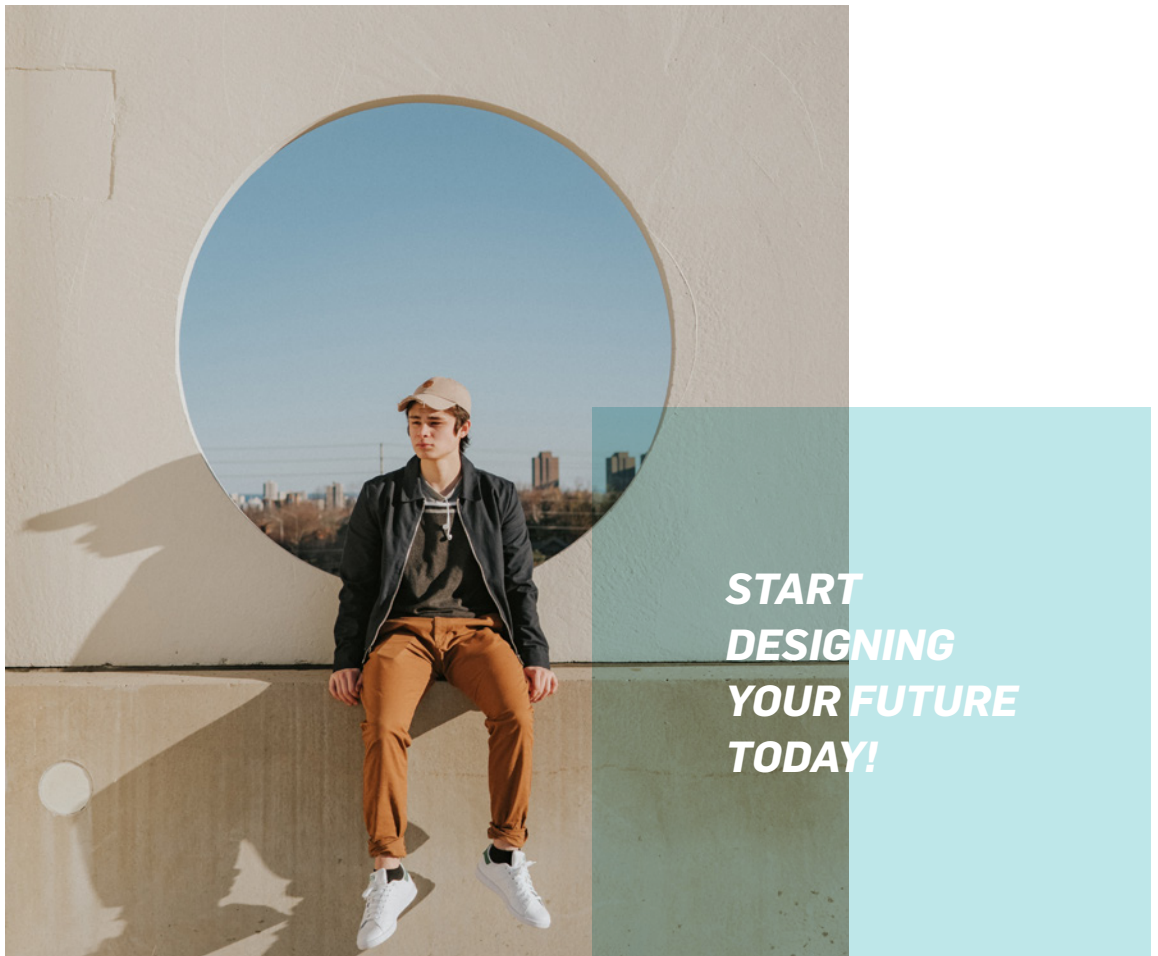
## PROFESSIONAL PROFILE

INDUSTRIES WHERE NEW MARKETERS  
CAN START THEIR CAREERS:

- Film Industry
- Sporting Industry
- Model Agencies
- Wedding Industry
- Retail Industry
- Fashion Wholesale Industry

## FASHION MARKETING STUDENTS CAN GO ON TO BECOME:

- A VISUAL MERCHANDISE COORDINATOR
- A FASHION PLANNER
- A FASHION BUYER
- A MARKET RESEARCH ANALYST
- AN ASSISTANT RETAIL SALES MANAGER
- A SALES REPRESENTATIVE



***START  
DESIGNING  
YOUR FUTURE  
TODAY!***



## ABOUT LASALLE COLLEGE VANCOUVER

LaSalle College Vancouver (LCV) is an applied arts school located in beautiful Vancouver within proximity of the west coast mountains and along the Pacific Ocean. With over 30 creative programs, pursuing your studies at LCV will put you ahead of the game and allow you to discover all the facets of the different career opportunities available in the world of design. LCV 's objective is to offer high-quality education, and to develop your creative potential. This institution not only offers creative studies but also offers the students opportunities to create, experiment, and grow every day!

Stylist: Caitlin Faith Vania  
Designer: Ronamuntaz Apsari

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LCI EDUCATION  
NETWORK  
MEMBER