

Welcome to BA Fashion Branding and Communication!

We look forward to meeting you later in September and to working with you to develop your fashion communication practice. To get things going, we would like you to collect some research and ideas which we will discuss when you join us. Please collect this research in either a digital format of your choice, or physically within a sketchbook. Collect images (you are welcome to create your own images too, if you would like) and make some brief notes which tell us why you have made the selections that you have. Nothing is 'wrong' as everything will be your own viewpoint, this exercise is to enable us to find out more about you and your areas of interest within the wider world of fashion. Good luck!



Influencer:

Who has been the biggest influence on your decision to become a fashion communicator? Who do you admire who has a connection to fashion? They could be a fashion designer, a blogger, a celebrity, a fashion image-maker, a fashion writer, a fashion stylist, someone from fashion history, an activist, musician, performer, curator or they could be a personal connection within your own social circle. Show and tell us why you find them so inspirational!

Media:

Where do you gain your fashion inspiration from in the media? Do you look at blogs, vlogs, podcast, zines, fashion film or do you prefer printed fashion publications? Do you have a favourite fashion magazine, fashion writer or other source of opinions on fashion? Tell us all about the favourite way that you use to stay switched on to what is happening in the world of fashion and lifestyle!

Trend:

We would like you to identify a current fashion trend or predict one which you think consumers are going to be moving towards. Visually capture this trend and where and how it is already happening or beginning to appear. What is causing people to be attracted to this trend? Is there something happening politically, socially, within music, art, youth culture or otherwise which is feeding this trend? Collect as much information as you can, we can help you with the analysis if you are not sure.

Happy fashion hunting and we will see you soon!