

AMFI - AMSTERDAM FASHION INSTITUTE

THE FUTURE OF FASHION

creativity first

ability accomplishment art boldness
brilliance conception creation
craftsmanship fabrication feel idea
image imagery ingenuity insight
inspiration intelligence invention
creativity first
inventiveness finesse flair genius
mastery originality perceptibility
proficiency realization resourcefulness
spirit style talent taste touch
vision wit workmanship

integrated learning

AMFI-AMSTERDAM FASHION INSTITUTE

1

BACHELOR'S
COURSE

80

LECTURERS

SUBSIDIZED BY THE GOVERNMENT

IN THE NETHERLANDS THE ONLY FIT
-FASHION INSTITUTE OF TECHNOLOGY-

PART OF THE
HOGESCHOOL VAN AMSTERDAM

3

DEPARTMENTS

1250 STUDENTS

85%
GIRLS

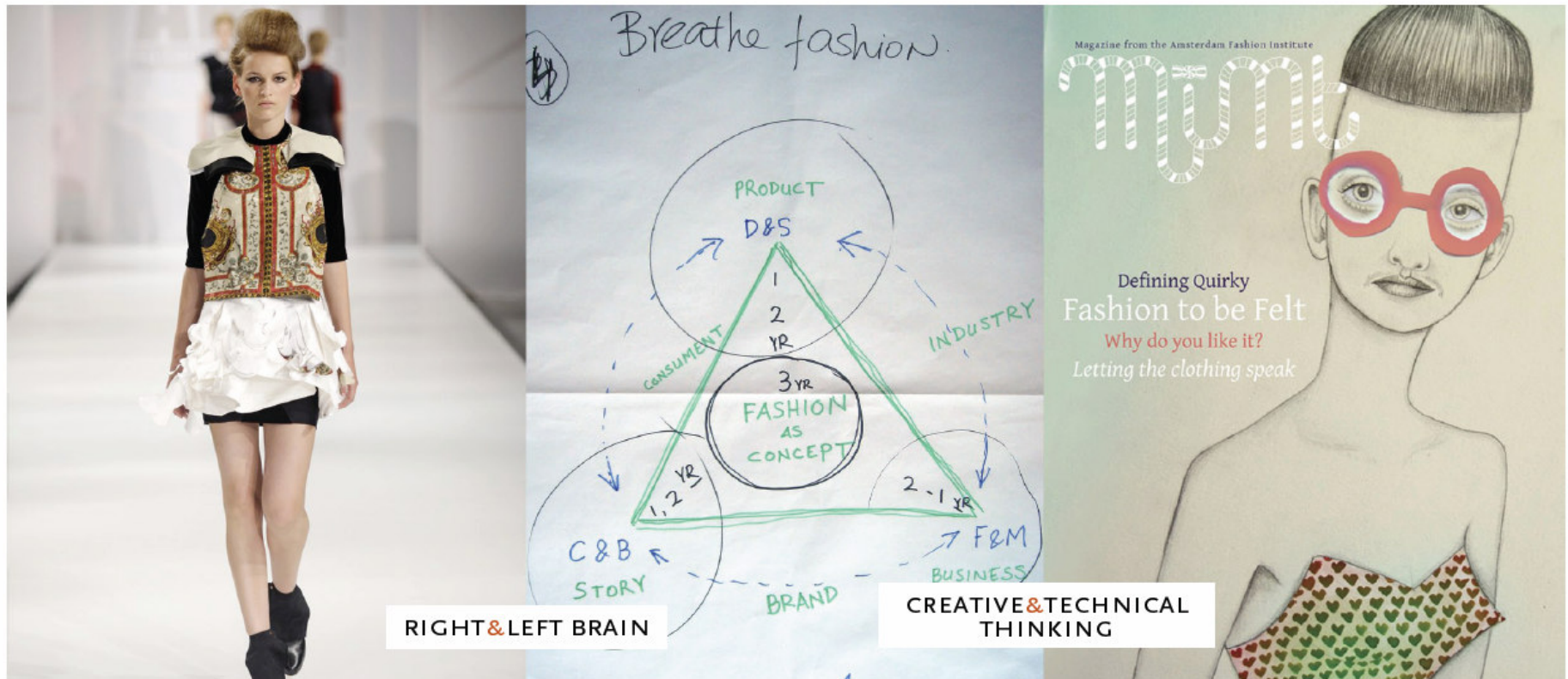
20 STAFF

15%
BOYS

20%
INTERNATIONALS

interdisciplinary education based on creativity

THE FASHION CHAIN



production room | auditorium | lab

THE HOUSE AND ITS ROOMS

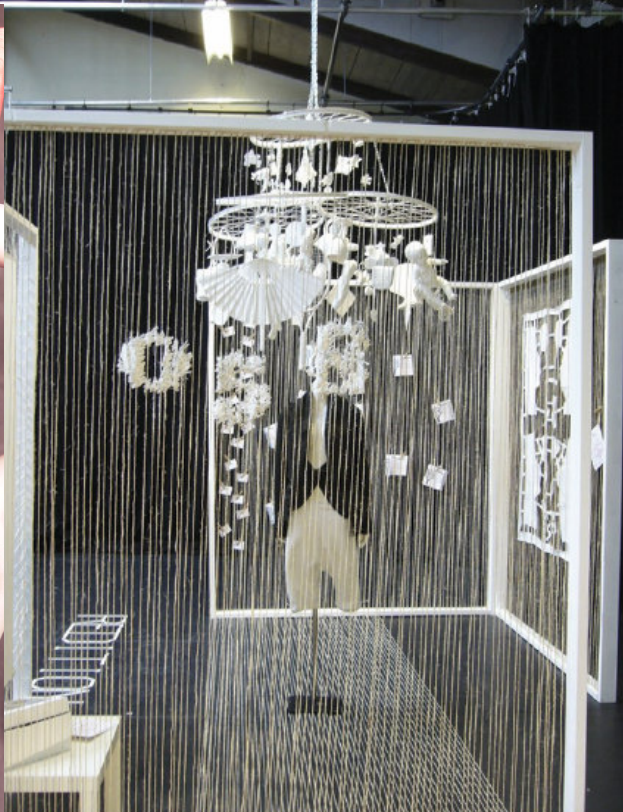


all programmes also offered in english

INTERNATIONAL



*Top by Django Steenbakker
Bow Stylist's Own*



integrated learning

THE FASHION PROFESSIONAL

DESIGNER FOR THE INDUSTRY

ART DIRECTOR

CREATIVE MANAGER

PRODUCTION MANAGER

BRAND MANAGER

CORPORATE IDENTITY MANAGER

BUYER/PRODUCT MANAGER

PURCHASING AGENT/MANAGER

SOURCING MANAGER

PRODUCT DEVELOPMENT SPECIALIST

SUPPLY CHAIN MANAGEMENT

FASHION EDITOR

BRAND ENGINEER

VISUAL STRATEGIST

KNITWEAR, JERSEY/CUT&SEW DESIGNER

SIZEPEC & FITTING EXPERT

PRODUCTION MANAGER

CONCEPT DESIGN MANAGEMENT

FORECASTER

INDEPENDENT DESIGNER

INTERNATIONAL SALES MANAGER

TEXTILE TECHNOLOGIST

RETAIL CONCEPT MANAGER

QUALITY COORDINATOR

CONCEPT DEVELOPER

MARKETING COORDINATOR

PROFILE FASHION&DESIGN

INDEPENDENT DESIGNER

“A conceptual thinker with a personal vision and a great creative talent.”

- » Creates a statement and visualizes this is an exceptional fashion collection.
- » Is passionate about working with materials, colour and form.
- » Uses patterns and techniques as sources of inspiration.
- » Calculates project costs.
- » Can lead a small team.

DESIGNER FOR THE INDUSTRY

“A contextual thinker and an intelligent creator.”

- » Supplies the industry with ideas.
- » Makes design concepts for brands.
- » Thinks about mass market fashions in a visionary way.
- » Calculates production costs.
- » Can work in a team.

FASHION FORECASTER

“A visionary thinker who unites good intuition with common sense.”

- » Analyses social, political and economic trends in the world.
- » Has an excellent intuition about future lifestyles.
- » Translates insights by describing and illustrating trends, materials, forms and colours.
- » Can work alone or in a team.
- » Creates sources of inspiration for designers and companies.

PROFILE FASHION&BRANDING

BRAND ENGINEER

“A conceptual thinker, a visionary and a strategist.”

- » Forms strategies on consumer behaviour and lifestyle.
- » Analyzes social, cultural and economic developments and makes links with the fashion industry.
- » Creates and visualizes concepts for the identity of existing clothing brands.
- » Implements concept realization.
- » Instructs a team.

CONCEPT DEVELOPER

“An inspiring concept developer with good communication skills.”

- » Uses intuition and intelligence to spot future lifestyles and trends.
- » Creates new brand identities and develops strategies to promote them.
- » Uses a variety of media to communicate product information.
- » Shapes the future.
- » Is an inspiring team leader.

CREATIVE MANAGER

“Is a practical createur and a good communicator.”

- » Organizes the actualization and communication of concepts.
- » Creates and manages a team.
- » Keeps watch over the entire product process, from strategy to execution.
- » Manages the budget as part of the creative component of the process.
- » Is the link between client, designer and producer.

PROFILE FASHION&MANAGEMENT

BUYER/PRODUCT MANAGER

“Is cosmopolitan, businesslike and communicative. An analytic decision-maker with a strong sense of fashion and a strong vision of future trends.”

- » Buyers and Product Managers both make products; Buyers procure for a company and Product Managers sell for a company.
- » Translates branding concepts into strategic plans.
- » Makes a collection plan as part of an overall strategy.
- » Works with targets to maintain a balance between quality and quantity.
- » Works with a stylist or leads a team of

PRODUCTION MANAGER

“Is fascinated by the fashion industry and is always looking for the best way to get things done. Is an excellent planner, with a focus on quality.”

- stylists during the entire process.
- » Translates fashion industry developments into ‘demand and/or supply chain’ strategies.
- » Coordinates product manufacture from start to finish.
- » Uses knowledge of the fashion chain to interpret product manager demands.
- » Provides creative input to the production process, with knowledge of different cultures, economic developments, production and communication technologies.

RETAIL CONCEPT MANAGER

“A concept developer and communicative person who is fascinated by the fashion market. Is visionary, strategic and analytic.”

- » Works with product managers and buyers.
- » Makes creative business strategies and works them up them into sales analyses and plans.
- » A global manager, analyzing and creating their way around the fashion world.
- » Devises sales strategy for a retail chain such as H&M.
- » Responsible for the strategic concepts of visual merchandising for a company operating worldwide.

fashion&design | fashion&management | fashion&branding

ABILITIES

creativity

personal vision & passion

international perspective

COMMERCIAL ATTITUDE

spotting future trends

feeling for material, shape & colour

leadership &
communication skills

team player



integrated learning

PRODUCT BASED MENTALITY

WORKSHOP
TOOLSHOPS
THEORETICAL
BACKBONE



YEAR ONE

first 'general' semester

theoretical backbone | workshops | toolshops

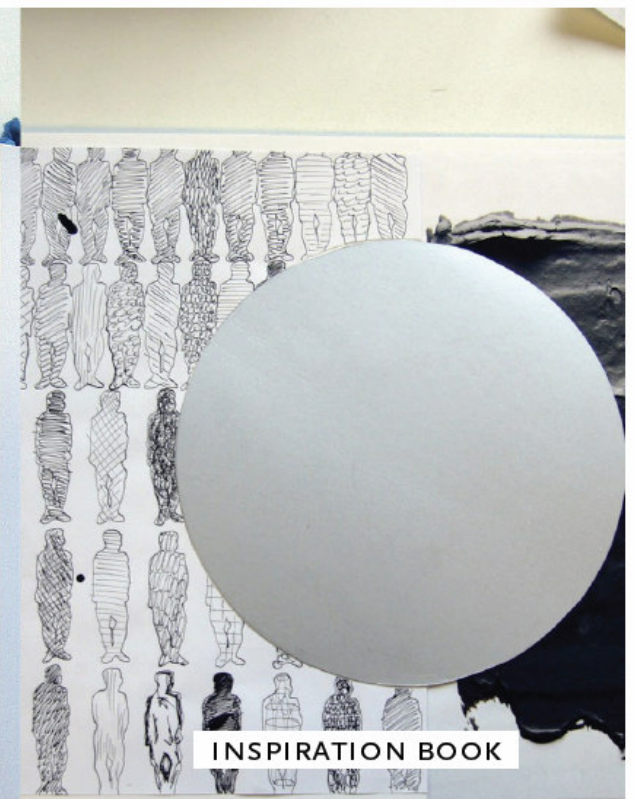
THE FASHION WORLD AND ME



PROTOTYPE



STYLE BOOK



INSPIRATION BOOK

YEAR ONE

second 'specialisation' semester

theoretical backbone | workshops | toolshops

ME AND THE FASHION WORLD

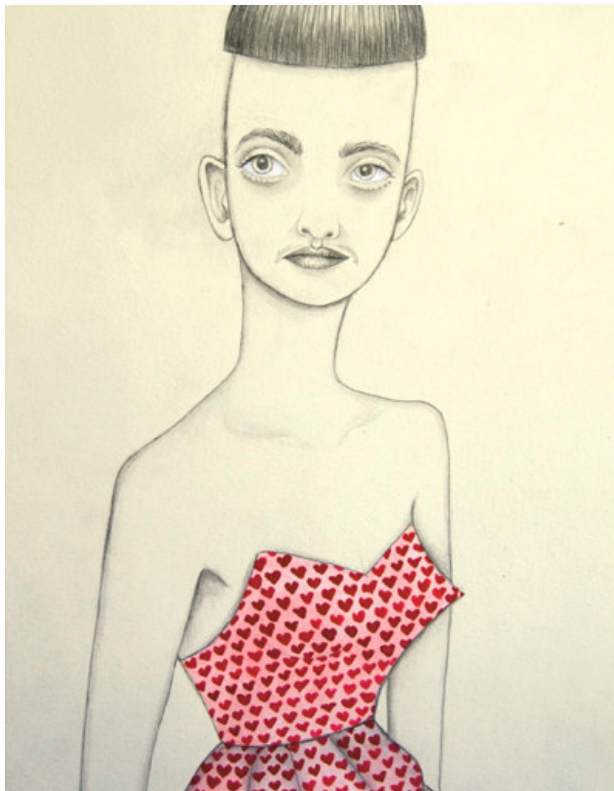


BASIC GARMENT

YEAR TWO

theme-based learning

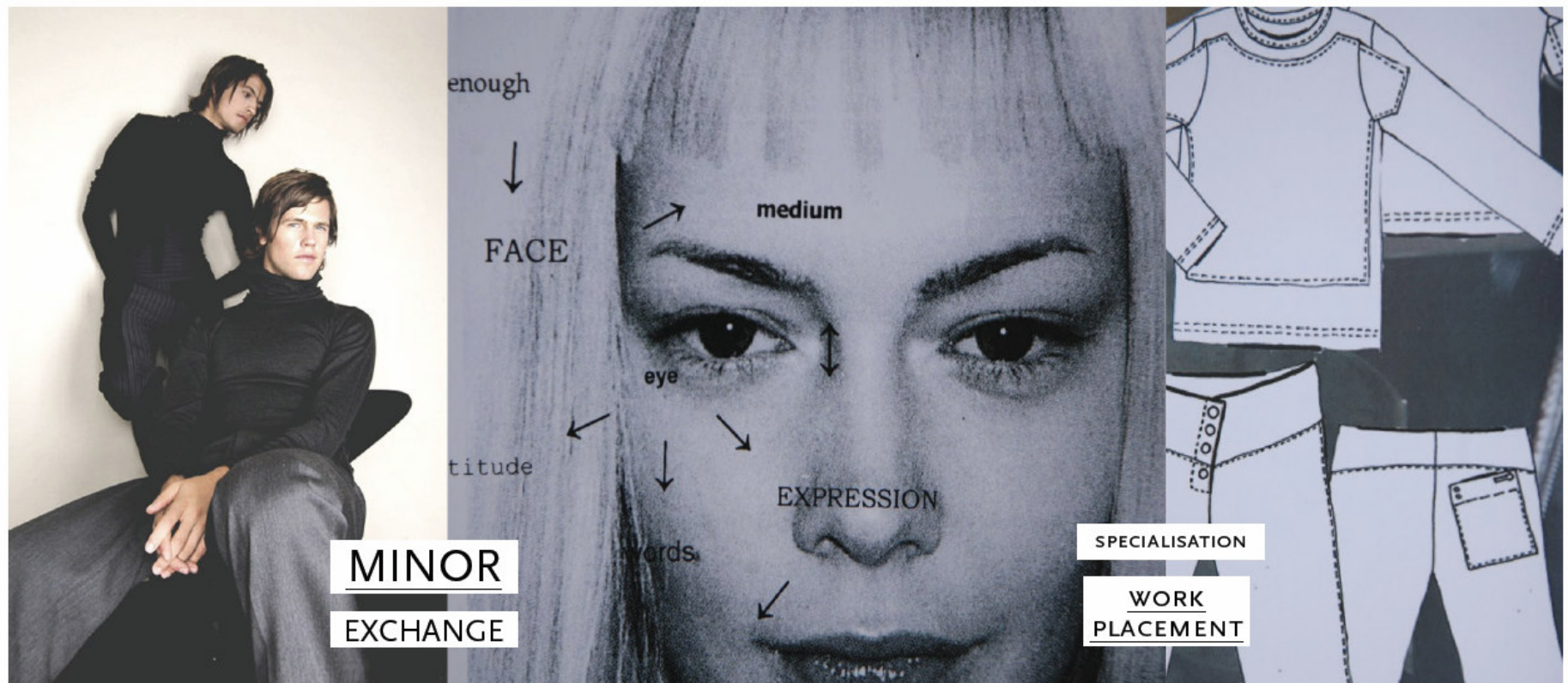
QUALITY + QUANTITY



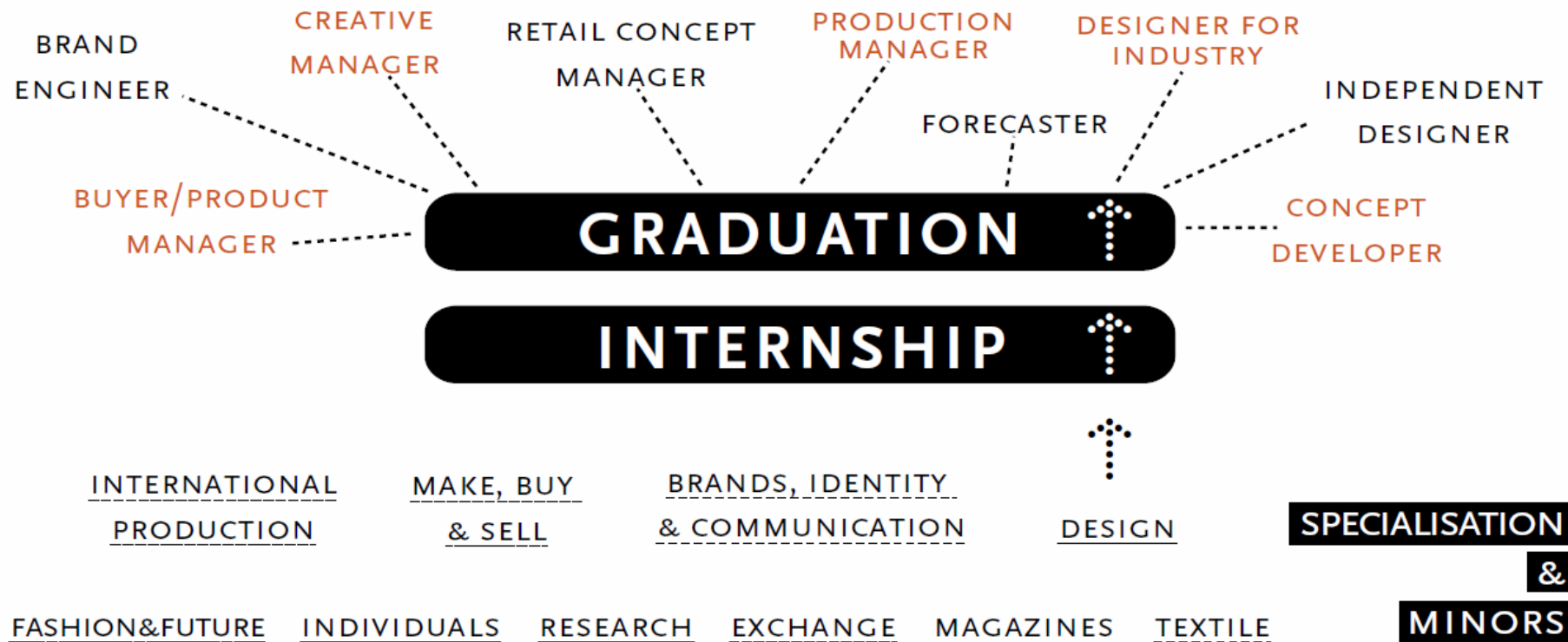
YEAR THREE

integrated learning

FASHION TALENT



HOW TO BECOME A PROFESSIONAL



YEAR THREE

integrated learning

MINOR INTERNATIONAL PRODUCTION



reality school

INDIVIDUALS



YEAR FOUR

the fashion professional

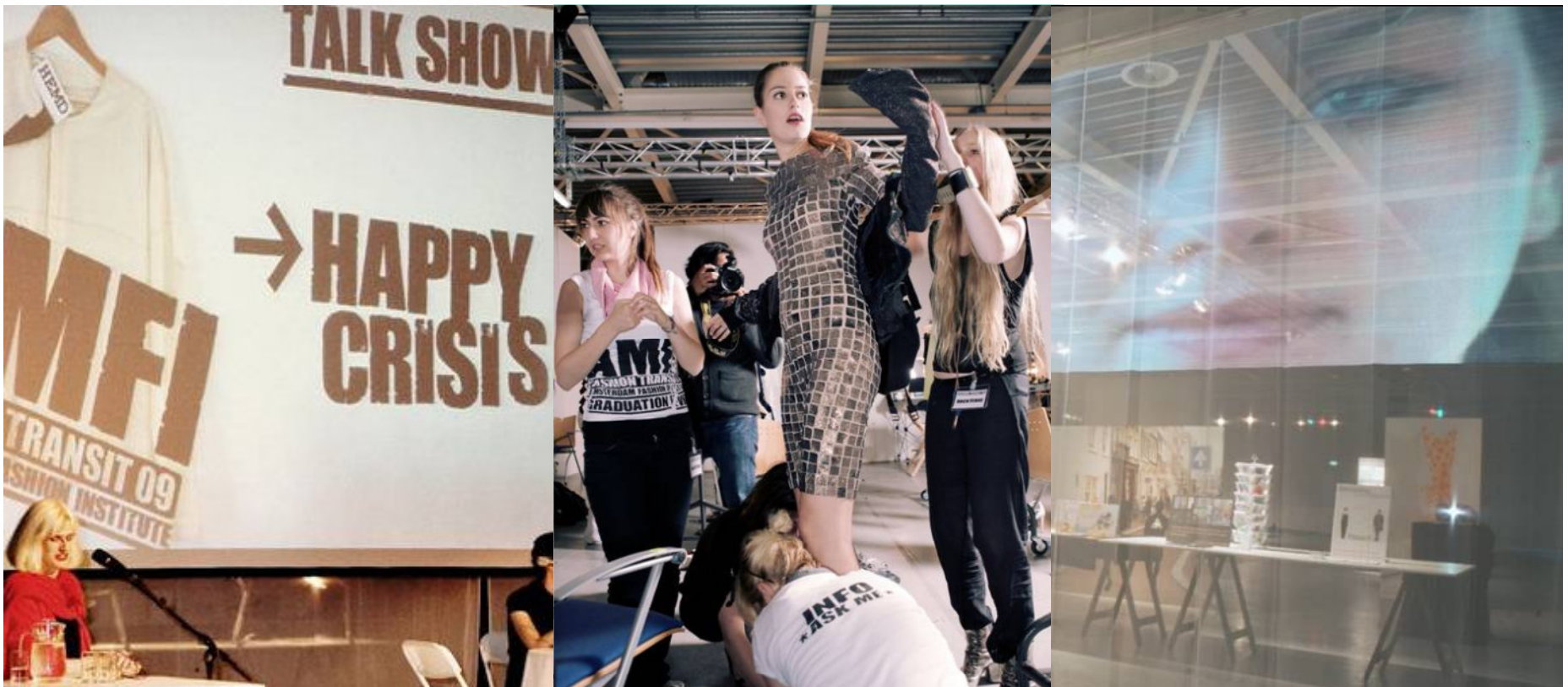
INTEGRATED LEARNING



YEAR FOUR

debate | show | exhibition

FASHION TRANSIT



integrated learning

AMFI AND THE FASHION BUSINESS

EDUCATIONAL: PROGRAMMES CONNECTED TO THE INDUSTRY

PARTICIPATION - AMSTERDAM INTERNATIONAL FASHION WEEK | SHOW + BACKSTAGE

INTERNSHIPS | WITH HIGHLY CLASSIFIED COMPANIES WORLDWIDE

EXCHANGE PROGRAMMES | WITH SCHOOLS WORLDWIDE

ADVISORY BOARD: MODINT | MR.H.BEKKE

BIJENKORF | MR.J.BERGER

UNIT | MS.N.VAN'T VEER

COOL-CAT | MR.R.KAHN

KESSELS-KRAMER | MR.E.KESSELS

TRADE INDUSTRY:

SMEL

BLEND MAGAZINE

CULTUURFABRIEK

HTNK

G-STAR

SUIT SUPPLY

ELSEVIER MAGAZINE

GLAMOUR

ELLE

SISSY BOY

THEY

YOUNGURBANS

MEXX

LA COLORS

KUYICHI

LA VIE EN ROSE

PLATFORM 21

VLISCO

10 FEET

excursions | internships | projects

AMFI AND THE FASHION BUSINESS



sharing value

AMSTERDAM

Modint

AIFW

Amsterdam International Fashion Week

DFF-Dutch Fashion Foundation

The Modefabriek

World Fashion Centre

HTNK



industry & education sharing value

IAF & IFFTI



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IAF

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IS MY FUTURE
COURSES & PROGRAMS
FASHION DESIGN
SWHON DESIGN
E PROGRAM
C COURSE
IDENTITY
PORTFOLIO REQUIREMENTS
E CURRICULUM
WHAT'S NEXT
BE STUDY - CRITICAL COMMENTARY
LINKS DESCRIPTIONS
CITY
VISIT WEB GALLERY: AAS
VISIT WEB GALLERY: STA
VISIT WEB GALLERY: ART

FIT

MY PRESENT MY PAST

FASHION DESIGN

Associate Degree Program and Bachelor of Fine Arts Degree Program

FIT's focus on fashion since the college's founding in 1944 has distinguished it among professional design institutions. But fashion has changed since 1944 and so has FIT. The variety of course offerings, unique areas of specialization, and state-of-the-art facilities that today's Fashion Design majors find here reflect the sophistication and diversity of the industry.

Beige Mohair Suit, Knit Sweater
Lee R. Toppan
Fashion Design, AAS

ITALY OR NEW YORK?

FIT offers its students an International Fashion Design program in Florence and New York. This one-of-a-kind program consists of one year in Manhattan, studying at FIT and one year in Florence at the Politecnico, a specialized institution of higher education for fashion and related fields.

INTERNATIONAL STUDY

LIBRARY
THE MUSEUM AT FIT
CALENDAR
EVENTS
GALLERY

FASHION CITY

Did you know that Manhattan's Seventh Avenue, where FIT is located, happens to be called "Fashion Avenue"? Take that as a sign of FIT's close connection to New York's thriving fashion community. Faculty members and guest lecturers are successful working designers, bringing years of experience into the classroom. Field trips, internships, and practicum with top design firms and companies get you real hands-on experience. You'll do more than walk up Seventh Avenue passing by all those shops; you're getting a look in the door. An FIT education will open doors for you. The work our students complete here and after they graduate helps set new fashion standards the world over.

CONTACT US

SEARCH

FIT | NEW YORK

RMIT University

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- » Staff
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RMIT UNIVERSITY

integrated learning

THE CREATIVE COMMUNITY AMFI

The lecturers
and the
students
Working
together
Showing
their talent



AMFI - AMSTERDAM FASHION INSTITUTE



creativity first

THE FUTURE OF FASHION