



University of  
East London

**125** Years of  
Pioneering  
Futures

**‘A FUTURE IN FASHION’**

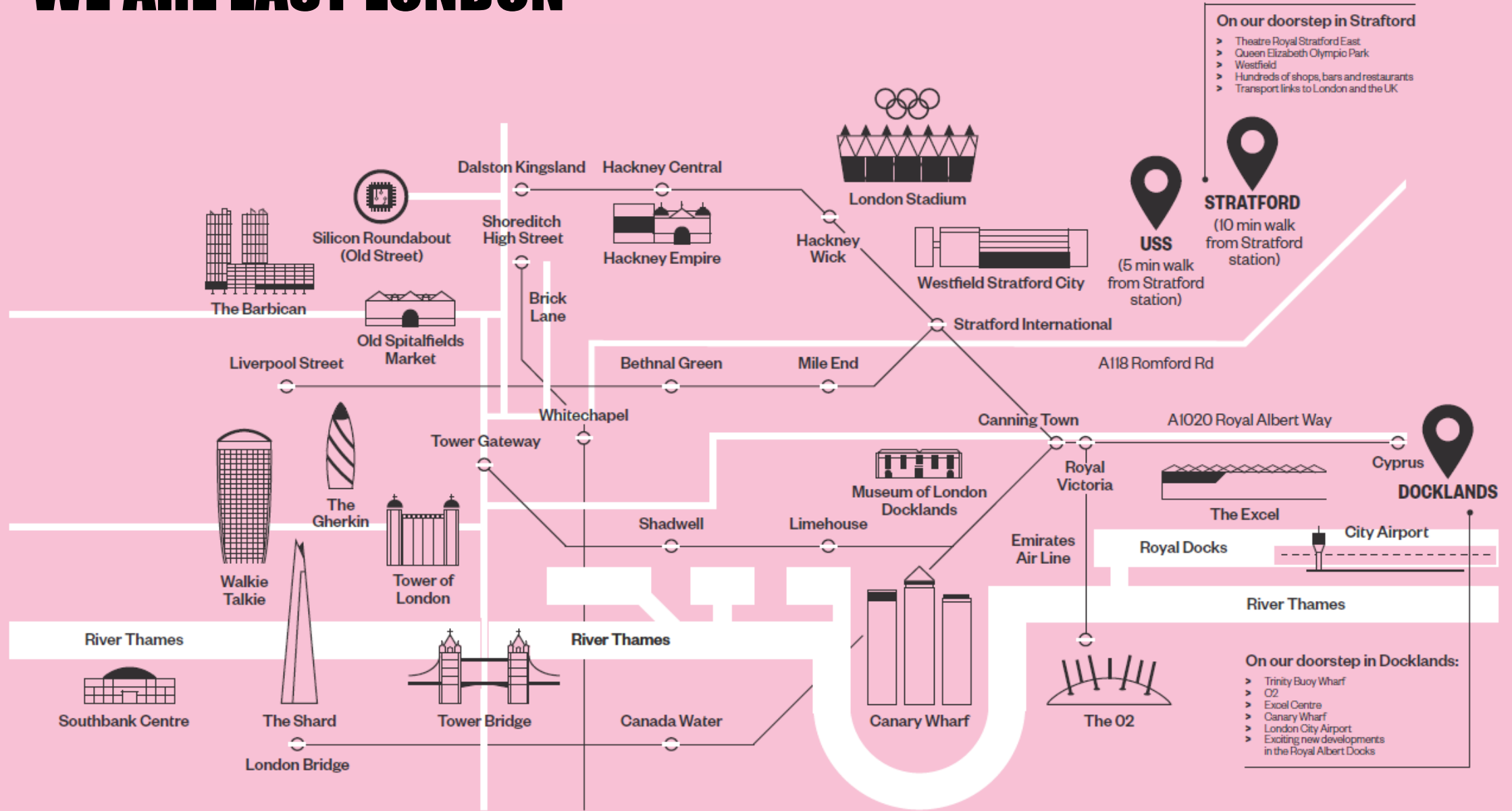


University of  
East London

Student Life

**WELCOME TO UEL**

# WE ARE EAST LONDON



# FASHION



## **FOUNDATION**

## **UNDERGRADUATE**

## **POSTGRADUATE**

**BA (HONS) FASHION  
CULTURES AND BUSINESS  
WITH FOUNDATION YEAR**

**BA (HONS) FASHION DESIGN  
WITH FOUNDATION YEAR**

**BA (HONS) FASHION  
MARKETING AND  
COMMUNICATIONS WITH  
FOUNDATION YEAR**

**BA (HONS) FASHION  
CULTURES AND BUSINESS**

**BA (HONS) FASHION DESIGN**

**BA (HONS) FASHION  
MARKETING AND  
COMMUNICATIONS**

**BA (HONS) FASHION STUDIES  
TOP UP**

**MA CREATIVE ENTERPRISE**

**MA / MFA FASHION**

**MA INTERNATIONAL FASHION  
BUSINESS WITH LUXURY  
BRAND MANAGEMENT  
(SEPT & JAN START)**

**MA INTERNATIONAL FASHION  
BUSINESS  
WITH MARKETING AND  
PUBLIC RELATIONS  
(SEPT & JAN START)**

**MBA FASHION  
ENTREPRENEURSHIP**

# HEAD OF FASHION

BEATRICE NEWMAN





# THE TEAM





# THE TEC TEAM





**FASHION  
FOUNDATION**

# Fashion Foundation > UEL

During your Fashion Foundation year at UEL, you will gain the essential skills and subject knowledge to help you excel in higher education and give you a head start in your chosen fashion degree.

The lecturers who teach on this course are Industry professionals with years of fashion experience and knowledge. They will guide, support and help you through your time at UEL.





---

Your learning and employment opportunities will be enriched through numerous experiences covering the fundamentals of design, sewing, styling, print & textiles, graphics, sustainability, and marketing.

The array of industry speakers and visits, supported by classes with master practitioners will give you a solid introduction to the fashion pathway of your choice.

Fashion Design

Fashion Marketing and Communications

Fashion Culture and Business





---

You will gain the specific knowledge and experience necessary to succeed on one of our BA degrees.

You can reconsider your BA course choice if you change your mind after one year.

The facilities and recourses available at UEL are incredible.

They allow you to be creative through; Printing, textiles, dyes, fabric manipulation, natural resources, sewing, technical skills development and more.

**UNDERGRADUATE**

# BA (Hons) Fashion Studies Top Up

A **Top-up** degree is a one-year exciting programme which mirrors a typical final year on an undergraduate degree.

The BA (Hons) Fashion Studies Top-Up degree allows students who have completed a relevant qualification such as a A Levels, BTEC, HND or a Foundation degree to **fast-track their studies to a full undergraduate degree.**





The **BA (Hons) Fashion Studies Top Up** course offers an excellent opportunity to formalise your work experience, equip you to become a leader in the fashion industry, shift your career direction, or launch your own fashion business.

This course teaches knowledge and skills related to the fashion industry, including current business, marketing, and management practices.

It also provides opportunities to develop an industry-relevant fashion portfolio and complete a final major project aligned with your career goals.

The course emphasizes career-oriented skills, industry insights, development of employability skills, expertise, and a comprehensive understanding of the fashion and business sector.





University of East London

125 Years of Pioneering Futures

# UEL FMC 2024

BA (Hons) Fashion Marketing and Communications

BA FASHION MARKETING AND COMMUNICATIONS



ART MATTERS LONDON CIC

Do it with

Denim



## Environmental hazards of denim processing - I

Arash Parvaz Polyasmy Faculty of Textile Engineering, Technical University of Liberec, Czech Republic



As the number of jeans and the size of the largest industry of each country in the world which also denim industry, is a vast amount of its required and all amount of water is generated. About 1.5 million plastic dies are used according to estimate, and of synthetic dyeing. The process of end operators, create pure water through the whole process. The size of this sector is to study the fresh water and increase of population. It is necessary to reuse wastewater and to accept the idea to the increasing legal processes. The alternative and practical limitations of such harmful processes on denim processing is also possible.

Denim processing and environment

RED STITCHING

paint splatters



WORKSHOP

POSTER IDEA 3



We are the careers-led university, preparing students for an unpredictable future, relevant to the fashion Industry

Since 1898 we have been a pioneering institution with a unique community in the heart of East London.

ESTD 1898  
**CROMBIE**

## Key Partners & Industry

**ASOS**

**ART MATTERS**  
LONDON CIC

BRITISH  
FASHION  
COUNCIL

ESTD 1805

**CROMBIE**

L Ø C I

(FASHION)  
**MINORITY**  
REPORT

GRADUATE  
FASHION  
WEEK

**LONDON  
FASHION  
WEEK**

**NETFLIX**

**PVH**

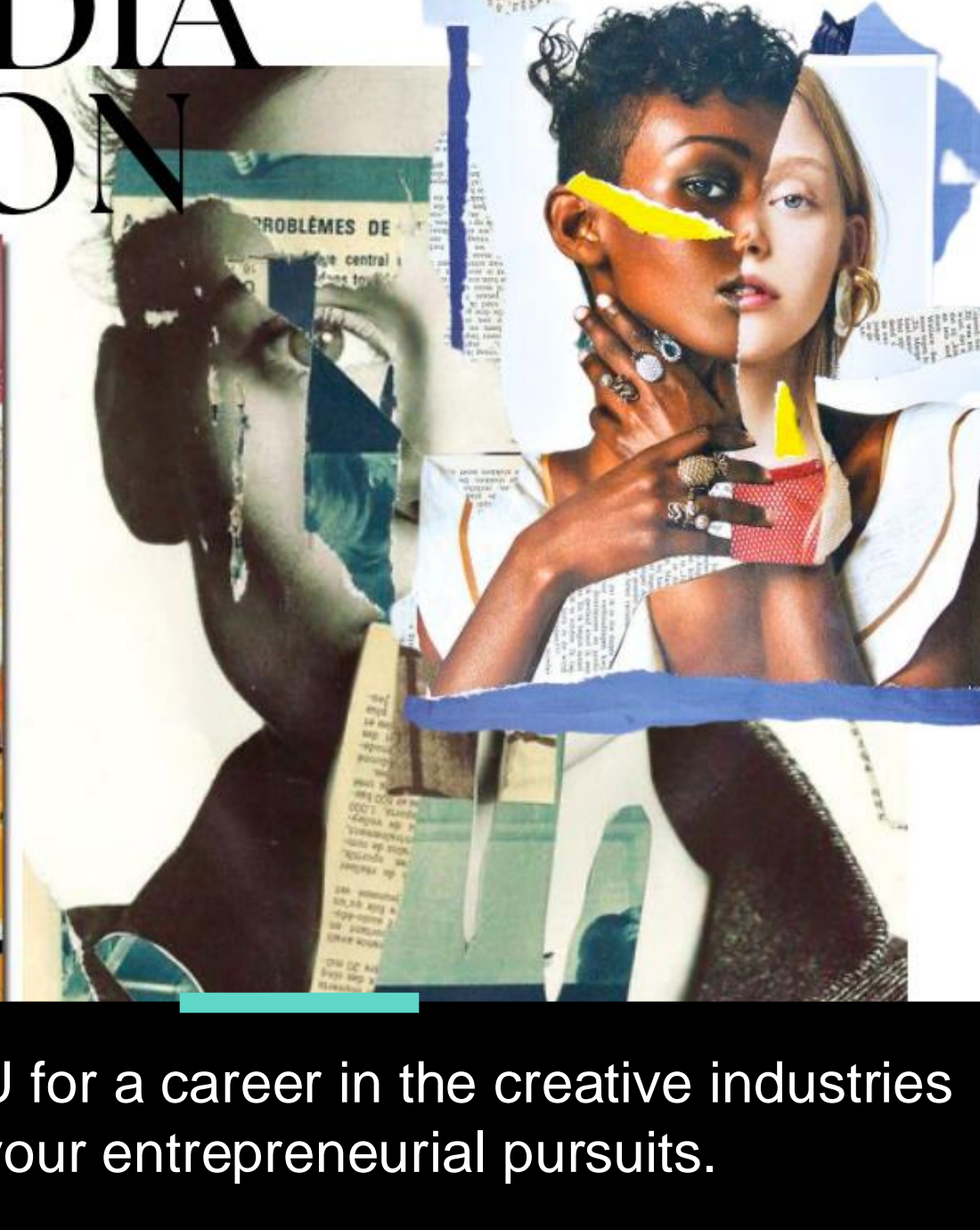
THAT  
**GORILLA**  
BRAND

**V&A**



# MIXED MEDIA INSPIRATION

L4 Student Example



Preparing YOU for a career in the creative industries  
& developing your entrepreneurial pursuits.



# FASHION CULTURES AND BUSINESS

The FCB course enables fashion through the exploration of various communities, product cultures, circular cultures, textile heritage, consumption patterns, beauty standards, and representation in relation to business.

Students will delve into the diverse practices and traditions of different fashion communities, examining how these groups influence and shape the broader fashion landscape. They will study product cultures, understanding the lifecycle of fashion products from conception to consumption, and how these processes impact and are influenced by business strategies.

The program investigates how global cultures overlap with the beauty, wellness, and clothing markets of both the global north and south, as well as the impact of social media and the metaverse (digital and augmented realities).



*The **BA (Hons) Fashion Culture and Business** is a communication and humanities program that examines the intersecting boundaries of fashion cultures through the lens of business, highlighting their importance in transnational and global contexts*

**BA (Hons) Fashion Cultures and Business course programme is unique as it deals with the implications of globalization on cultural communities.**

**The course will train communication literate professionals who command an understanding of empathy towards a variety of global audiences.**

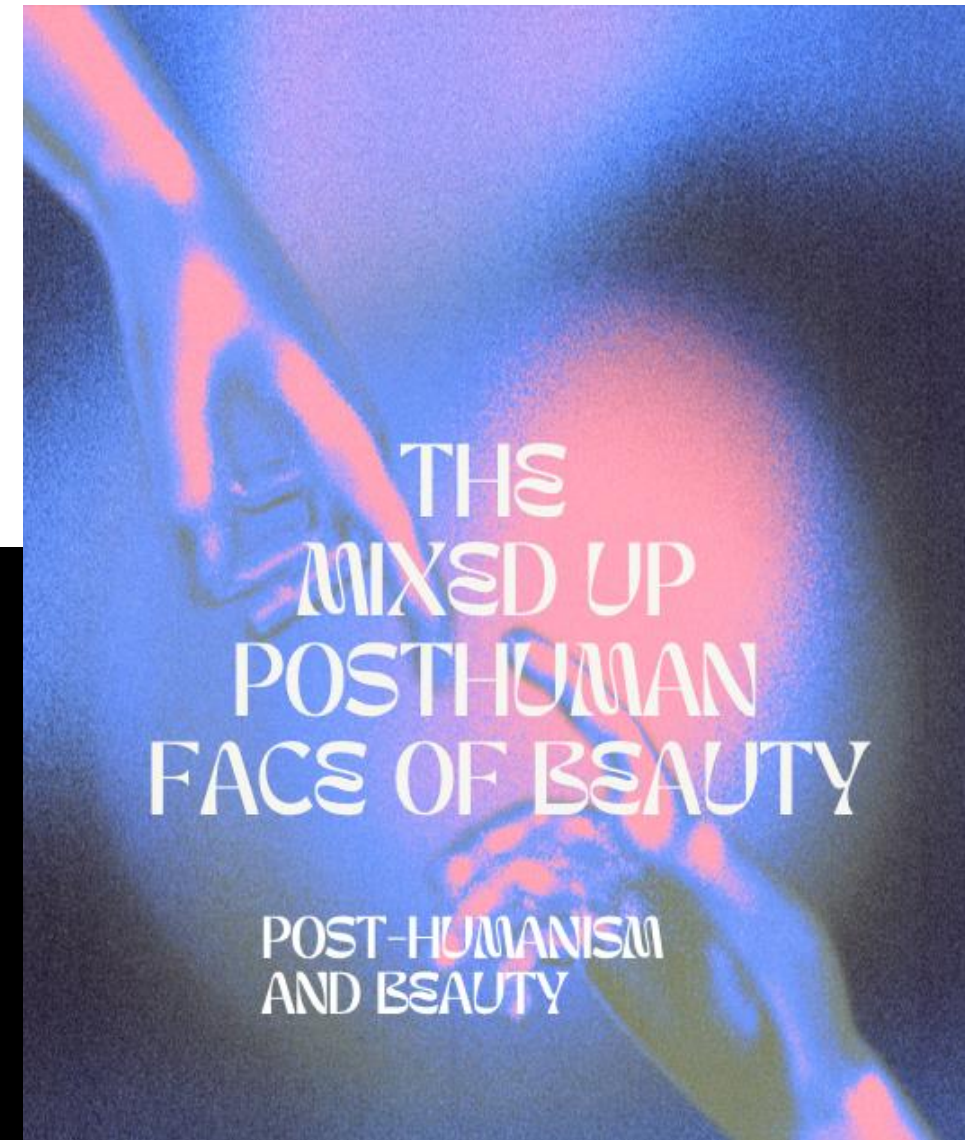


## To Elevate:

Enterprise and innovation  
Social engagement  
Reflection and critical practise  
Global awareness  
Problem solving

## Expanding On:

Emotional knowledge, nuance and ethics via cultural studies  
Fundamental marketing and PR practise and theory  
Business acumen and entrepreneurship  
Introduction to adobe suite software such as; InDesign, Photoshop and Illustrator







**BA FASHION DESIGN**



At UEL, we pride ourselves in teaching our students to understand the historical context of the creative industries so that they can rise to become innovators and disruptors for the greater advancement of fashion itself.

We work with established professionals, amazing guest lecturers and partner with some incredible brands, offering the students a real life and creative journey.

The lectures teaching on this course are industry professionals, creatives and award-winning designers.



With a focus on sustainability, ethical materials, cultural awareness and diversity, students can become designers of influence and fledging stars in a highly saturated market.

UEL encourages students to be different and harness their own creative diversity with tools that will prepare them for the wider industry and knowledge of how they can progress on their journey.

This is a fast-paced, hands-on course amid the creative hub of East London, preparing students to take their place in the world of fashion.



**POSTGRADUATE**



# MA INTERNATIONAL FASHION BUSINESS



Artistic Change Leaders are a diverse group of students all studying MA International Fashion Business at the University Of East London in Royal Docks

an event to celebrate and **create**

how **Artistic Change Leaders** aim to enrich the Royal Docks with a Community Art Day at RAW

by Jon Massey

A group of MA International Fashion Business students are set to hold an event aimed at building a new creative community in Royal Docks.

Artistic Change Leaders (ACL), whose members all study at the University Of East London, plan to host a Community Art Day on April 29 from 10am-6pm.

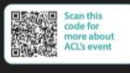
Hosted at Art in The Docks' gallery space at Royal Albert Wharf, the event promises a host of free activities and workshops, performance art, newspaper art (the best kind, obviously), origami and petal art as well as displays from selected local artists.

Attendees will even be able to make reusable tote bags and enjoy entertainment from a DJ.

ACL says its vision is "to inspire and motivate creative spirit in the local neighbourhood and showcase amazing talent in Royal Docks" with a focus on exploring ways of living sustainably.

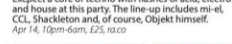
While tickets for the Community Art Day are free, they should be pre-booked via the code below.

Follow [@artisticchangeleaders](#) on Instagram for more information

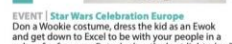


things to do, places to go, people to see

**Where?**  
Fold  
Canning Town



**Where?**  
Excel  
Royal Victoria  
Dock



**EVENT | Star Wars Celebration Europe**  
Don a Wookiee costume, dress the kid as an Ewok and get down to Excel to be with your people in a galaxy far, far away. But who has the best lightsaber?  
Apr 7-10, 10pm-6am, from £65, [starwarscelebration.com](#)



**Where?**  
Riverscape  
Silverton



**EVENT | Fun At The Farm**  
Families are invited to come down to Ballymore's development to meet ponies, lambs, goats, chicks and bunnies with feeding and petting available.  
Apr 16, 10am-2pm, free, [eventbrite.co.uk](#)

**flashing lights**



Open until June 4, This Air fills The Beams venue at The Factory Project with a series of light-based art and sound installations. Off-peak tickets for the show start at £20, open Wednesday to Sunday  
[thebeams.com](#)

Scan this code for more information about Thin Air or to book tickets for an illuminating visit.

want more? @wharfalive @ f



- MARKETING AND PR PATHWAY
- LUXURY BRAND MANAGEMENT PATHWAY



# MA CREATIVE ENTERPRISE

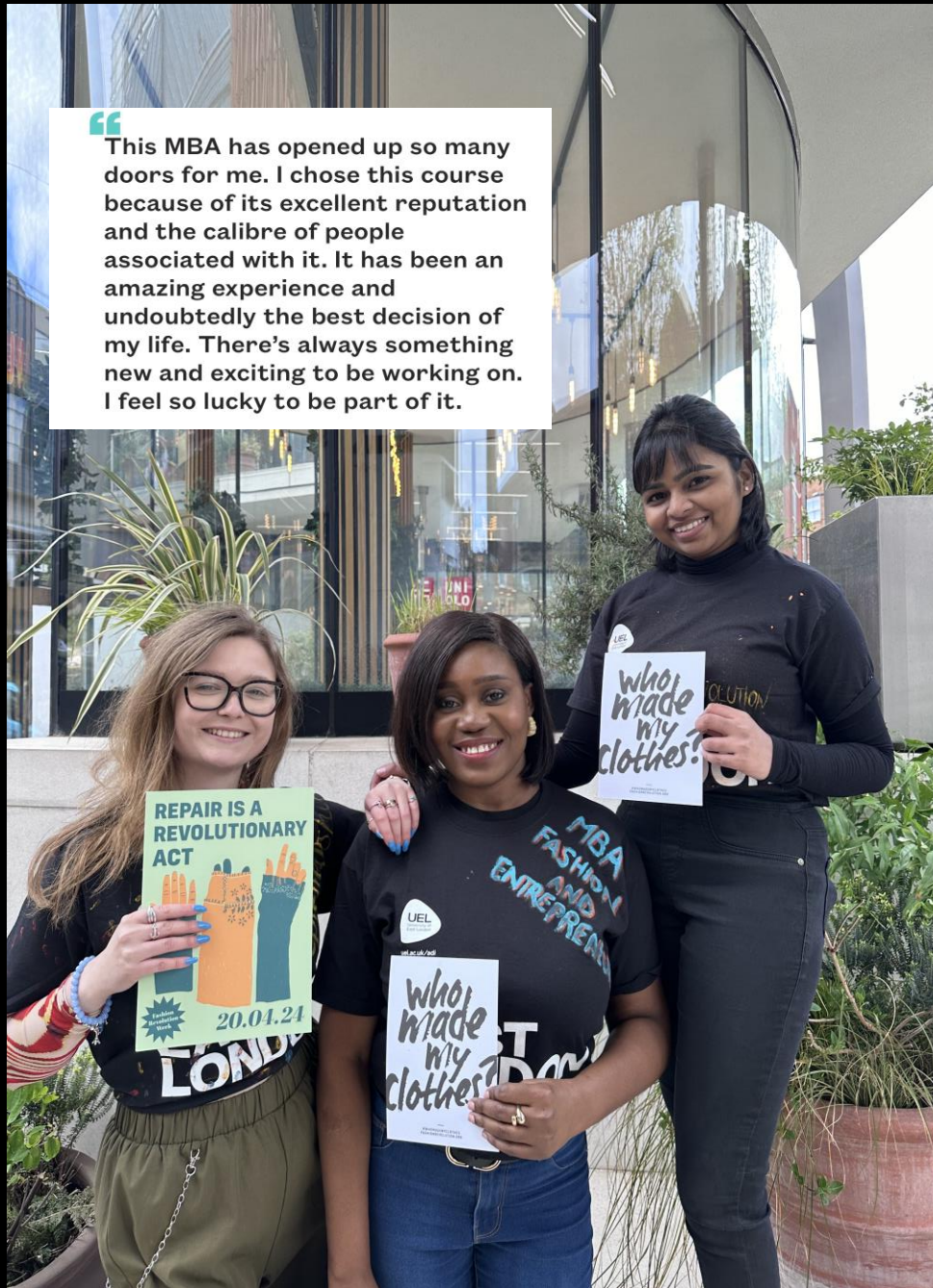
Our dynamic, multi-disciplinary MA Creative Enterprise course has been tailored for individuals looking to apply their creative specialism within a freelance environment or start their own business.

This course uniquely reflects the changing creative industries, where innovation comes from disruption of the norm, bringing together the different creative disciplines to learn and work together to identify solutions and create new opportunities.

Students on this course will enhance their skillsets by developing entrepreneurial skills to commercialise their creative practice, gain knowledge and experience in balancing creativity and commerciality, as well developing a portfolio of commercial work appropriate to their industry.

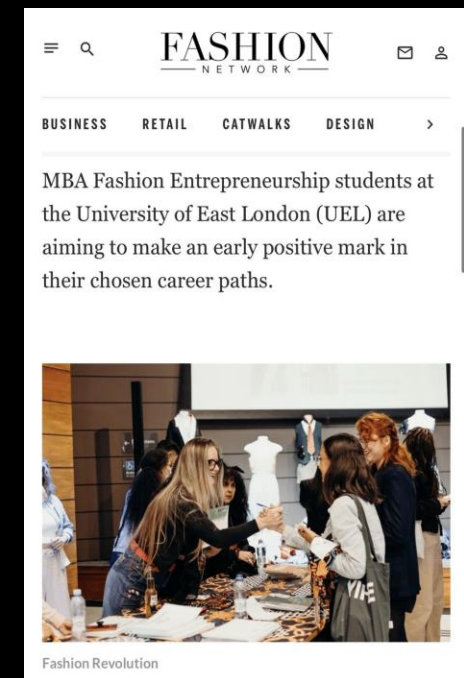
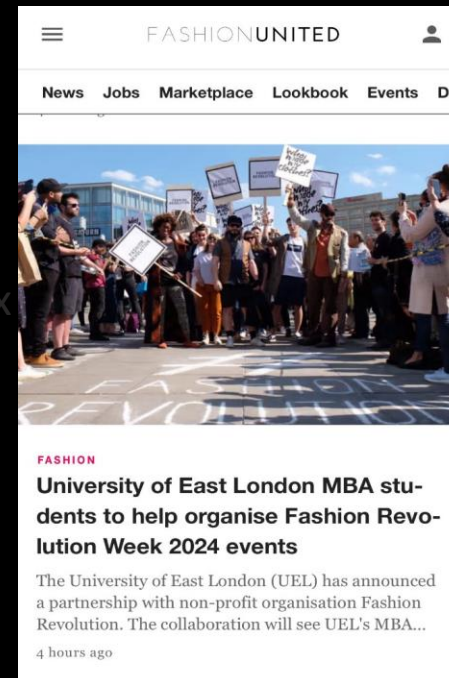
This forward-thinking, dynamic course will offer highly motivated, passionate creatives the opportunity to innovate and commercialise ideas; collaborate and form creative networks; and produce industry ready outcomes.

# MBA FASHION ENTREPRENEURSHIP



Embark on an exciting journey with the groundbreaking MBA in Fashion Entrepreneurship, designed to equip you with the essential skills and mindset to thrive in the ever-evolving global business landscape. Our students gain experience across industry projects, participating in London Fashion Week from FROW to backstage, and networking with industry partners.

The MBA and our students are regularly featured in international press including Vogue India, Fashion Network, Glamour and Guardian





# FASHION FACILITIES







**LOCATION: DOCKLANDS**





UEL has a range of flexible fashion studios which are used for design and making workshops as well as open access for students to continue to work on their own projects some of the specialty machines include sportswear sonic welders, leather machines, free-hand embroidery machine embroidery and knitting machines

# SUSTAINABLE



sustainable practice is at the heart of contemporary fashion design  
at UEL we have our own Sustainability Research Institute and Bio Textiles Facilities. which was recently visited  
by HRH King Charles III

We also collaborate on projects such as Hemp Growing, Circular Fashion, Zero Waste Pattern cutting





digital practice is embedded within every project with specialist tutors and technicians in Digital design, collaborations with Games designers, and a full 3D digital fabrication lab to help you realise your digital outcomes.



# CONTACT LIST

## **Foundation**

### Foundation

Joe Hunter – [J.hunter@uel.ac.uk](mailto:J.hunter@uel.ac.uk)

## **Undergraduate**

### BA Fashion Design

Wesley Hartwell – [W.hartwell@uel.ac.uk](mailto:W.hartwell@uel.ac.uk)

Hattie Crowther – [H.Crowther@uel.ac.uk](mailto:H.Crowther@uel.ac.uk)

Basil Lam – [K.w.lam@uel.ac.uk](mailto:K.w.lam@uel.ac.uk)

### BA Marketing and Communications

Sharon Hughes – [S.n.hughes@uel.ac.uk](mailto:S.n.hughes@uel.ac.uk)

### BA Fashion Cultures and Business

Tanya Phipps-Rufus – [t.Phipps-rufus@uel.ac.uk](mailto:t.Phipps-rufus@uel.ac.uk)

### BA Fashion Studies Top up

Kamilla Jones – [K.jones2@uel.ac.uk](mailto:K.jones2@uel.ac.uk)



# CONTACT LIST

## Postgraduate

### MA International Fashion Business

Kent Le – [K.le@uel.ac.uk](mailto:K.le@uel.ac.uk)

Kamilla Jones – [K.jones2@uel.ac.uk](mailto:K.jones2@uel.ac.uk)

### MA Creative Enterprise

Catherine Hudson – [C.Hudson@uel.ac.uk](mailto:C.Hudson@uel.ac.uk)

### MBA Fashion Entrepreneurship

Alison Lowe – [a.lowe2@uel.ac.uk](mailto:a.lowe2@uel.ac.uk)

## Main Email

### Fashion

[fashion@uel.ac.uk](mailto:fashion@uel.ac.uk)



University of  
East London

**125** Years of  
Pioneering  
Futures

**‘A FUTURE IN FASHION’  
THANK YOU**