

# Postgraduate Certificate Styling and Trends in Fashion



## Postgraduate Certificate Styling and Trends in Fashion

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/design/postgraduate-certificate/styling-trends-fashion](http://www.techtitute.com/us/design/postgraduate-certificate/styling-trends-fashion)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*

# 01

# Introduction

Fashion styling is an in-demand skill nowadays. More and more people rely on this professional profile when attending an event or a photo shoot. It is also relevant for those who want to give a twist to their way of dressing.

Through very carefully designed looks, stylists are able to create an entire image that suits the individual and the moment; but, to reach this level of quality, it is essential to develop a higher level of specialization in the field. Thanks to this TECH program, students will be able to develop the skills required to keep up to date with the main trends and become true style leaders.







“

*Fashion styling is nourished by current trends. Specialize in the sector and give your career a boost in no time”*

Styling and fashion trends are two concepts that must go hand in hand. It is impossible to understand one without the other and, therefore, fashion professionals are in a constant search for trends to create innovative collections that will become true symbols of the season.

The main objective of this Postgraduate Certificate in Styling and Trends in Fashion is to provide students with specialized knowledge that will allow them to detect the signs of change and turn them into an opportunity thanks to predictive trend reports. To do so, the concepts of appearance, lifestyle and trend, as well as the process established by color, shape, fabric or silhouette, must be studied.

By the end of the program, students will have developed a profound understanding of the field, one that will allow them to respond to fashion constructs and how they are perceptually related to interpretative and visual projection of consumer identity. Undoubtedly, a high quality academic program that will be essential to improve professional competitiveness.

Moreover, one of the main advantages of this course is that it is offered in a 100% online format, so as to allow students themselves to determine the time and place to study that suits them best.

This **Postgraduate Certificate in Styling and Trends in Fashion** contains the most complete and up-to-date program the market. Its most notable features are:

- ◆ Practical cases presented by experts in fashion
- ◆ The graphic, schematic, and practical contents with which they are created provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Special emphasis is placed on innovative methodologies in for fashion trend research
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection

“After completing this program, you will be able to create attractive and specific styles for any event”

“*Being ahead of fashion changes will allow you to be the first to create trends”*

Its teaching staff includes professionals from the fashion industry, who bring to this program the experience of their work, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training experience designed to train for real-life situations.

This program is designed around Problem Based Learning, whereby the student must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Researching color characteristics will be essential to create more innovative garments.*

*People's lifestyles influence the way they dress. Conducting research regarding this aspect will help you create garments of greater appeal.*



# 02

# Objectives

The main objective of this TECH Global University Postgraduate Certificate is to offer specialized knowledge to students so they can learn about current fashion trends and create styles adapted to consumer needs. As a result, after successfully completing the course, designers will be able to make use of all this information to avoid possible risks when developing their own collections, all while optimizing their resources.





“

*Performing an in-depth market analysis will allow you to create more competitive collections”*



## General Objectives

---

- ◆ Develop virtual skills for the new fashion environment, managing current codes and fostering a creative and artistic spirit
- ◆ Elaborate a professional design project with global impact capacity based on new opportunities
- ◆ Design while being aware of the use of materials thanks to a deep knowledge in the use of fabrics
- ◆ Face changes with agility and flexibility through an interdisciplinary perspective
- ◆ Materialize the connection between the imaginary world and the real world





## Specific Objectives

---

- ◆ Know how to prepare a predictive trend report that minimizes risks and optimizes designer resources
- ◆ Know new fashion trends and consumer lifestyles to create designs that arouse interest

“

*Become a trend hunter and nourish yourself with current fashion to create your own style”*



# 03

## Course Management

The teaching staff on this Postgraduate Certificate in Styling and Trends in Fashion is made up of professors with extensive experience in the field, who understand the importance of specialization in order to reach a higher level of training. For this reason, they have created the most comprehensive syllabus in the current educational market, which will allow designers to develop a general idea of the market and acquire the skills required to become the most reputable professionals within it.





“

*Specialize in styling and fashion trends with the best teaching team available today”*



## Management



### Ms. García Barriga, María

- ♦ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ♦ She has worked in major media outlets such as RTVE and Telemadrid
- ♦ Graduate in Information Sciences, UCM
- ♦ Postgraduate course in Marketing and Communication in Fashion and Luxury Companies, UCM
- ♦ MBA from ISEM Fashion Business School, the Fashion Business School of the University of Navarra
- ♦ PhD Candidate in Fashion Trend Creation
- ♦ Author of *The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends*



## Professors

### Ms. Rodríguez Flomenboim, Florencia

- ◆ Image consultant and responsible for *showroom* management and implementation of *Concept Stores*
- ◆ Fashion producer and editor in different publishing houses, agencies and firms
- ◆ Scenic creator for different plays, focusing on the image symbolism
- ◆ Degree in Performing Arts, ESAD of Murcia
- ◆ Specialized in Artistic Creation and Fashion Trend Analysis
- ◆ Diploma in International Relations, ITC Sraffa, Milan
- ◆ Master's Degree in Fashion Editorial Production and Fashion Design, American Modern School of Design, Buenos Aires, Argentina

# 04

## Structure and Content

The syllabus for this Postgraduate Certificate has been developed to provide students with the most advanced knowledge of styling and fashion trends so that, upon completion, they will be able to interpret the market and determine which garments will become the *Must* of the season. To this end, the curriculum covers everything from consumer needs, the importance of colors, market analysis and consumer trends after the pandemic.



“A totally new program to offer designers the most advanced knowledge of styling and fashion trends”

## Module 1. Styling and Fashion Trends

- 1.1. The Global Consumer: East and West
  - 1.1.1. Fashion in the Context of Globalization
  - 1.1.2. Asian Ostentation
  - 1.1.3. The Western Legacy
- 1.2. Consumer Needs Today
  - 1.2.1. New Consumer Profiles
  - 1.2.2. The Prosumer
  - 1.2.3. Decision-Making during the Purchasing Process
- 1.3. Visual Expression of Color
  - 1.3.1. The Importance of Color in Purchasing Decisions
  - 1.3.2. Chromatic Emotions
  - 1.3.3. Color in the Fashion Ecosystem
- 1.4. Trend Analysis and Research
  - 1.4.1. The Trend Hunter
  - 1.4.2. From *Trendsetters* to Mass Consumption
  - 1.4.3. Specialized Agencies
- 1.5. Strategic Launching
  - 1.5.1. Macrotrends and Microtrends
  - 1.5.2. Novelty, Trend and *Hype*
  - 1.5.3. The Product Diffusion Cycle
- 1.6. Trend Analysis Methodology
  - 1.6.1. The Art and Science of Predictive Analytics
  - 1.6.2. Sources of Information in the Fashion Market
  - 1.6.3. Extracting *Insights*
- 1.7. The Lifestyle of Fashion Consumers
  - 1.7.1. Values and Priorities
  - 1.7.2. The New Luxury and Its Place in the Fashion Marketplace
  - 1.7.3. Between the Physical Store and *e-Commerce*





- 1.8. The Conceptualization of the Fashion Market
  - 1.8.1. Purchase Experience
  - 1.8.2. *Hotspots*
  - 1.8.3. *Digital Concept Stores*
- 1.9. Trend Reports
  - 1.9.1. Structure and Composition
  - 1.9.2. Introduction
  - 1.9.3. Assessment and Decision-Making
- 1.10. Post-Pandemic Consumer Trends
  - 1.10.1. Permanent Changes in Consumer Habits
  - 1.10.2. Purchases of the Future
  - 1.10.3. Technology and Sustainability: The Axes of Change

“

*Analyzing fashion trends  
will help you create more  
competitive collections”*

# 05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



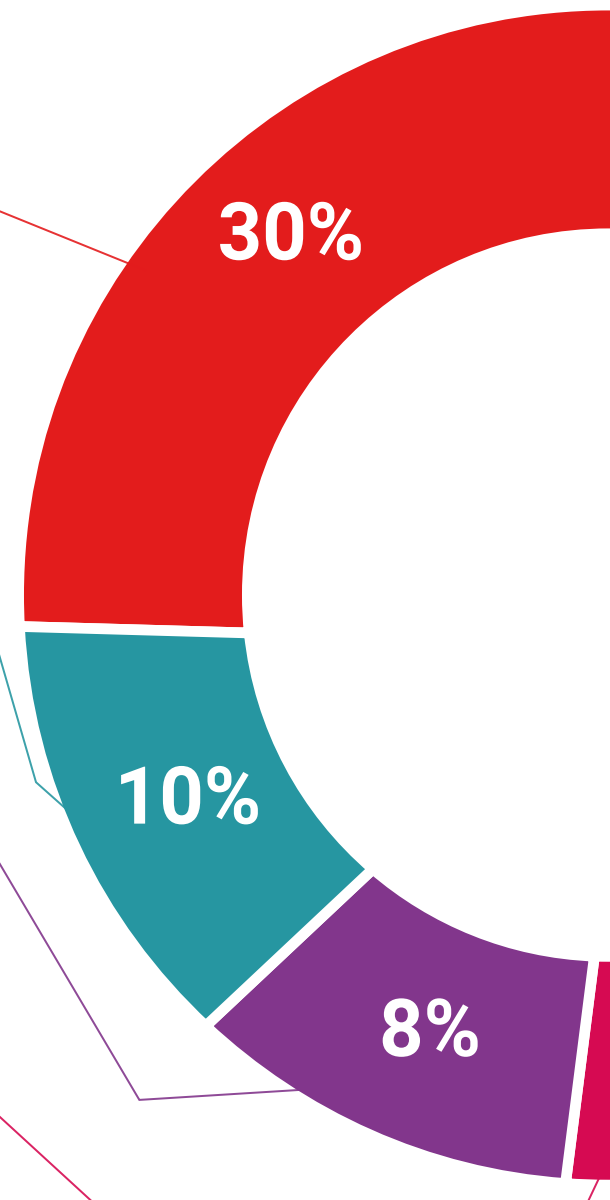
### Practising Skills and Abilities

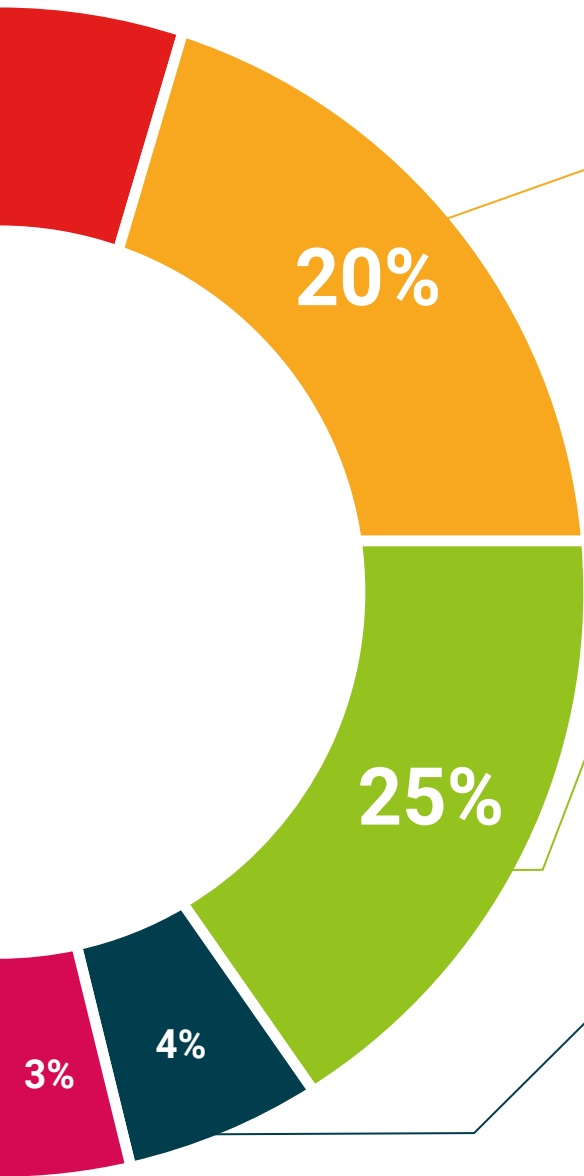
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.





# 06 Certificate

The Postgraduate Certificate in Styling and Trends in Fashion guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Styling and Trends in Fashion** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Styling and Trends in Fashion**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



health future  
confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online tra  
elopment langu  
classroom



## Postgraduate Certificate Styling and Trends in Fashion

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Styling and Trends in Fashion

