

2nd edition

BEACHWEAR DESIGN

Summer Courses 2018
Advanced Level

Calendar: from July 2nd to July 27th of 2018

Timetable: Monday to Friday, from 9.30am to 2.30pm

Language: English

Structure:

July 2nd: Opening ceremony and beginning of lessons

July 27th: Diploma award ceremony

Some of the complementary activities might be organized out of school schedule, to agreeing before with the students.

For courses taught in English, an intermediate level is required, corresponding to TOEFL 450 (PBT) or IELTS 5.0.

Introduction

The swimwear industry is expanding rapidly all over the world, and Spain is in a leading position thanks to outstanding companies in this field.

The Summer Course in Beachwear Design has been conceived to prepare professionals in designing and structuring a swimwear collection as well as introducing them to the patterning method.

Through lectures, practical sessions and visits, the student will understand the swimwear market and its competitors, the management and distribution of the retailers and brands, and also how to structure a collection plan and the swimwear design and pattern method.

At the end of the course students are able to design their own “capsule” collection, producing a complete book of their collection.

Objectives

Understanding the market and the different channels within the collection structure retailers, hypermarket, brands and designer brands.

Enabling future professionals to structure their own collection plan according to the target they want to reach and the distribution channel they want to sell through.

Acquiring a thorough knowledge and real-life command of the different printing techniques. The goal is make a personal print at the IED printing centre.

Learning how to present and specify their own creations following the different procedures designers use to send their designs to production, with technical specifications and measurement charts of the finished garment.

Studying the methods of swimwear sewing, construction techniques and pattern making.

Providing an introduction to the prototype fitting session and testing, in order to be able to contribute comments and correction for subsequent iterations.

Each student produces a personal “dossier” with a collection plan, print development and patterns, including a photo shoot of the samples.

To sum up, the main objective is to train and professionalize fashion designers in the specific field of swimwear design so they can develop a collection.

Methodology

The structure of the course is intended to match the real-life work experience in order to provide a solid foundation of knowledge and skills. The course is heavily focused on practice, store and workshop visits, and projects in order to ensure solid integration with the beachwear industry.

All the classes have a brief theoretical introduction in order to establish basic concepts and ideas; but the course mainly draws on multiple case study analyses and workshops, as they are the best way to achieve the global vision required from business-aware future professionals.

Students are coached to achieve a good command of content provided, eventually acquiring the full range of skills and information needed to be capable of autonomously manage the full process of developing and producing a beachwear product.

Visits

Through several visits to the main retailers in Barcelona and mono-brand stores, students are provided with a global vision of the different beachwear distribution channels and collection structure.

Workshop

Workshops are challenging, and they are the best way for students to understand and engage in the different steps in the production of a beachwear collection.

Fabric research: before producing their own print design at the IED printing centre, students first have to practise with print and fabric selection using the hundreds of beachwear fabric hangers that the school will provide.

Design and pattern making: guided by a professional, students have the opportunity to challenge their own capacity to conceive a design with a strong retail vision taking into account a range of determining factors, including pattern making and sewing technics.

Capsule collection project

At IED, our extended experience with the summer course format has led to a certainty that a personal project is the most effective way to structure the learning process and make it truly effective.

Student profile

This is an advanced course for Students with experience in design (ready to wear, Lingerie...etc) or people working in other areas of the fashion industry with a keen interest in the beachwear sector. Students must have a good command, if possible, of pattern making, dress making, drawing programs like Illustrator in order to produce their own collection.

Professional applications

Beachwear designer and swimwear product manager.

Admission requirements

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- Previous academic or professional knowledge related to the course area/subject
- ID (Spanish students) or Passport (international students) scanned
- Diploma of studies scanned (maximum level of studies acquired)
- Motivation Letter in the course's language
- CV in the course's language specifying languages level and computer skills
- Advanced knowledge of Spanish or English as appropriate. For courses taught in English requires an intermediate level, corresponding to a paper TOEFL 550 or IELTS 6,5. For courses in Spanish requires a level B2. In case you don't have any qualification, it will be necessary to assess your level through an in-person or Skype interview
- Portfolio for creative courses

Course program

Classes are divided in different areas to achieve a good understanding of the beachwear market and collection plan structure, design, pattern making and sewing techniques.

Beachwear market and collection plan

In the first stage and through several store visits, students will get a good grasp of:

- different collection plan structures and depth of a collection structure depending the retail channel.
- retail price range we find in the market from low cost concept to luxury brand.
- different patterns, cups and sizes that the market offers.
- colour palette we usually find in a beachwear collection and the essential colours you must have.

After this field study, students have acquired a timely and accurate knowledge of this market, enabling them to build a suitable retail concept leading to their own collection plan for a capsule collection of beachwear.

Fabric, fibres, printing techniques and components

This second stage will provide students with a thorough knowledge of the fibres, fabric composition, fabric stretchability, lining and, of course, all the different printing techniques used in the beachwear industry. It enables them to accurately identify a target consumer that matches their collection plan, while also taking into account other details like price point, timing ...etc.

Students produce their own print at the IED printing centre, using techniques that are taught in this stage. Furthermore, students learn about the main components necessary in this industry: cup, mould, foam, wire, underwire...etc

Concept, design and drawing of the capsule collection

During this third stage students share with a professional beachwear designer the most important steps in the development of a beachwear or swimwear collection.

Each student designs one item based on a previously defined suitable retail concept (every way of designing this collection can be included: collage, digital tools, manual drawing) and must include fabric and trim swatches. Students produce one technical specification sheet in order to be able, in the next stage, to create their own pattern.

Pattern design and dressmaking

This stage involves learning pattern-making skills needed to produce swimwear clothes and working with the pattern of an existing bra to get the perfect fit.

Students deal with basic patterns focusing on the different type of bras (with cup, wire, foam, etc), but also functional swimsuit, shaped swimsuits and brief.

They also learn how to manage the elasticity of the fabric depending on the pattern you they to achieve, with a particular focus on lining, as it is an important component for functional beachwear.

During this part students create a pattern of their own design and learn to extract patterns from existing beachwear garment or drawings or pictures.

Confection sewing sample – fitting correction & improvements

How to use the industrial sewing equipment found in swimwear production.

During this stage, students sew the pattern they created in the previous stage.

Fitting session: test the sample on real people and decide on, assisted by the group and teacher, the improvements and pattern changes required.

Book + Photo Shooting

To produce the final “dossier” they have been building over these 4 weeks and in order to express and capture all the steps of the process, students have the opportunity to do a photo shoot with a model and with their chosen photo styling (including still lives or others resources)

The last day of class there is the final presentation and review of the portfolio with all the teachers.

The Management of the Istituto Europeo di Design reserves the right to change the Course Program according to the didactic aims requested.

Course Coordinator

The content and syllabus of each summer course program have been designed by the appointed course coordinator, a specialist in the subject, together with the Master area Academic Department.

The Course Coordinator also plays an active role in assisting to incorporate professors and developing relationships between companies and institutions in order to create links to the course program.

Laurent Laigat

Many years of experience (France and Spain) in coordination of textile collections, in positions of product manager, design director and creative coordinator of design team, in several sectors like active wear, outdoor, skiwear, intimate, beachwear, denim, and licensing design for brands or characters.

In 2009 I created my design studio focused on design & product development, licensing design and licensing consulting.

Teachers of the previous edition

Maya McCarthy

Stemming from a diverse and rich european heritage and multicultural background, a growing passion towards the artistic world and industry lead a clear path towards working in the creative field. Discovering different possibilities in the area of design, from fashion designing (concept development) trend forecasting, to styling and interior design. Currently forms part of the commission of the Barcelona Fashion Film Festival as well as focusing on applying these skills to build future illusions in younger generations and different market segments.

Mariano Maturana

Medial Artisti.

He is graduated in Fine Arts in Willem de Kooning Academie Rotterdam, and postgraduate in Time Base Arts at Jan van Eyck Academie Maastricht.

His works in medial art are part of the Time Based Arts Collection of the Netherlands Media Art Institute and are exposed in some private collections as well in the Gate Foundation Collection in the Van Abbe Museum in Eindhoven and Jan van Eyck Collection in Maastricht.

Actually he lives in Barcelona where he works as medial independent artist and developing works and installations including technology and Augmented Reality for iOS and Android.

Esther Milano

Creative director at RESET PRIORITY and founder of STUDIO SWIM. Working with swimwear brands and creatives, she experiments with new lines according to brands requirements following the development of the collection end to end. From concept, material scouting, production control to get to ready to wear products.

Caring for the environment and responsible productions, new textile technologies and innovations. As a former international marketing professional, she works at ease with international suppliers and buyers.

Astrid Kasdorf

She has studied and investigated on patterning in different countries and she could develop her own methodology.

From 2000 she has been dedicating to teach patterning in different universities and has been collaborating with different companies such as Burberry's, Josep Font, Antonio Miró (Groc), Lydia Delgado, Tammy Donohue's y Violeta e Federico, among others.