

## **Fashion & Boutique Management**

**Course Duration** -11 months

**Elegibility** - SSC And above

**Proposed Fees-80 K**

**Course outline:** Fashion & Boutique Management course is prepared for giving sound knowledge to the students who aspire to setup a boutique or fashion house. Right from the subject Retail study to the Catalogue making are added to have an idea about current retail market & to know about the consumer needs & demands. Students will be given thorough knowledge of fabrics, garment designing, surface ornamentation and how the fashion industry works. Although the course will follow moreover the practical pattern but emphasis will be given on both practical & theory. For the final projects students will be given chance to use the knowledge they gained during the entire course duration of 11 months. Industries and market visits will also be conducted. Assistance for the internship will be

**Objective:** After completion of this course students should be able to : A) Develop a range of Designer garments B) Use efficiently CAD softwares C) Acquire knowledge of present market scenario D) Product pricing E) Set up a designer house/boutique using knowledge of entrepreneurship F) Understand the work of various departments in a manufacturing unit G) Figure out consumer's need & requirement H) Communicate well for business purpose, etc

**Teaching engagements:** Students will be provided notes as well as ppts through email

**Practical studies:** Students will be taken out for IV's and market surveys. Apart from that they will be provided different skills knowledge such as getting inspirations for illustration and garment designing. Surface ornamentation techniques like Tie & Dye, Bandani and embroideries.

### **Practicals:**

Market Surveys

1. Retail Shops or Boutiques or any Designer House
2. Ancient Markets of Mumbai

### **Industrial Visit**

1. Manufacturing Unit
2. Textile or Embroidery Unit

### **Subject Details:**

1. Retailing- An overview
2. Fashion Merchandising & Fabric Sourcing
3. Product Development & Range planning
4. Computer Application
5. Computer Aided Design
6. Textile Science
7. Surface Ornamentation
8. Pattern Making Techniques & Garment Designing
9. Catalogue Making
10. Business Communication
11. Fashion Studies
12. Fashion Marketing

Note;-Subtopic details are in the making process.