



**FASHION
RETAIL
ACADEMY**

FASHIONING FUTURES
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INDUSTRY TO TEACHING PROGRAMME



HOME OF FASHION'S NEXT GENERATION

We're in the business of transforming young people's lives.

Not only do we change lives, but our students are making positive changes in the fashion retail industry right now.

There has never been a more exciting time to join us.

Imagine a job where you nurture and develop the next generation of fashion industry experts, culture creators, industry leaders, entrepreneurs, industry disruptors...

Imagine a job where you get the chance to make a positive difference and change people's lives.

That's what our people do...

FASHIONING FUTURES INDUSTRY TO TEACHING PROGRAMME

Benefits

Obtain a fully sponsored accredited teaching qualification

Learn on the job with relevant practical placements where you hone your practice and skills

Leverage your industry experience to take your career to the next stage

Train and work with one of the most reputable, employer-led educational providers in fashion retail

Inspire fashion's next generation and make a positive difference



Our Fashioning Futures Industry-to-Teaching Talent Development programme is modelled on how we educate our students. We take a holistic and dynamic approach to learning and education.

You will undertake accredited teacher training, but we know that great educators develop their craft over time, alongside students and peers. That is why you will have 360-degree exposure to the practice of teaching, our students and our business, through a collaborative co-learning approach.

The programme elements combine FRA DNA sessions, formal teacher training, in-classroom practical placements, student wellbeing initiatives, industry relevance placements, mentoring and coaching, and exposure to real commercial projects. These experiences help to develop and hone your skills, enabling you to become a well-rounded teacher, curriculum developer, content designer, student coach and mentor, and experienced in innovative education projects.

Last year our programme attracted high numbers of exceptionally talented industry professionals, who are now readying themselves to make a positive difference in what is a dynamic and fast-paced changing education and fashion industry landscape.

FASHION RETAIL ACADEMY

ABOUT THE FRA

Awarded Ofsted Outstanding, we offer our students the quickest route into the fashion industry.

With a reputable brand and well-established industry partnerships, we offer one and two-year Diploma level courses, many unique to the FRA, and the UK's only accelerated Fashion Degrees across a range of specialisms including buying, visual merchandising, marketing, design, digital, merchandising and retail management.

We also have a growing professional Apprenticeship provision and workplace training and development offering. We have Apprenticeship programmes across Levels 2 – 6, delivered over one and two years where our students are employed by our retail partners whilst studying part-time with the FRA.

[CLICK to view alumni video](#)

[CLICK to view staff video](#)

[CLICK to view student video](#)



WHAT MAKES US UNIQUE

Last year, 90% of our Graduates last year secured a job or continued to study at the end of their course.

Specialist Tutors

Our tutors have all worked in the industry and many still do. They come with a vast amount of knowledge and experience to support learners at every stage of their development.

State-of-the-art Facilities

Our modern facilities have recently benefited from a multi-million pound facelift including a new Mac suite, an extensive specialist library and a higher education hub.

Recognised Qualifications

We work with retailers to identify the relevant skills needed in the industry and design our courses to fit those needs.

Work Placements

Most of our courses include a 3-week work placement (per year) with a major fashion brand providing unrivalled, invaluable experience.

Industry Input

We work with over 140 brands to ensure all our courses have regular input from the industry, enabling learners to gain a real insight and understanding of the fashion retail environment.

Central London Location

Our facilities are just minutes away from Oxford Circus, Tottenham Court Road and other major rail stations in the heart of London's biggest Fashion district.

Industry-Linked Projects

All our courses benefit from a project set by a well-known fashion brand. Some of these are 48-hour challenges set by retailers as a quick fire test of our students' knowledge.

Masterclasses

Students benefit from the money-can't buy opportunity to hear directly from some of the biggest names in retail.

Flexible Delivery

Our courses are available at Diploma Levels 2, 3 and 4 or accelerated Degrees across a range of subjects.

OUR SUCCESSES:

15 YEARS

We have 15 years of experience in providing the industry with successful graduates.

140

BRAND PARTNERS

We work with over 140 businesses from well-known high street names to high end luxury brands.

11,000+ STUDENTS TAUGHT

We strive to give each students a specialist education in the subject they are most passionate about in the industry.

7353 WORK PLACEMENTS

Most of our courses offer a three-week work placement to let students experience first-hand what they have been learning on their course.

2 YEAR DEGREES

Our accelerated degrees are only two years in length. This means our students graduate in two thirds of the time and with less cost than a traditional three year degree.

200+ BRANDS

Our alumni working in over 200 brands nationally and internationally.

88%

88% of our Degree Graduates were in employment within six months of leaving the FRA.


OUR VALUES:

wecare

Customer centric
Authentic action
Resilient
Enthusiastic

Ofsted have rated us as an officially Outstanding college. Their report identified six areas of excellence and we have named these the FRA Hallmarks:

SKILLS DEVELOPMENT
Learners develop the highest-quality, industry-relevant skills.



OUTCOMES
Progression into employment is exceptional.




INDUSTRY LINKS
Outstanding partnerships with employers and the fashion retail industry.




ACHIEVEMENTS
The achievement of learners is very high and for adult learners is exceptional.



TEACHING
Teaching is of the highest quality.
























EXPERIENCE
A rich, varied curriculum and superb learning facilities.



INDUSTRY SUPPORTERS

The Fashion Retail Academy works closely with over 140 brands, some of which are shown below, to provide our students with valuable work placements, masterclasses and industry-led projects.

OUR COURSES

Our courses are designed for flexibility, to allow FRA students to work part-time which enables them to fast track to meaningful careers in the fashion retail industry.

As well as developing theoretical, creative and analytical skills, students learn organisational, time-management and project management skills, building their confidence and helping them to develop the team working and interpersonal skills necessary for the real world.

Level 2 Diploma FASHION RETAIL

A one year course that includes a broad range of subjects such as visual merchandising, personal styling, fashion buying, sales, operations, production, marketing and store management to provide students with a comprehensive understanding of both the creative and business sides of the fashion industry.

Level 3 Diploma FASHION RETAIL

Delivered over two years includes subjects such as fashion marketing, buying, visual merchandising and supply chain, expanding students' knowledge on a wide range of areas within the fashion retail industry and developing their commercial, creative, technical and interpersonal skills through dynamic projects to prepare them for working life.

Level 3 Diploma FASHION DESIGN

Delivered over two years this course covers a range of design principles used in the fashion industry like illustration, design development, construction and presentation. Projects combining theoretical elements and practical application processes give students an invaluable set of skills demanded by universities and the fashion industry.

Level 4 Diploma FASHION BUSINESS (with Marketing)

A one year course, examining and exploring the behaviour of today's consumer, using analytics and data to offer an insight into how brands are positioned within the market to appeal to their target audience.

Level 4 Diploma BUYING AND RANGE PLANNING

A one year in depth course teaching about fabric construction, costing, sourcing and manufacturing regions to turn ideas into reality. Students gain an insight into merchandising and how to interpret data to inform buying decisions.

Level 4 Diploma MERCHANDISING FOR FASHION

A one year course, exploring the impact of historical, social and cultural factors affecting the industry and the impact of globalisation. Students learn how to understand analytics and financial data to interpret sales and forecast future volumes.



Level 4 Diploma BUYING AND MERCHANDISING

Delivered over 22 weeks, students learn customer profiling and consumer behaviour, trend history and development, turning trends into commercial range plans, garment technology, use of fabrics, costing and sourcing, manufacturing regions and critical path management.

Level 4 Diploma DIGITAL MARKETING

A one year course, covering a broad range of topics, focusing on the marketing skills needed to generate and maximise online sales through marketing via websites and social media, and learning how to create and implement a marketing strategy.

Level 4 Diploma GARMENT TECHNOLOGY

A one year hands-on course, offering a unique opportunity for students to immerse themselves in the world of garment technology: the entire life cycle of a garment, starting from the initial development with Designers and Buyers, through to the fitting and testing process, and then into mass production.

Level 4 Diploma VISUAL MERCHANDISING

A one year course, teaching students about historic and cultural influences in fashion, as well as providing them with a background in window design principles, including the use of lighting, colour, props and products. Students gain valuable design software skills such as Photoshop, Illustrator and InDesign.

OUR DEGREE COURSES

BA (HONS) BUSINESS MANAGEMENT FOR FASHION

BA (HONS) BUYING & MERCHANDISING

BA (HONS) MARKETING & COMMUNICATIONS

OUR APPRENTICESHIP PROGRAMMES

Programmes we currently offer include:

- Level 4 Buying & Merchandising
- Level 6 Buying & Merchandising
- Level 2 Retailer
- Level 3 Retail Team Leader
- Level 4 Retail Manager
- Level 2 – level 4 Retail with Visual Merchandising specialism
- Level 3 Customer Service



PROGRAMME OVERVIEW

WHAT DOES THE PROGRAMME CONSIST OF?

The programme combines an accredited Level 4 Certificate in Education and Training with what we call FRA 2.0_DNA sessions, where you gain insight about what makes our approach to education unique and transformational for our students.

There is a strong contextual and practical focus to equip participants with the skills and confidence necessary to succeed as teachers from the outset, in the same manner we develop our students to prepare them for industry.

As you progress through core units of the accredited teacher training programme, we immerse you in relevant aspects of our students' educational journey through practical placements in coaching, mentoring and tutoring, curriculum planning and design, assessment and feedback processes, product development, business planning, and strategic and innovation projects.

Collaboration and co-learning are at the heart of how we do things at the FRA. The practical placements will enable you to develop your practice in the real world and our students get to benefit from your invaluable industry and professional expertise.

The delivery model for the programme is blended; virtual and in-person, reflecting the shift in delivery methods in education, and our approach at the FRA.

TIMELINE

The programme runs from October 2021 to April 2022.

PROGRAMME COMMITMENTS

Evening training sessions: 2.5 hours every Wednesday evening for live online teacher training sessions.

DNA sessions: Bi-monthly Saturday face-to-face sessions at the FRA's premises.

TEACHING PLACEMENTS

30 hours of teaching practice placements across our three provisions of FE, HE and Apprenticeships needs to be completed in order to pass the qualification. We ask that you have the equivalent of 5 days of annual leave set aside, although this may be broken down into half days or hours across the programme. There will be some additional hours for shadowing classes prior to starting your placements.

ASSIGNMENTS

You will have written assignments to complete throughout the programme. A Level 4 qualification is equivalent to the first year of a university degree, so research and academic referencing is expected.

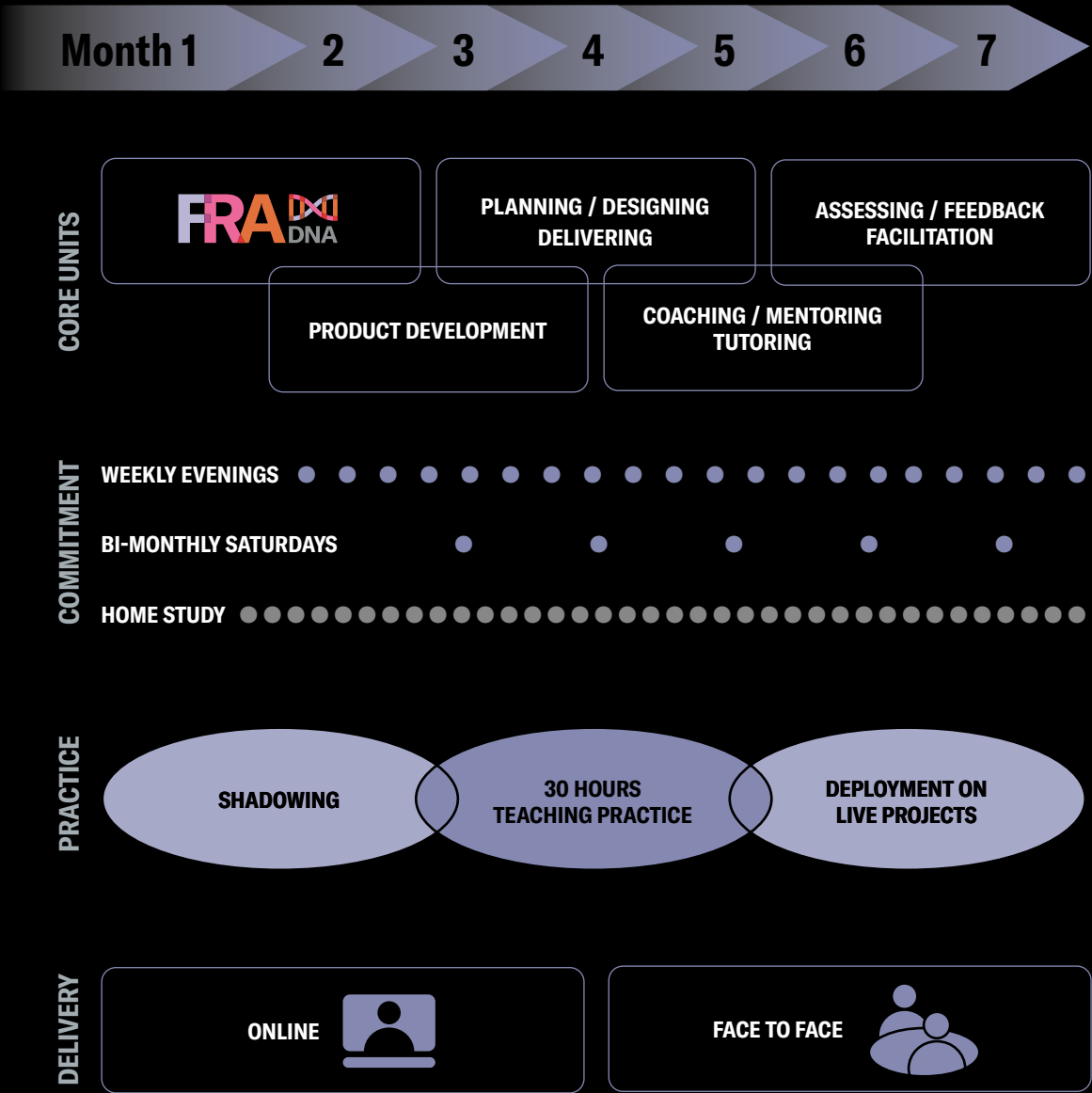
PREPARATION FOR TEACHING PLACEMENTS

You will be preparing some elements from scratch for your teaching placements. Approximately 2 hours of preparation time is expected per 3 hours of placement – 20 hours total preparation time across the programme.

The course is designed to accommodate those who work full-time, but we do advise all applicants to consider their availability and commitment to all elements of the programme as it is challenging.

Some scheduled elements are group activities and cannot be adjusted, in addition, there will need to be a proportion of evening and weekends committed to assignments and placement preparation.

TIMELINE



ELIGIBILITY

WHO IS THE PROGRAMME FOR?

You are:

A creative and seasoned fashion industry professional with a range of relevant specialist skills

Inspiring and passionate about the industry

Interested in a change of career or you would like to create a portfolio career

Passionate about making a positive difference and changing lives

Keen to inspire young people in education

You must have considerable professional experience in the fashion retail industry in your own business, head office roles or a combination. Your specialist skills must align with one or more of the FRA's subject areas including: **Buying and Merchandising, Visual Merchandising, Retail Operations, Public Relations, Fashion Design, Garment Technology, Marketing, e-Commerce, Digital, Social Media and Communications, Graphic & Digital Design, UX and UI, Data Analytics, Consumer Behaviour, Global Retail Markets, Visual Fashion Communication and Styling, Fashion Sustainability etc.**

Qualifications:

Minimum grade C/4, or above, at GCSE level in English & Maths

Hold a degree or equivalent qualification in a relevant subject

It is essential that you are:

Inspiring and passionate about education and young people

Collaborative

Self-motivated

Innovative with creative flair

Passionate about the fashion industry

Share our CARE values

Passionate about learning and personal growth

Are able to commit time and effort to successfully complete the programme

APPLICATION DETAILS

You can find all of the relevant information and apply via our programme application page:

Application page

You should submit an up-to-date CV showcasing your professional fashion retail and specialist experience, along with a completed copy of the application questionnaire.

Closing date:
5pm Monday 31st May 2021

Contact

For any queries or if you would like to request a call back to discuss the programme in further detail please email teach@fra.ac.uk

fashionretailacademy.ac.uk



@FRALondon

Fashion Retail London

Fashion Retail Academy

15 Gresse Street
London W1T 1QL

