

ENGLISH FOR FASHION & DESIGN



MODULES:

Fashion & Design Course

Jobs. Describing your job, asking and answering questions, structure, discussing various roles. (2 Hours)

Fashion & Design Terminology. Definitions, phrases, idioms, and acronyms. Learn key English terms for use in everyday business in the fashion & design industry. Practice pronunciation and intonation when speaking. (3 Hours)

Fabrics. Discussion of material and fabric types, describing materials, discussion of use of types of materials, debating use for fabric options. (2 Hours)

Production. Discussion of production methods, describing final products, costs, discussing an assembly line, delivery, packing, inspection, finishing, and samples. (3 Hours)



Development. Speaking about design, discussing research, prototypes, weighing merchandising strategies, buying, financial roles, informing the customer, and describing visual merchandising. (3 Hours)

Correspondence. Writing a letter, fax, C.V., portfolio, or e-mail; commonly used phrases, correct grammar, correct punctuation and style. (3 Hours)

Sales. Describing graphs and charts, discussing different sales techniques, using key words to create an effective sale, large numbers, and negotiation techniques. (3 Hours)

Meetings. Holding an effective meeting, interrupting, stating an opinion, asking for clarification, summarizing, ending a meeting, and using effective meeting techniques. (3 Hours)

