



**NEW ZEALAND
ACADEMY OF FASHION**

NZ Academy of Fashion

Interested in Fashion?



**Learn more about the fashion
industry in New Zealand
and why you should join
this exciting industry**

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Fashion in New Zealand

What does fashion mean to you?

Fashion is basically clothes people want to wear. This is why students are encouraged to study the history of fashion, as fashion follows function with decorative embellishments. Fashion designers from the last century spanned a world that changed irrevocably from world wars to depression to the excesses of the 80's, to the almost standard uniform of casual life today. Denim jeans and tops. Even within this narrow range people will always find a way to stand out and be different.

Fashion in New Zealand

NZ is a small nation at the bottom of the world, a large order from us would not even be 1% of an order from the US or European retailers, and so we don't often get the quality or quantity of clothing you see in the overseas markets. Even Australia suffers a bit from this aspect of fashion.

Newmarket in Auckland is a good place to see overseas brands and also our local designers, who make garments specifically for locals, and mostly make them locally sometimes on site.

There is a huge shift in fashion to know where your garment was made and if it was made ethically; workers being paid a decent wage and their working conditions being monitored to ensure they are being fairly treated. With the increase in the standard of living in China and India both powerhouses of cheap fashion, clothing will gradually increase in value and locally made will make a comeback.

Textiles also take a long time to break down, hence the interest in vintage or repurposing. While women may no longer be the same shape as a 1950's woman these garments are sometimes still available in the "op shops". Well cut and well made they are an inspiration by themselves. Denim in particular lends itself to repurposing as this fabric almost never dies.

Buyers and designers in New Zealand

Usually a buyer will go to the fashion houses of Asia and Europe doing a whirlwind tour of the latest designs and purchase clothing that they think will be suitable for the New Zealand market.

They bring the garments back to their local team and their patternmaker will create a flat pattern from the outfit, then get the sample sewer to make up the garment. This can be tweaked up to about 5 times to ensure the fit is perfect and establish if the garment is wearable. The pattern is then graded through the differing sizes and a specification sheet is created for the overseas manufacturing company (usually China) and sent to the manufacturer.

The local fashion designer will design her own clothes and may ,or may not, have manufacturing done in China or India, they may have a select number of clients which means they may be making bespoke items, (made to measure), or supplying a single retail outlet with differing sizes. One of the benefits of the local designer is the originality and quality of the garment.

Jobs in the Fashion Industry.

Fashion is a division of the fast moving consumer good industry and as such much of the positions available are in retail, however if you are part of the industry then there are unlimited opportunities for young people who have the knowledge and desire to get started.

At the very top there is the:-

Fashion Designer - This is usually the person who heads the team and who has a grasp of fashion design and a clear vision of what they want to achieve. You could say in corporate speak, this is the team leader.

Patternmakers - The designers' right hand man or woman. This person has attention to detail and can translate the designers (often sketchy) images into flat patterns for the sample sewer.

The sample sewer (or atelier) is the person who makes up the pattern in the designers fabric of choice and is responsible for the fit. Garments can be made up quite a few times before the designers' vision is clear and the garment can go to market. Large European fashion house have been in business now for over a century and their customers are the ultra rich with the pret-a-porter (ready to wear range) coming a close second. The top tier customers are usually with them for life and as such a top flight seamstress will be responsible for huge accounts.

Support people ie Buyers, administrators and logistics people figure in this industry as well. One of the newest jobs on the list is fashion blogging which is now big business as well and many people are developing this sort of journalism as a career. There are no borders with the internet.

Outside of the fashion industry is the burgeoning costume design industry. A good knowledge of patternmaking and garment construction is a must for this industry.

See the back page for a comprehensive listing of positions.

Our story.

NZ Academy of Fashion's mission statement is **"where fashion careers begin"**.

Too often in New Zealand and abroad budding fashion designers leave study with no idea about the basics of their craft. Fashion is entirely creative, at the start of the craft are the people who know how the clothes go together and how to design patterns that will fit the human body.

NZ Academy of Fashion wants to equip its students with the basics of their chosen fashion career so that in future when they are looking at garments in whatever capacity they can tell if the item has been designed (pattern drafted) correctly and is well constructed. This means we start you right at the beginning of your craft and give you the skills you need to create garments, specifically, patternmaking and garment construction.

Our international diploma in apparel production from PAAV/Q-SET in the United Kingdom does this perfectly.

You can sit the Diploma by studying at the Academy two and a half days per week, the timing is perfect for students who need or want to work while studying.

We have a combination Evening / Distance class where you come to the Academy for block courses, and then do approximately 10 hours of homework per week.

And completely distance where we send you assignments and you complete and return to us for marking.

Assignments for sewing, theory, history of fashion are assessed at the Academy and two exams are set by PAAV/Q-SET in patternmaking and theory.

Because we use a pattern drafting template and have smaller classes (no more than 8 students per class) we can deliver our Diploma over 2 and a half days per week, giving you time to earn and learn.

Our year long course will give you the skills you need to go onto further study at University.

University fashion design classes give you a wonderful education in design and business, but not a lot of practical hands on study, expecting you to have these skills before you start or to acquire them

afterwards. While these technical skills may not be necessary in the large markets of Europe and Asia where labour is cheap, here in NZ you need to have some idea of how clothing is put together so you do not make costly mistakes when giving specifications to overseas manufacturers.

We work closely with recruitment agencies in Auckland and they advise us our Diploma is the equivalent to an NZQA Level 4 Certificate in patternmaking and garment construction. The PAAV/Q-SET Diploma has some extra features over and above the NZQA Level 4 Certificates..

Who are our students?

We have students who take our Diploma for a variety of reasons and due to our minimum class size of 8 students everyone gets tutor attention. Because our students are so varied here are a number of testimonials from recent students and where they were in their career at the time of study.

The school leaver

The school leaver wants to go onto further study, or into the fashion industry. Our school leavers tell us they learn so much more than their friends at other institutions about garment construction because of the way we pace our classes. We try to combine sewing with patternmaking so that the two disciplines become one seamless learning curve.



I started straight from school and found the people at the Academy comfortable to work with and we had heaps of teacher one on one time. I got more from the course than I expected, I feel now I can do everything, and I am looking forward to next year to the more advanced modules. During the course I couldn't wait to get back to my days at the Academy and find out about the next thing I was going to learn, I never missed a days class.

Learning with the Patternmaking tool made everything easier and faster to learn than metric patternmaking, and it makes more sense when you actually get to play with it to create your designs. I would recommend the Academy to anyone, I have friends who tell me that in other courses they seem to be training them to work in a factory, with a lot of pressure and intimidation, whereas I am still really excited about what I am learning. It helps that the course is only 2 days per week which gives me time to work and I have paid off my course during the year, so no debt! I am using what I learn as I work part time at a recycle boutique and the staff refer to me about customers questions, alterations etc.

Asti Alexander - Diploma 2014



I have been coming to the Academy for 7 years. I started as a teen and I have now almost completed the Diploma. I took the Diploma because I wanted the knowledge of garment construction to help me with costume design.

The pattern making is brilliant, we are able to work on our own, and figure out what we want to do, with input from the tutor. Learning how to make a basic block for any woman/man's measurements is also a must for costume design. No one is the same shape or size. The course is scheduled well and it follows through between pattern making and garment construction and the tutors have a great relationship. Would I recommend the Diploma? Yes!! 😊 There is a high probability I will be coming back next year to do the advanced classes, after all it is the beginning of my career and its always easier to study when you are in the mode.

Lily Ferguson - Day Diploma 2014

Already in the fashion industry

Sometimes your career can stall because you don't have the practical knowledge to progress



I am now a fashion buyer promoted while I was taking the Diploma. I went into the industry with no technical knowledge, one of the buyers suggested I needed a patternmaking course to advance in my career and while I was interested in the 8 week patternmaking as it was at that time, it made more sense to take the whole Diploma course and get a more rounded aspect of apparel production. Taking an evening course worked well, I didn't have the time to go back to uni as I was already in full time work, and I could combine both work and study. Making a 2 year commitment was a bit of a step but it seemed to work well. One of the benefits of the course is being able to explain to garment techs in fit meetings what I want, previously this had to be done visually now I have the skills to be able to communicate with them. I would recommend this course as a quick intro into a fashion career, but this is just the beginning the industry is so rewarding and there is so much more to learn.

Lisa Stallard – Evening Diploma 2014



I did the diploma course in 2012, I already had a design degree at a major university but felt I needed the practical pattern making and sewing skills to help bring my ideas to life. The pattern making I learnt through the Academy taught me how to look at a garment and create a pattern tailored for the size I wanted. Kim taught the class a high standard of sewing dealing with different types of fabrics and techniques, also working on some garment from beginning to end. There was always enough time and attention for all the students.

Tessa Lont – Day Diploma 2012

The change of career



NZAF literally changed my life. I first enrolled in the Academy's 8 Week Pattern-Making Course in 2010. The amount of skills, knowledge, and experience I gained in such a short amount of time was simply astounding! By the time I'd completed the course I knew how to construct (from scratch) everything from, skirts, dresses, tops, jackets, pants etc. I was thoroughly impressed. I decided that I wanted to develop my new-found knowledge and hone my skills in design, pattern-making, and garment construction and instantly knew that NZAF was the only education provider that could help me achieve my goals. I know this because I have spent time at other establishments. I am now in the progress of completing my Diploma from the Academy. Terry and Kim (and the rest of the Academy's team) are extremely supportive; and the study environment very friendly and motivating. NZAF offer students the perfect balance between theory and practice. If you are serious about a career in the fashion industry – then I strongly recommend choosing NZAF!

Dominey Flores- Evening Diploma 2014



I feel like I fell on my feet when I found this course and I'm so glad I did it. I quit my Accounting job 3 months before the end of the course and have started a Fashion Design business <http://www.vjburton.com>. Without this course I'd never had had the confidence or skills to do this. I can't thank the girls at Academy of Fashion Design enough for all their support and teachings over the year. I loved every moment of the course and spending time with all the creative students and met some really lovely people. I highly recommend to anyone interested in Fashion Design or even just wanting to be good at sewing to do the course. Its a skill you will have forever and has been so worth the money and time. Thank you, thank you, thank you.

Vanessa Burton – Diploma 2012

The distance learner



I always wanted to learn how to make my own patterns and design beautiful clothes but I wasn't able to quit my full time job. I found the Diploma course by searching the Internet and was so happy that I finally was able to study what I am so passionate about. I have learned so much and was able to do it from home. When I got stuck, with making patterns or making the garments, my tutor was so helpful and made it really easy to correct my mistakes, and put me on the right track.

Before I started the diploma I thought it would be a lot easier than it was. I have a bit of sewing experience but it took me a lot longer to complete the course material, and also the pattern making was a lot harder for me than I thought it would be. I have learned a lot more than I thought too.

The assistance of the Academy was great. Tutors were always available and so helpful.

- *I finally learned how to sew professional garments and design my own patterns.*

- *I improved my sewing skills and can make garments a lot faster.*
- *Now I will be able to change my professional career and hopefully get a job in the fashion industry.*

I can only recommend the Academy the Distance Diploma is a great course and I would do it again.

Thank you so much for all the help and knowledge that I have gained from this course.

Melanie Donhauser – Distance Diploma 2014

Own satisfaction



This is a great course, everyone is very friendly and the tutors are great. I joined this course as I thought I would like to make garments at home and make them properly, I loved to create but without the specialist knowledge it was a struggle. Now that I have almost completed the course I am planning on going into business with my daughter and daughter in law to make clothes for the markets. It is now easy to make a unique garment and know if the market wants it. The biggest benefit from this course was to be able to draft a basic pattern that fits, to take correct measurements and to sew properly. I would recommend this course; I

like the small classes and the personal attention from the tutors.

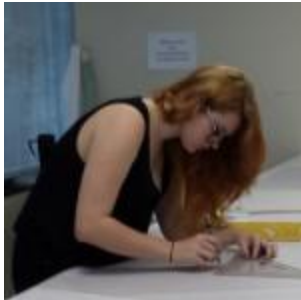
Rebecca Nasili - Diploma 2014

These are just some of the testimonials from our website about our Diploma course, if you would like further information please do not hesitate to contact us.

Other Courses

As completely separate courses we have Academy and Distance courses in Dressmaking and Patternmaking. This is perfect for the person who doesn't want to sit exams as these modules are assessed by our tutors. It is amazing watching the increase in knowledge and technique as students work through the exercises.

Saturday Patternmaking



I loved all of this course; before I started I was quite nervous, I thought it would be very detailed and number oriented, but Terry was able to cater to how I learn best. I am doing Costume Design at Unitec and wanted to have the knowledge of patternmaking to help with this course. I wanted the knowledge of how to dissect images to lead into a pattern, and now I can! I would definitely recommend this course, my tutor at Unitec is impressed at how much I learnt in such a short space of time. – Bri Lee – 10 Week Saturday Patternmaking

Bri Lee - 10 Week Saturday Patternmaking



I am already skilled as a sewer and I wanted to make my own clothes from the very beginning. I joined the 10 weeks Saturday patternmaking course and hoped to learn the basic patternmaking skills. I learnt this and so much more. We were set homework at the end of every block and sometimes I had to refer to the excellent notes to remember what we had learned in class. There are no more than eight people per class and the group was great. Its good to learn with like-minded people. Terry is a fantastic tutor so goes at a good pace and gives everyone individual attention. I trained in Fashion Design, but never learnt to patterndraft as part of the degree. I highly recommend this to anyone who wants to make their own designs come to life. 2014 – 10 Week Saturday Patternmaking

Erin Stephenson 10 Week Saturday Patternmaking

Further reading – a great website for more explanation on the fashion industry abroad.

www.fashioncapital.co.uk for an explanation of further positions in the industry see this link ..

www.fashioncapital.co.uk/jobs-forum/fashion-jobs-profile

www.fashiondesign.co.nz

If structured learning is not for you we also have open workshops where you can work with an experienced seamstress and increase your sewing techniques at your own pace. It is also a great place to find out if this is a career or hobby for you. Have a look at the website or contact us on 09 475 5868.

Do you realise all these positions are available in the Fashion Industry?

<p>Design and Preproduction Senior Designer Designer Design Room Manager Product Development Design Assistant Pattern Room Manager Senior Pattern Maker Intermediate Pattern Maker Junior Patter Maker CAD Operator Cutting Room Manager Sample Cutter Swatching / Sample Coordinator Sample Machinist Workroom Assistant Costing Manager Specification Technician</p>	<p>Sales and Marketing Merchandiser: Senior / Intermediate / junior / trainee Merchandise Assistant / Junior / Senior Sales and Marketing Manager Marketing Manager National Sales Manager Key Accounts Manager Product Manager Sales Executive / Rep Sales Support</p>	
<p>Production and Manufacturing Operations Manager - Sourcing Production Manager - Offshore Production Manager - Domestic Technical Manager Production Planner Production Coordinator Production Assistant Senior Production Cutter Cutter Cutter's Assistant Production Lay Planner Marker Maker CAM Cutter / Operator Pleater Head Supervisor Supervisor Senior Machinist Machinist Trainee Machinist Senior Presser Presser Quality Control Finisher Packer Packing Assistant</p>	<p>Operations and Supply Operations Manager Purchasing Manager Import Coordinator Shipping Coordinator Shipping Clerk Warehousing Warehouse Manager Dispatch Manager Order Coordinator Warehouse Assistant Goods Delivery Finance and Administration Managing Director General Manager Financial Controller Human Resources / HR Manager Administration Manager Administration / Data Entry Receptionist P.A / Secretary Payroll Credit Officer Accounts Clerk</p>	<p>Retail and Customer Service General Retail Manager National Retail Operations Manager National Retail Manager Regional Retail Manager Area Retail Manager Retail Buyer Merchandise Planner Assistant Retail Buyer / Intermediate Retail Buyer's Assistant (Junior) Trainee Buyer Senior Store Manager Store Manager Assistant Store Manager Sole Charge Senior Sales Retail Sales Assistant Store Security Store Maintenance Visual Merchandise Manager Visual Merchandiser Visual Merchandiser Assistant</p>