

The international Bachelor Programme in Fashion Design:

SHAPING ECONOMY *THROUGH* FASHION

Be a front-runner of fashion!

Become a student at the joint fashion design programme introduced by Design School Kolding in Denmark and the College of Design and Innovation at Tongji University in China.

Design School Kolding
Tongji University – College of Design and Innovation

www.designskolenkolding.dk/en
http://tjdi.tongji.edu.cn

+45 76 30 11 00
+86 (21) 65983432

Contact
Editor
Proof reading
Design
Photography
Print

Anette Flinck / XU Yunxia
Mette Ferslöv Schultz
Lotte Eggert Kill
Kristian Lykke Larsen
Katrine Worsøe Kristensen
Innovation Centre Denmark, Shanghai

38

Grandbuds

DESIGNSKOLEN KOLDING
ÅGÅDE 10
DK-5500 KOLDING



SUSTAINABLE INNOVATION

The Shaping Economy through Fashion programme offers you a new take on fashion design. The best from Chinese business development is merged with Danish design traditions in this essential and sought-after programme that combines fashion, innovation and sustainability.

Innovative fashion designers must be ready to support fashion industries and emerging businesses with a mutual understanding of sustainability, social entrepreneurship, open design and customization, new business and service and other business models of tomorrow.

The Shaping Economy through Fashion programme trains you for exactly this. The programme gives you the knowledge and tools to change the traditional ways of working in the fashion industry and provide it with new, innovative working methods.

Sustainable Solutions

The fashion industry is one of the most polluting industries in the world – and with a growing world population, the industry will not “lose” its incriminating position unless the ways of production and the mindset of the industry are changed to be more sustainable. The will and the need to change are there – but skills are scarce.

The fashion industry therefore needs designers with a thorough knowledge of sustainability; designers who know how to create and implement solutions – products as well as processes – that are sustainable; socially, environmentally and commercially. This, you will be able to do with a degree in Shaping Economy through Fashion programme.

Radical Innovation

A radical change in the industry is essential. Thus, the programme trains you in radical innovation. Radical innovation means “changing the frame” and so discarding the traditional ways of doing things and creating new ways, new solutions by means of new technologies.

Collaboration with Industry

Business collaboration is essential in the Shaping Economy through Fashion programme. The programme combines the essence of the design and business fields, creating a bridge between them. Both traditional fashion industries and emerging industries such as innovative SMEs – Small and Medium Sized Businesses and O2Os – Online to Offline Businesses are in the collaborative pipeline.

As a student in the programme, you will learn to work closely with various types of businesses and how to use design methods to make companies more sustainable in terms of their products and how they design and produce them.

GET AN INTERNATIONAL DEGREE

Study at Top Ranked Design Universities in Denmark and in China

Shaping Economy through Fashion is a joint, four year Bachelor programme by Design School Kolding in Denmark and the College of Design and Innovation at Tongji University in China. You will receive training at both schools, four semesters at each school.

Programme Content

Shaping Economy through Fashion offers you an international Bachelor degree that puts you on the forefront of fashion.

The programme combines fashion design with sustainability, innovation, customization and social entrepreneurship in close collaboration with companies.

**SHAPING ECONOMY THROUGH
FASHION PROGRAMME TRAINS YOU
TO ASSIMILATE SUSTAINABILITY AS
A FUNDAMENTAL MINDSET.**

**SHAPING ECONOMY
THROUGH FASHION
IS A JOINT, FOUR YEAR
BACHELOR PROGRAMME
INTRODUCED BY THE TOP
RANKED UNIVERSITIES
DESIGN SCHOOL KOLDING
IN DENMARK AND TONGJI
UNIVERSITY
IN CHINA.**

**THE PROGRAMME GIVES YOU
THE KNOWLEDGE AND TOOLS TO
CHANGE THE TRADITIONAL WAYS
OF WORKING IN THE FASHION
INDUSTRY AND PROVIDE IT WITH
NEW, INNOVATIVE WORKING
METHODS.**

The Content of the Programme Courses

Courses include:

- Business Understanding
- Co-creation
- Design Methods
- Radical innovation
- Sustainable Materials & Material Science
- Fashion Techniques & Tools
- Fashion Understanding & Fashion History

Applicant Target Group

The programme is open to non-Chinese students, meaning students holding a non-Chinese passport.

Costs

The educational fee is about 60,000 RMB per semester. For information about other expenses, please contact the institutions.

Competence Profile

With a BA in Shaping Economy through Fashion, you will be able to:

- identify challenges within the fashion field and industry
- master artistic techniques and methods of the design and fashion field
- organize and manage the design process from initial idea to execution and presentation
- choose the best techniques and methods for solving a design task
- produce fashion design with a form language and aesthetic appearance at a high artistic level
- work cross disciplinary and collaborate with companies
- think outside the box and use new methods and technologies to create innovative solutions
- create and implement sustainable solutions within the fashion industry

Core Areas in the Programme:

- **Sustainability**
- **Social Entrepreneurship**
- **Business Understanding**
- **Innovation & Open Design**
- **Design Thinking**
- **New Business and Service**

Future Possibilities

The Bachelor degree in Shaping Economy through Fashion allows you to apply for the Master Programme in Fashion Design at Design School Kolding.

With this unique cross-cultural educational programme you have a variety of opportunities as to working in international fashion businesses as a designer or as a consultant.

**SEMESTER START: SEPTEMBER 2015
AT TONGJI UNIVERSITY.**

**PROGRAMME LENGTH:
FOUR YEARS / EIGHT SEMESTERS.**

**SHAPING ECONOMY THROUGH
FASHION EDUCATES THE FASHION
DESIGNERS OF TOMORROW.**

Design School Kolding

Design School Kolding is a top ranked design university, recognised as one of the best further education institutions within design in Europe. Design School Kolding educates design graduates at Bachelor, Master and PhD levels within seven lines of study: fashion, textiles, accessories, graphic design, interaction design, illustration and industrial design.

Contact:

Design School Kolding

Anette Flinck

Head of International Relations

Telephone: (+45) 40 21 11 00

Email: af@dskd.dk

Practical Information

Go to www.designskolenkolding.dk or <http://tjdi.tongji.edu.cn> for more information about the programme, the schools, student life, admission, requirements, expenses and much more.

Tongji University – College of Design and Innovation

Tongji University is one of China's leading universities. The College of Design and Innovation at Tongji University educates designers at Bachelor, Master and PhD levels within a wide range of programmes, including industrial design, environmental design, communication design and digital media design (BA level) as well as advanced industrial design, advanced environmental design, advanced media design, interaction design, product service system design and design history & theory (MA level).

Contact:

Tongji University

College of Design and Innovation

XU Yunxia

Telephone: (21) 65 98 34 32

Email: xuyunxia@tongji.edu.cn

