

## International Recognition

The world of fashion is an international industry which emphasises creativity and innovation for the most talented designer to achieve success in a highly competitive world. The Faculty of Fashion and Lifestyle Creativity programmes at Limkokwing have just the right capacity you need to be fully trained and equipped to enter the international fashion and retail trade.

Our students have proven themselves by wowing audiences by presenting shows in the world's fashion capitals such as Paris, London, Osaka, Jakarta and Kuala Lumpur. They are also consistently awarded 'Best Young Designer' titles at multiple national and international competitions.

With more than 200 awards for creativity and innovation in education from the United States of America, the United Kingdom, Europe, Asia and Africa over the last three years, the success of the University brand has brought the world to Malaysia and Malaysia to the world. The University has also gathered international recognition with its website receiving approximately 330 million hits a year from 229 countries and territories. It was recently ranked the 7th most liked University on Facebook, ahead of Cambridge University, making it the first Malaysian University to be in the league and the fastest moving in popularity with a weekly growth rising three times faster than Harvard.



## High Income Fashion and Hair Design Careers

**Fashion & Retail** • Fashion & Retail • Fashion Designer • Fashion Stylist • Fashion PR • Fashion Communications • Fashion and Retail Manager • Fashion Journalism • Fashion Photography • Fashion Promotion • Fashion Buyer • Fashion Forecasting • Fashion Entrepreneur • Fashion Consultant • Brand Management • Trend Forecasting • Textiles Designer • Accessories Designer • Fashion Franchisor • Fashion Distributor • Tailor • Seamstress • Visual Merchandising • Production Manager • Business Development • **Hair Design** • Hair Entrepreneur • Hair Stylist • Salon Owner • Personal Stylist • Trend Forecasting • Business Development • **Make Up** • Make Up Artist • Beauty Consultant • Image Stylist • Visual Artist



**Malaysia's University of transformation & University of innovation**  
Double recognition by the Government of Malaysia

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facebook.com/limkokwing twitter.com/limkokwing youtube.com/limkokwing  
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## A World's First in Fashion



Introducing the world's first fashion label created by students for students. Ready to take on the world by storm, Limkokwing Fashion Club is a glamorous take on international trends, with a down-to earth urban flare. Students are encouraged to follow the whole process through, from brand vision, to retail: a behind-the-scenes pass to all the secrets and magic of fashion! Limkokwing Fashion Club introduces innovative designs made with the comfort and well-being of the customer at heart. Each piece exemplifies the sleek edge of contemporary style while carrying the ease of a trendsetter.



Purchased across the globe, including the UK, UAE, USA, Germany, Malaysia and others, students and alumni work together, proving that sometimes, the freshest ideas come from students, placing them amongst the world's most employable!



## Choose to Study in London

A world creative centre, there is nowhere like London for fashion lovers and enthusiasts. The best of the industry gather and collaborate for a piece of a multi-billion dollar pie. The dynamics of the always-energetic retails and arts scene create plenty of the world's best designers, many of whom go on to make their marks on a global stage.



Situated in the heart of Mayfair, the Limkokwing University London campus is a sight to behold, in an iconic 5-floor 1700s period building, with the most sophisticated the city has to offer. Walking distance from Bond Street, and surrounded by the biggest brands, it is a safe and perfect fashion environment to spend your time. Choose to perform a portion or even your whole degree alongside experienced and recognized academics who are happy to guide you every step of the way. Visit publishing homes, creative studios and even global innovators for an education impossible to replicate anywhere else on Earth.



## The Innovative Limkokwing Global Campus Certificate

In only one month, experience an intensive industry-focused innovation programme to inspire your next global move in:

- Design Innovation • Architecture Innovation • Business Innovation

\*Available in the UK, China, Indonesia or Malaysia



## Runways Around The World



J Summer, River Seine, Paris



London Fashion Week

Internationalism and sustainability are key elements in Limkokwing University's vision for its students, offering them highly attractive practice-based courses which are rated as excellent with international recognition.



The Sakura Collection Project. Osaka, Japan



Jakarta Fashion Week

The Faculty of Fashion Lifestyle and Creativity at Limkokwing University has been breaking international boundaries and just about every glass ceiling put in its way. Truly focused on the betterment of its students, the University has won recognition enough to compete in the worlds fashion capitals like Japan, Korea, Paris and London alongside the best.



Mid Valley Week 2013



J Spring, Petronas Twin Towers

While also being among the most awarded students, the faculty boasts top-notch facilities, an international lecturing staff, huge industry partners and its very own label where students get the chance to produce their own designs and retail them in the competitive global market. Connecting with the complete range of the creative industries on campus students feel part of a full-functioning ecosystem, helping them curve out the futures they want.



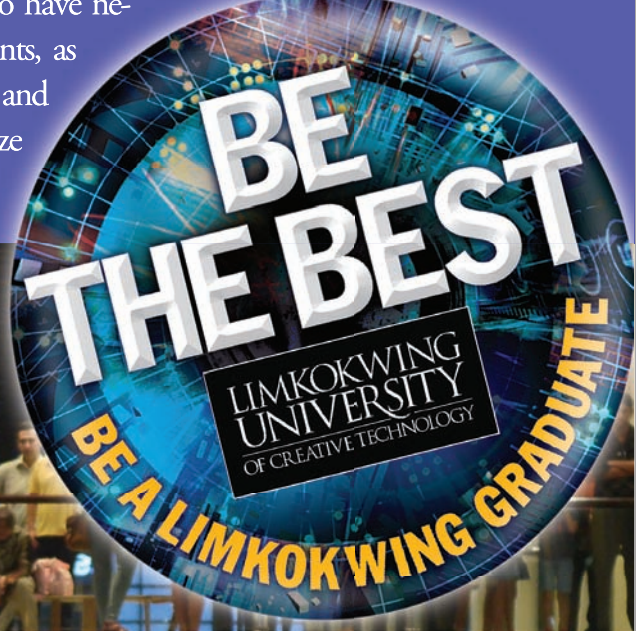
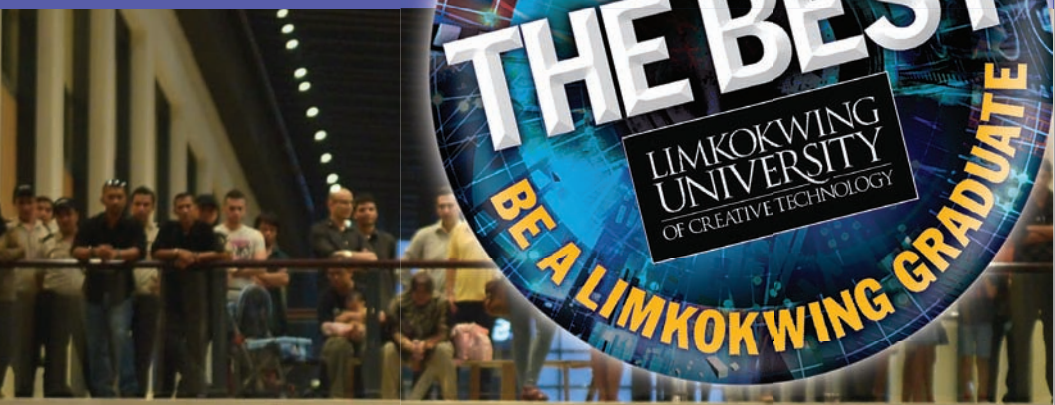
Fashion Club Launch



Creativity in Motion, Kuala Lumpur

# FASHION & LIFESTYLE CREATIVITY

A career in the fashion industry can be fun, exciting and adventurous as it caters to so many creative opportunities. This is an industry that resets itself every season, and requires an agile adaptive curriculum. Be guided by innovators in the field, who have negotiated huge brand footprints, as you obtain global prospects and chart your journey and realize your creative ambitions.



ARCH - 22 APRIL  
11TH HOUR TO EARTH DAY



Picture taken at launch of Limkokwing Fashion Club, Kuala Lumpur





## Foundation in Design

This programme emphasizes on building your creative thinking, research and illustration skills, allowing you to experiment and experience all areas of art, instilling core principles of design.

### Entry Requirements

- Pass SPM / O Levels with 5 credits including English language and Arts;
- Any other equivalent qualifications recognized by the Malaysian Government

| Semester 1  | Semester 2   | Semester 3   |
|---|--|--|
| <ul style="list-style-type: none"> <li>• Communication Studies</li> <li>• Creative Studies 1</li> <li>• Design Studies</li> <li>• Life Drawing</li> <li>• Analytical Drawing</li> </ul> | <ul style="list-style-type: none"> <li>• 2 Dimensional Design</li> <li>• Figure Drawing</li> <li>• Creative Technologies</li> <li>• Eastern Art</li> <li>• Colour Studies</li> <li>• Malaysian Studies *</li> <li>• Moral Studies</li> </ul> | <ul style="list-style-type: none"> <li>• Communication Studies 2</li> <li>• Advance Colour Studies</li> <li>• Digital Photography</li> <li>• History of Art</li> </ul> |
| *Not applicable to international students   |  |  |

## Professional Diploma in Hair Design

Apart from being one of the most stable and profitable industries, employers globally are searching for talent in the hair and beauty world. Careers include film, television, fashion, public relations and publishing, as well as salon ownership and management. This programme covers all aspects of hair servicing, and has combinations of creativity and design, which helps students visualize the complete glamorous result.

### Entry Requirements

- Pass SPM/O Levels with 3 credits
- Any other equivalent qualifications recognized by the Malaysian Government

\*Each Semester the Make-up Class is an elective which the students need to pay an extra module fee should they wish to take the class.

| Level 1 (Beginners)  | Level 2 (Intermediate)   | Level 3 (Professional)   |
|--|--|--|
| <ul style="list-style-type: none"> <li>• Fundamentals of Colour</li> <li>• Foundation of Cutting</li> <li>• Hair Care and Treatment, Hygiene &amp; Safety</li> <li>• Foundation of Perming</li> <li>• Setting and Styling</li> <li>• Make-up 1</li> <li>• English Communication Skill 1</li> </ul> | <ul style="list-style-type: none"> <li>• Intermediate Colour</li> <li>• Intermediate Cutting</li> <li>• Intermediate Perming</li> <li>• Fashion Styling</li> <li>• Up Do Creation</li> <li>• English Communication Skill 2</li> <li>• Make up 2</li> </ul> | <ul style="list-style-type: none"> <li>• Advanced Perming</li> <li>• Advanced Cutting</li> <li>• Colour Correction</li> <li>• Salon Management</li> <li>• Black Hair Styling</li> <li>• Hair Show Project</li> <li>• Make-up 3</li> <li>• English Communication Skill 3</li> </ul> |

Each level is a 3 – month course.

## Diploma in Fashion and Retail Design

The Diploma in Fashion and Retail Design is for students aspiring to gain an all-rounded practical education in the glamour and lifestyle industries. The programme prepares your talent, design skills, knowledge and personal presentation, vital to qualify you for work and to become a self-employed designer.

### Entry Requirements

- Pass SPM/O Levels with 3 credits; OR
- Any other equivalent qualifications recognized by the Malaysian Government

| Semester 1  | Semester 2  | Semester 3  |
|---|---|---|
| <ul style="list-style-type: none"> <li>• Communication Studies 1</li> <li>• Creative Studies 1</li> <li>• Design Studies 1</li> <li>• Life Drawing 1</li> <li>• Analytical Drawing 1</li> <li>• Communication - Malay Language 1</li> <li>• Malaysia Studies 2</li> </ul>                               | <ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Bahasa Kebangsaan A</li> <li>• Fashion Design 2</li> <li>• Fashion Illustration</li> <li>• Business and Management Studies</li> <li>• Pattern Drafting &amp; Sewing Technique 2</li> <li>• Constitution and Society of Malaysia</li> <li>• Comparison of Ethics</li> </ul> | <ul style="list-style-type: none"> <li>• Community Services</li> <li>• Co-Curriculum</li> <li>• Work Sociology and Malaysian Industry</li> <li>• Fashion Design 4</li> <li>• Presentation Techniques 2</li> <li>• Event Management &amp; Promotion</li> <li>• Pattern Drafting &amp; Sewing Technique 4</li> <li>• Internship</li> <li>• Garment Draping</li> </ul> |
| Semester 2  | Semester 3  | Semester 4  |
| <ul style="list-style-type: none"> <li>• Communication Studies 2</li> <li>• Fashion History</li> <li>• Fashion Design 1</li> <li>• Figure Drawing</li> <li>• Photography 1</li> <li>• Pattern Drafting &amp; Sewing Technique 1</li> <li>• Decision Making Skills</li> <li>• Thinking Skills</li> </ul> | <ul style="list-style-type: none"> <li>• Fashion Design 3</li> <li>• Presentation Techniques 1</li> <li>• Pattern Drafting &amp; Sewing Technique 3</li> <li>• Retail Design</li> </ul>   | <ul style="list-style-type: none"> <li>• Fashion Design 5</li> <li>• Pattern Drafting &amp; Sewing Technique 5</li> </ul>   |

## BA of Arts (Hons) in Fashion & Retailing

During this programme you will be able to evaluate, predict and respond to fast-changing trends, to remain ahead of the curve. An understanding of structure and design principles are crucial in this industry, while you strengthen your ability in merchandising, retail and display. Develop your creative capabilities as you propel into the exciting world of global fashion.

### Entry Requirements

- Pass A Level with minimum of 3 principles; or
- Pass Foundation, Pre-University or Matriculation in a related field
- Pass Diploma in a related field
- Pass an Executive Programme in a related field
- Any other equivalent qualifications recognized by the Malaysian Government

| Semester 1  | Semester 2  | Semester 3  |
|---|---|---|
| <ul style="list-style-type: none"> <li>• English Language 1</li> <li>• Design Management Principles 1</li> <li>• Fundamentals of Sociology</li> <li>• Introduction To Management</li> <li>• Principles of Retailing</li> <li>• Ethnic Relations</li> <li>• Malaysian Studies 3</li> </ul> | <ul style="list-style-type: none"> <li>• Principles of Fashion Marketing</li> <li>• Fashion Marketing</li> <li>• Islamic Civilisation and Asian Civilisation</li> <li>• Communication - Malay Language 2</li> <li>• Fashion Design and Visualization: Design 1</li> <li>• Fashion Design and Visualization: Production 1</li> <li>• Creative Development</li> <li>• Retail and Logistics</li> </ul> | <ul style="list-style-type: none"> <li>• Hair and Face Design</li> <li>• Fashion Styling and Coordination: Red Carpet Glamour</li> <li>• English Language 3</li> <li>• Thinking Skills</li> <li>• Leadership Skill &amp; Human Relations</li> <li>• Creative &amp; Innovation Skills</li> <li>• Writing Skills</li> <li>• EQ Management Skills</li> <li>• Decision Making Skills</li> <li>• Entrepreneurship</li> <li>• Bahasa Kebangsaan A</li> </ul>  |
| Semester 2  | Semester 3  | Semester 4  |
| <ul style="list-style-type: none"> <li>• English Language 2</li> <li>• Creative Development</li> <li>• Retail and Logistics</li> </ul>  | <ul style="list-style-type: none"> <li>• Fashion Design and Visualization: Design 1</li> <li>• Fashion Design and Visualization: Production 1</li> <li>• Textile Design</li> </ul>  | <ul style="list-style-type: none"> <li>• Fashion Design and Visualization: Design 2</li> <li>• Fashion Design and Visualization: Production 2</li> <li>• Public and Media Relations: Global Advertising 1</li> <li>• All students (Choose One Only)</li> <li>• Malaysian Economy</li> <li>• Government and Public Policy of Malaysia</li> <li>• Organizational Behaviour in the Multi-Ethnic Society of Malaysia</li> <li>• Work Sociology and Malaysian Industry</li> <li>• Constitution and Society in Malaysia</li> <li>• Comparison of Religions</li> <li>• Comparison of Ethnicities</li> <li>• Banking and Finance in Malaysia</li> </ul> |

### Semester 4

- Fashion Design and Visualization: Design 2
- Fashion Design and Visualization: Production 2
- Product Commercialization
- Creative Retail Design
- Branding and E-Commerce: Build Your Brand
- English Language 4
- Malaysian Economy
- Government and Public Policy of Malaysia

- Organizational Behaviour in the Multi-Ethnic Society of Malaysia
- Work Sociology and Malaysian Industry
- Constitution and Society in Malaysia
- Comparison of Religions
- Comparison of Ethnicities
- Banking and Finance in Malaysia
- Global Classroom

### Semester 5

- English Language 5

- Human Resource Management
- E-Commerce
- Brand Management
- Fashion Runway
- Product Commercialization

### Semester 6

- Merchandizing & Technology
- Marketing Research
- Product Development
- Professional Practice
- International Marketing
- Retail Operation

## BA of Arts (Hons) in Fashion Design

This exciting program will prepare you for a successful career as a fashion designer and developer. You will be able to explore and exploit cutting edge technology and aesthetics for clothing. This course will give you the technical, creative and professional skills needed to succeed as a fashion designer in the competitive fashion market.

### Entry Requirements

- Pass Sijil Tinggi Persekolahan Malaysia (STPM) with 2 Principal passes or it equivalent with a credit in Bahasa Melayu and a Pass in English at SPM level; OR
- Pass Sijil Tinggi Agama Malaysia (STAM) with a credit in Bahasa Melayu and a pass in English at SPM level
- Pass Unified Examination Certificate (UEC) with Gred B in 5 subjects including English and pass in Bahasa Melayu at SPM level; OR
- A recognized Matriculation/ Foundation OR its equivalent with minimum CGPA of 2.00 OR;
- A recognized Diploma or its equivalent with a minimum (CGPA of 2.00); OR
- Diploma or its equivalent with a minimum (CGPA of 2.00); OR Any other equivalent qualification which is recognized by the Senate/ Institution

- Presentation Technique 1
- Fashion Illustration 1
- Principles 1
- The Fashion Elements
- Trend and Observation
- Film and Fashion TV
- Communication Theory & Study Skills
- Ethnic Relations
- Malaysian Studies 3

- Fashion Styling and Coordination: Red Carpet Glamour
- Textile Design
- Fashion Design and Visualisation: Design 2
- Fashion Design and Visualisation: Production 2
- Public and Media Relations: Global Advertising 1
- All students (Choose One Only)
- Malaysian Economy
- Government and Public Policy of Malaysia
- Organizational Behaviour in the Multi-Ethnic Society of Malaysia
- Work Sociology and Malaysian Industry
- Constitution and Society in Malaysia
- Comparison of Religions
- Comparison of Ethnicities
- Banking and Finance in Malaysia

- Leadership Skill & Human Relations or Creative and Innovation Skills
- Writing Skills
- EQ Management Skills
- Decision Making Skills
- Thinking Skills
- Entrepreneurship

- Fashion Design and Visualization: Design 1
- Fashion Design and Visualization: Production 1
- Islamic Civilisation and Asian Civilisation (Local Students)
- Communication - Malay language 2 (International Students)

- Visual Design Display
- Fashion and Trend Forecasts
- Creative Retail Design
- Bahasa Kebangsaan A (local student) or (Other students – Choose one only)

- Fashion Design and Visualisation: Project Runway 1 Design
- Fashion Design and Visualisation: Project Runway 1 Production
- Public and Media Relations: Global Advertising 2
- Hair and Face Design
- Global Classroom
- Community Services
- Co-Curriculum

- Industry Training
- Product Commercialization
- Branding and E-Commerce: Build Your Brand
- Fashion Marketing
- Fashion Design and Visualisation: Project Runway 2 Design
- Fashion Design and Visualisation: Project Runway 2 Production
- Fashion Editorial
- Fashion Event Management

- Graduate Fashion Runway
- Portfolio Development

## Master of Art in Fashion Brand Management

The first private Masters in Fashion in Malaysia, this groundbreaking programme offers a new academic route to advance the research and analysis of fashion as a cultural phenomenon. Students will be challenged to explore the multidisciplinary theories and methodologies in the evolving field of fashion studies and contribute their own insights to its business and cultural development.

### Entry Requirements

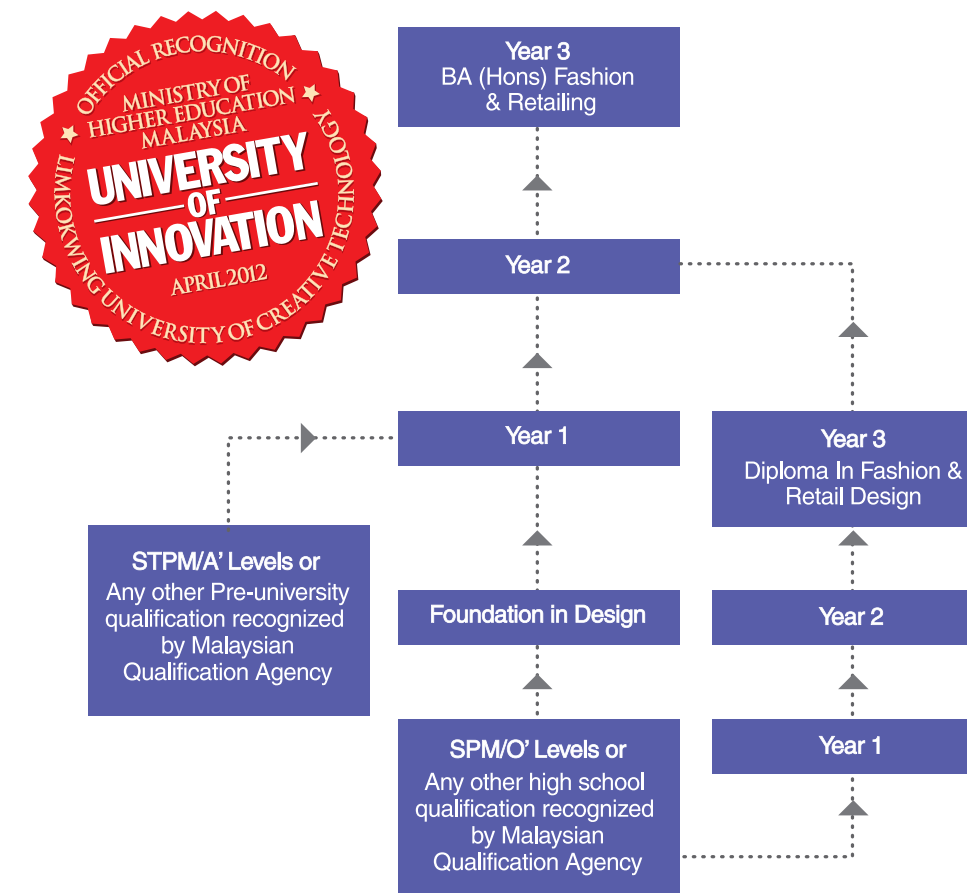
- Bachelor Degree with minimum CGPA of 2.50 approved by University Senate or
- Any others equivalent qualification to bachelor degree with minimum CGPA 2.50 approved by University Senate
- Have IELTS score of 6.0, or TOEFL score of 500, or The first degree is conducted and examined in English language; OR applicants without English Language certification must complete and pass English program conducted by Limkokwing English Centre during the tenure of study as part fulfilment of their graduating requirement.

| Semester 1  | Semester 2   | Semester 3   |
|---|--|--|
| <ul style="list-style-type: none"> <li>• Management</li> <li>• Marketing Management</li> <li>• Public Relation Campaign in Fashion</li> <li>• Strategic Brand Management in Fashion Industry</li> </ul> | <ul style="list-style-type: none"> <li>• Consumer Behaviour Research</li> <li>• Fashion Business</li> <li>• Fashion Media &amp; Marketing Innovation</li> <li>• Fashion Brand Marketing</li> </ul> | <ul style="list-style-type: none"> <li>• Research Methodology</li> <li>• Entrepreneurship in Fashion</li> <li>Choose only one : <ul style="list-style-type: none"> <li>• Strategic Visual Merchandising</li> <li>• Organisational Communication</li> </ul> </li> </ul> |
| Semester 4  | Semester 5   | Semester 6   |
| <ul style="list-style-type: none"> <li>• Thesis</li> </ul>  |  |  |

Course available on February 2015 intake

## Academic Pathway

Faculty of Fashion and Lifestyle Creativity



## Short Courses

Fun and enlightening, these quick 4-week essentials will provide the necessary skills to expand your knowledge base and personal confidence, or even allow for a wider variation of work. From make up and fashion styling, basic photography to illustration and design, go ahead and top up your passion with ease.

- Make Up Art and Hair Design
- Fashion Style, Luxury and Events
- Fashion Design 1 (Beginner)
- Fashion Design 2 (Intermediate)

Courses available on February 2015 intake

## Make Up Courses

- Personal make-up
- Bridal make-up
- Professional stage make-up



## Industry Partners

