



Portfolio Advice

Fashion Buying with Product Development
BA (Hons)



Why do we ask for a portfolio?

We look at portfolios as part of our selection process as some of our courses need specialist skills. Seeing your portfolio gives us an idea of your skills and helps us understand if you will enjoy studying with us and to make sure you are choosing the right course for you.

A good portfolio should contain quality work: it's not about quantity. Be selective about what to include and avoid repetition, we would recommend 15 to 25 pieces. Ensure that your work is clearly laid out and easy to look through.

What are we looking for?

- A passion for fashion retail. Who or what inspires you in fashion retail, fashion and particularly in buying. We would recommend taking a look at *Drapers* and *Business of Fashion* websites and fashion magazines such as *Vogue*, *Elle*, *Dazed*, *ID*, *Love*
- An interest in trends and product development and awareness of brand and marketing
- Appreciation of the garment industry and retail practises and your understanding of a fashion buying role and its purpose
- Drawing skills – in the broadest sense
- Basic skills in software packages such as Photoshop and Illustrator
- Your potential to learn and have ambitions for your own future, along with showing your creativity and imagination

What should a portfolio contain?

Drawing

- Your sketchbook(s) and portfolio need to demonstrate fashion drawing in a broad sense
- Show your drawing ability through relevant still life, life drawing and initial design sketches. Include colour work where you can
- The use of Photoshop, Illustrator or CAD for illustration and technical elements and general presentation can be used

Sketchbooks

- Sketchbooks reveal how you utilise imagery and a concept to develop ideas through experimentation. They will show us how you approach a project, as well as evidence of the subject matter that inspires you

- You should include primary and secondary research source material, such as exhibition visits, study trips abroad, artists' inspiration and own interests

Garments

- Include one or two garments that you have made in conjunction with your course or from self-led projects at home
- You can photograph a selection of your work, showing how the fit process took place and how the product was developed. If you do not have any garments create a fashion mood board explaining a trend that you believe is up-and-coming

Projects

- We want to see how you develop an idea and how you research and respond to a project brief. Show evidence of a project in your portfolio that demonstrates creativity, a deep involvement in your work and your conclusion or final idea
- This could be any art or design project, either as part of your course or an independent project - if your portfolio does not contain fashion related work you could produce a mood board presenting current trends or future predicted trends

Written work

- Please bring an essay or a recent example of writing as evidence of your writing ability
- Although this is a practice-based degree, there are elements of written work required as part of the curriculum. For example, you will be asked to write up a report for product development, sourcing, supply and contextual studies

Size and Format

UK / EU applicants

- Usually on paper. Can be presented electronically e.g. on a tablet for video
- Can include physical objects / 3D forms e.g. products, sculpture

International applicants (living outside of the UK)

- Usually one PDF
- Moving images such as animation or video, please use .mp4, .MOV or .AVI format
- All work needs to be saved in one folder and labelled with your name, student reference number and the name of the course you have applied for
- Files need to be compressed or zipped and not exceed 1GB in size
- Submitted via <http://www.mailbigfile.com/dmuac> or posted, see address below

Submission

UK / EU applicants

- Once you have applied, if you meet our minimum entry requirements, you will be invited to attend a face to face interview with one of our course tutors where you will present your portfolio
- You will be sent further advice of what to expect and how to prepare for your Interview Day

International applicants (living outside of the UK)

- Once you have applied, if you meet our minimum entry requirements you will be asked to submit your portfolio electronically
- We may wish to contact you through skype or telephone to discuss your portfolio, you will be sent further advice of what to expect and how to prepare

Contact

If you require further information about your portfolio submission, contact our Admissions team who will be happy to support.

Admissions Team

T: +44 (0)116 207 8443

E: interviews@dmu.ac.uk

A: De Montfort University

The Gateway

Leicester LE1 9BH

UK