



**MAKE A
MARK IN
THE WORLD
OF FASHION**

**MASTERS IN FASHION
MANAGEMENT AFFILIATED WITH
KSWU**

ABOUT THE COURSE



Masters in Fashion Management is affiliated to Karnataka State Women's University. True designers and professionals understand that in a world where trends change every day, a person must not only be able to apply a concept or design but must also create and anticipate the requirements of the business establishment. That is where the Master's degree offered by KSWU comes into play. The course is designed to offer a student advanced knowledge in the management and economics of the fashion industry. It molds the students to think and analyse the requirements of the consumers before they arise. An advanced degree in Fashion Management is designed to suit individuals who are set to take up managerial positions in the fashion and retail sector. The course module concentrates extensively on the commercial aspects of the retail and fashion industries. The course has an incorporated internship where a student has an opportunity to work with leading Fashion Houses, Retail Chains and Apparel units.

Eligibility: Bachelor's degree (Any stream)

Duration: 2 years (Regular)

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ABOUT THE INDUSTRY

Market Size of the Garment Industry

The Indian textile and apparel market reached a value of US\$ 151.2 Billion in 2021 and is expected the market to reach US\$ 344.1 Billion by 2027. The industry is the second largest employer for both skilled and non skilled workers.

Highest Paid jobs in the Fashion Industry

Designer, Stylist, Merchandiser, Brand Manager, Sourcing Manager, Designer for Celebrities, Costume Designer for TV/Films, Personal Stylist, Fashion Writers, Public Relations

Apparel Production in India & World

India is among the world's largest producers of Textiles and Apparel. In the world textile scenario, it is the largest producer of jute, second largest producer of silk, third largest producer of cotton

Fashion Brands

Zara, H&M, Tommy Hilfiger, Benetton, Vera Moda, Calvin Klein, have seen a good sales growth in India and Indian companies like Arvind group, Reliance Retail, Madura Trend, Raymond Apparel have launched their own fashion brands.

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WHY CHOOSE IIFT

**LIMCA BOOK
RECORD HOLDER**

**AWARD WINNING
COLLEGE**

**100% PLACEMENT
ASSISTANCE**

EXPERT FACULTY

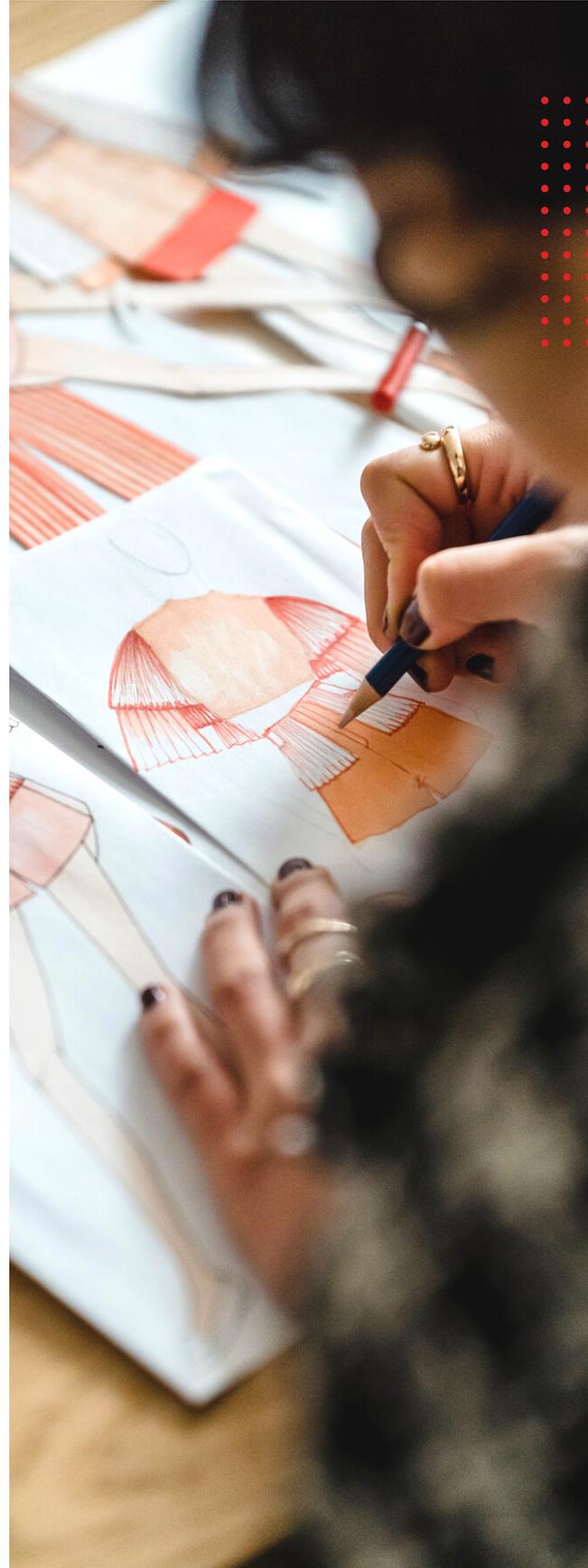
**ONE ON ONE
MENTORSHIP**

**UNIVERSITY RANK
HOLDERS**

**INTERNSHIPS IN
INDIA & PARIS**

**TOP RANKED
PROGRAM MODULE**

**SEMINAR &
WORKSHOPS BY
INDUSTRY EXPERTS**





WHAT WILL YOU LEARN AT THE END OF THIS COURSE

**FASHION
DESIGN PROCESS**

**FASHION BUYING
AND SOURCING**

**FASHION
BUSINESS
MANAGEMENT**

**FASHION
ECONOMICS**

**FASHION RETAIL
MANAGEMENT**

**FASHION BRAND
MANAGEMENT**

**FASHION
CONSUMER
BEHAVIOUR**

**FASHION
MERCHANDISING**

**FASHION
COMMUNICATION**

**FASHION
FORECASTING
AND
ANALYSIS**

**APPAREL
PRODUCTION &
QUALITY
MANAGEMENT**



JOB PROFILES IN THE FASHION INDUSTRY

Fashion Merchandiser

Visual Merchandiser

**Production Executive /
Production Manager**

Quality Executive

Finishing Executive

**Industrial Engineering
Executives**

Retail Manager

Social Media Manager

Marketing/Advertising

Trading & Marketing

Garment Export Units

**Customer Relationship
Manager**

Brand Managers

Brand Consultant

Fashion Consultant

**E-Commerce like
Myntra, FlipKart,
Amazon etc.,**

Entrepreneurship - This course provides you with specialist skills, knowledge, and confidence to be a leader in the global fashion industry. Whether you want to create a fashion enterprise or work within the global marketplace, this master's degree offers you the opportunity to hone your skills and amplify your passion for this global industry.



COURSE CURRICULUM

SEMESTER I

Textile Studies

Fashion Design Process

Fashion Buying & Sourcing

Fashion Consumer Behaviour

Fashion Economics

SEMESTER II

Fashion Forecasting & Analysis

Apparel Production & Quality

Management

Fashion Communication

Fashion Business Management

IT Applications in the Fashion

Industry

SEMESTER III

Fashion Merchandising

Fashion Retail Management

Fashion Brand Management

Management Information Systems

Entrepreneurial Development

Program

SEMESTER IV

Research Methodology

Dissertation



MEET THE MENTORS

Principal

Ms. Seema Savio MSc
Apparel & Technology Mgmt.



Asst. Professor

Ms. Sri Lakshmi M S
MBA Fashion Retail Mgmt.



Asst. Professor

Ms. Rucha Karvincop
BSc in Fashion Design



Industry Mentor

Dr. Srinivas Prakash



Industry Mentor

Ms. Viji R



Industry Mentor

Dr. E P Kaniappan



Industry Mentor

Dr. Kannan Krishnamurthy



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ADMISSION PROCESS



Download the application form from our website www.iiftbangalore.com or [click here to download](#). Fill up the same and send it to admissions@iiftbangalore.com along with an essay on 'Statement of Purpose' mentioning why you are interested in Fashion Designing course. Application fees of 1000/- should be remitted along with the filled in application form.

Selection Procedure: Once we receive your application form along with Statement of Purpose, our admission team will scrutinize the same and telephonic interview will be conducted and on being selected, you will be sent a confirmation letter for provisional admission. Selected candidates will be required to take provisional admission to the course on a first come first served basis by paying a non-refundable initial admission processing fee of 30,000/- (which is inclusive of the total fee payable) within 15 days of the receipt of the intimation of the selection.

Course Fee / Concession & Scholarship Fee: Masters in Fashion Management is a two-year program and the course fee is Rs. 2.5 lakh per year.

Concessions: 15% concession on fee for SC/ST students. 15% concession on fee for children of Ex-Servicemen. **Scholarship:** 15% scholarship to students who have secured more than 90% in PUC or 12th standard

Fees once paid shall not be refunded under any circumstances

All admissions will be provisional subjected to the approval of the University/Institute and submission of all original documents and completion of the admission formalities, including paying of fees



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