

Fashion Communication

Introduction

Fashion communication is a domain which involves itself with the communication of fashion and lifestyle. This can take various forms such as communication design, branding for a fashion label, public relations, fashion journalism, advertisement, styling or visual merchandising and art direction. Fashion is not only about the design and making of clothing and accessories; it supports an ecosystem of other collaborative areas of working which make the practice of fashion design possible. A field that is relatively new in India and finding its footing, fashion communication in India supports the working of the fashion and lifestyle business.

Skill Set

- Artistic and Creative
- Sense of Color, Texture and Visual Imagination
- Knowledge of Market Trends
- Good Communication and Observational Skills
- Critical Thinking
- Cultural Awareness
- Decision Making

Eligibility

10 + 2 any stream

Top Colleges

- **National Institute of Fashion Technology**
Location: Bangalore, Delhi, Mumbai, Chennai, Jodhpur
Course: B.Des. in Fashion Communication
Admission Criteria: NIFT Entrance Exam
- **Symbiosis Institute of Design**
Location: Pune
Course: B.Des. in Fashion Communication
Admission Criteria: On the basis of entrance examination (SEED)
- **Pearl Academy**
Location: Delhi, Mumbai, Bangalore, Jaipur
Course: B.Des. in Fashion Communication
Admission Criteria: On the basis of entrance examination, personal portfolio and interview
- **Satyam Fashion Institute**
Location: Noida
Course: B.Des. in Fashion Communication
Admission Criteria: On the basis of Common Entrance Test
- **Amity Institute of Fashion Technology**
Location: Mumbai
Course: B.Des. in Fashion Communication
Admission Criteria: On the basis of entrance examination

Job Prospects

- Visual Merchandiser
- Graphic Designer
- Stylist
- Set and Art Director
- Journalist and Photo Journalist
- Brand Manager
- Fashion Photographer
- Font Designer
- Event Manager
- Copywriter and Visualiser
- UI/UX Designer

Disclaimer: The information provided here is to the best of our knowledge. It is highly recommended that you cross check the source of information through the specific Colleges and Universities. Career Prabhu is in no way responsible for the decisions made solely on the basis of this document