



Designing Dreams: First dedicated and accredited College of Fashion & Design launches in Dubai

Empowering pioneers, The College of Fashion and Design (CFD) is set to hone future faces of the Fashion and Design industry, establishing the Middle East as a 'fashion hub' by 2021.

DUBAI, November 2016 - Founded to prepare its students to become leaders in the global fashion and design industries, the first of its kind in the region, The College of Fashion & Design located in the Emirate of Dubai earned Initial Accreditation on 1st November 2016 through the Commission of Academic Accreditation of the Ministry of Education, Higher Education Affairs, UAE. Offering courses in the following, a *Bachelor in Fashion Design, Bachelor in Fashion Management or Diploma in Fashion & Design.*

Located in Business Bay, CFD is the first focused Fashion Business Management and Fashion Design College to receive local accreditation from the UAE Ministry of Education – Higher Education Affairs, with the first day of the academic semester set to start on January 9th 2017.

Highlighting the CFD's strong belief in access to education for all, CFD will be offering an outstanding generous **'Half a Million Dirhams' of scholarships**, available to applicants within its first year alone. Echoing the CFD's mantra to support the education mandate and local community within the UAE.

Following the American academic credit system, the CFD curriculum follows a rigorous academic framework designed to impart global perspective and artistic flair into professional mannerism.

CFD boasts world-class infrastructure and facilities; state-of-the-art technology, multi-cultural student base, a Fashion Incubation Centre, and business development program set to support the next generation of fashion and design graduates in the UAE.

Proficient global faculty, with doctoral degrees in their respective areas of expertise, will imbibe industry insights, encouraging an experiential style of learning for students.

Whilst establishing partnerships with leading fashion institutions, including the renowned Nuova Accademia di Belle Arti Milano (NABA), Italy; fashion industries, designers and entrepreneurs, CFD will continue to be specifically sought to enable students to enjoy international exposure and enhance employability in a global society.



According to the MENA 2016 Design Education Outlook Report, an estimated 30,000 design graduates are needed in the MENA region by 2019, to achieve growth projections in a self-sustainable manner, i.e. without importing skills from outside the region and this would require a nine-fold increase in the number of design graduates in the region.

With enrolment starting from November 2016, the college will give its students a complete insight into fashion and design industries. Expressing her delight at the launch, Founding Faculty Member, Assistant Professor, Dr. Haifa Al Anjari, comments, *“CFD will offer a unique set of interdisciplinary programs, placing fashion and design in a contemporary, global context. The degree and non degree programs represent our commitment to provide talented fashion and design students with the professional training and contextual understanding they need in order to excel in today’s employment market, and in the future of fashion and design.”*

Students at CFD are classified into two broad categories, Bachelor students and Diploma students. The Bachelor students are able to select from two programs. The **Bachelor in Fashion Design (BFD)**, this four-year long BFD equips learners with industry insights, giving students first-hand experience in garment construction, textiles, draping and computer aided design to create an apparel collection. Or, the **Bachelor in Fashion Business Management (BFBM)**, this four-year long BFBM curriculum help students obtain an understanding of textiles, quality demands, merchandising, and also assimilate the application of marketing, retailing, financial and other business practices. Alternatively students can opt to complete the first two years of **BFD** resulting in the award of a **Diploma in Fashion & Design**.

Non-degree students can be placed in any of the Bridge Programs; **Elementary Fashion Program (FPrep)** and **Basic English**, for upgrading knowledge and skills for personal interest or for transferring to degree programs.

Founding Faculty Member, Assistant Professor, Dr. Haifa Al Anjari, added, *“The CFD will generate numerous career pathway opportunities for its fashion design and fashion business management graduates. Working towards generating the future faces of the fashion and design industries, coining the Middle East as a ‘fashion and design hub’.*

Examples of Career Pathways for CFD Graduates include:	
Fashion & Design <ul style="list-style-type: none"> • Fashion Designer • Fashion Entrepreneur • Fashion Styling • Visual Merchandising • Brand Manager • Product Designer • Shoes and Bags Designer 	Fashion Business Management <ul style="list-style-type: none"> • Brand Management • Strategic Marketing • Retail/Boutique Management • Business Development • Public Relations • Luxury Buying & Merchandising • Buyer

<ul style="list-style-type: none"> • Merchandising • Artistic Director • Stylist • Fashion Publication Editor • Retail Manager • Visual Communicator • Fashion Journalist • Advertising • Fashion Journalism • Fashion Photography • Fashion Promotion • Fashion Show/Event Planner • Public Relations • Fashion/Clothes Production Industry • Accessories/Jewellery Design 	<ul style="list-style-type: none"> • Fashion Merchandise Planning • Marketing Research • Retail Branding • E-Commerce Management • Fashion Promotion • Product Supply Chain Management
--	--

- ENDS -

About The College of Fashion and Design, Dubai:

The College of Fashion and Design (CFD), located in Business Bay, Dubai is the first focused Fashion Design and Fashion Business Management College is the first in the region to receive accreditation from Centre of Academic Accreditation (CAA), Ministry of Education, Higher Education Affairs, UAE.

With enrolment starting from November 2016, classes start in January 2017 and following the American credit hour curriculum, CFD's world-class infrastructure, state-of-the-art technology, multi-cultural student base and experienced global faculty ensures students are equipped for a number of employment options in the market and are career ready upon graduation. A niche institution striving for excellence in the field of fashion and design, CFD not only provides opportunities for learners to attain higher education, but through providing access to some of the best-known international institutions also works to hone local talent as the future faces of the fashion industry. Building on the UAE as a 'Global fashion hub'.

CFD offers courses for both Bachelor students and Diploma students. Student not meeting admission criteria will be placed in the Bridge **Programs**; Elementary **Fashion Program (FPrep) and Basic English**, upgrading knowledge and skills for personal interest or transferring for credit purposes. Whilst, Bachelor students can select from two programmes; the **Bachelor in Fashion Business Management (BFBM)** connecting all facets of fashion business, from marketing and management to promotions and-retail or the **Bachelor in Fashion Design (BFD)** providing learners with industry insights to create an apparel collection, both of which are four years. Alternatively students can opt for a two-year Diploma in Fashion & Design.

Contact CFD:

For more information on CFD or to apply visit: <http://cfd-dubai.com>

The College of Fashion and Design, Dubai



Bay Square, Business Bay,
Dubai, United Arab Emirates
T: +97144541405 | E: contact@cf-dubai.com

CFD Social Media:

Facebook: <https://www.facebook.com/cfddubaiuae/>

Twitter: <https://twitter.com/Cfddubaiuae>

Instagram: <https://www.instagram.com/Cfddubaiuae/>

For further media enquiries please contact Q Communications:

Danielle O'Neill

T: +971 52 509 6899 | E: Danielle.o@qcomms.ae