



PROSPECTUS



Create.
Launch.
Lead.

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PROFESSOR
x JIMMY CHOO OBE
CREATIVE DIRECTOR

Introducing Professor Jimmy Choo...

Professor Jimmy Choo OBE invites aspiring fashion designers to his innovative London Fashion Academy

Higher education can be challenging for students seeking to develop both their design skills and entrepreneurial acumen within the fashion industry. Professor Jimmy Choo founded JCA, a cutting-edge institution designed to empower ambitious students with the skills and knowledge to become future leaders in fashion.

At JCA, the curriculum is carefully crafted to foster an entrepreneurial mindset, drive innovation, and facilitate connections with key industry professionals.

The academy is committed to preparing students to meet the demands of the fashion industry, equipping them with the skills needed to tackle the challenges of 21st-century fashion. In addition to its focus on creativity and business acumen, JCA is committed to promoting inclusion, diversity, and sustainability. These values are embedded throughout the programme,

ensuring that students not only gain the skills to succeed in the industry but also contribute to a more ethical, inclusive, and environmentally responsible future for fashion.

About Professor Jimmy Choo OBE

Professor Jimmy Choo is an internationally acclaimed fashion designer, best known for co-founding the luxury brand Jimmy Choo. With a career spanning several decades, his work is celebrated for its craftsmanship and influence on global fashion.

At JCA, Professor Jimmy Choo is invested in and actively involved with the academy, offering students invaluable insights as they prepare to make their mark in the fashion industry.

What will you be known for?

Academy Approach

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Graduate with a Business.

More than a higher education academy

The goal of JCA is to support students' transition from higher education into entrepreneurship or employment, ensuring they are prepared to excel from day one. All students at JCA are encouraged to start their brands during their studies and seek commercial opportunities to sell the collections they design. This hands-on experience is invaluable in understanding how commerce intersects with design, building the confidence needed to transition smoothly into professional roles after graduation.

JCA places a strong emphasis on work-related learning throughout its programmes. Students are professionally trained as aspiring designers, honing their craft in

professional studios equipped with integrated technology. This progressive engagement includes software training, commercially sponsored live projects, industrial visits, competition entries, and reflective professional practice.

Each module at JCA integrates theory with practice, centred around projects carefully chosen to progressively enhance students' entrepreneurial, creative skills, and knowledge. The curriculum is designed to ensure that students graduate with a well-rounded education that equips them to thrive in the competitive fashion industry.

“

I chose to study at JCA because of its strong connection with the fashion industry, which allows me to network and gain insights from professionals in the field. Their guidance not only helps to improve my creativity but also prepares me to face challenges with resilience and confidence.

Lavinia Udadewa
BA (Hons) Fashion :
Design and Accessories





20



Student Experience

A nurturing and stimulating environment is essential for the creative process

JCA's flagship campus is situated in the heart of Mayfair, a prestigious location just a stone's throw from London's most renowned high-fashion establishments. JCA's second

campus, located at Boston Manor, is a historic Jacobean manor house set amidst lush parkland in Brentford.

Learn From Proven Fashion Experts

JCA is led by fashion professionals, not merely academic instructors, with a strong emphasis on professional excellence.

The staff at JCA are among the most respected figures in the fashion industry and education. They are approachable and work collaboratively to foster a professionally-focused learning environment that integrates students, staff, and industry associates.

Students at JCA benefit from a tailored approach that supports talent development and accelerates professional growth. Practical learning is delivered by industry experts, providing direct connections to the dynamic world of fashion.

Education at JCA is interactive, participatory, and hands-on. We emphasise learning by doing,

rather than traditional lecture-based instruction.

JCA offers a robust platform for mastering design techniques and entrepreneurial skills essential for success in the competitive fashion industry. By selecting only the most promising students, JCA maintains high standards and sets the stage for developing excellence.

At JCA, students are regarded as emerging professionals who are supported to become potential pioneers and leaders of the future. JCA is committed to guiding students in the right direction and aspires to see them become leaders in the future.





| JAZZY NEWNHAM
x BA FASHION
| IN DESIGN & ACCESSORIES



Get Straight Into Practice

Education at JCA: beyond books and lectures

At JCA, education extends far beyond traditional books, lectures, and assignments. The primary pedagogical approach is studio practice, reflecting the collaborative nature of the design discipline. Students learn, develop, and engage within dedicated professional studios, where both individual and group teaching occurs through various methods such as group critiques, live projects, competition briefs, and other work-related learning activities. Theory is contextualized and reinforced through debate, reflection, and, importantly, practice. The process of becoming a practising designer is integrated with a focus on enterprise and entrepreneurship, ensuring that students are well-prepared for the dynamic demands of the fashion industry.

It's Who You
Know  What
You Know.

At JCA, students receive not only the knowledge and skills required to excel in their practical assignments but also access to a crucial network of industry contacts. This network is essential for those embarking on a career as a luxury brand entrepreneur whilst supported with insights from some of JCA's key industry and sector contacts, guiding on where to look and whom to turn to as they begin their fashion journey.

The fashion industry operates as an interconnected ecosystem,

including retailers, textile specialists, PR professionals, magazine editors, and figures from art and music. By joining JCA, students immediately become part of this vibrant network. JCA faculty and visiting professionals, who have strong connections within the industry, ensure that students are swiftly integrated into the fashion world.



Idea Exchanges with Visiting Professionals

Where important and potentially life-changing relationships with students can be formed

JCA offers students invaluable opportunities to form significant, potentially career-defining relationships with visiting professionals across the fashion industry. These experts come to campus to share their experiences, expertise, and valuable contacts, providing students with insights and connections that can shape their careers.

This interaction is mutually beneficial. Visiting professionals engage with emerging talent at JCA and often find themselves inspired by the innovative and fresh ideas presented by students.

As members of the prestigious JCA student community, students will have a platform where their voices are heard, fostering meaningful exchanges that enrich their professional journey and the broader industry network.



WHAT WILL YOU BE KNOWN FOR?



Iconic Campuses

MAYFAIR CAMPUS	30
BOSTON MANOR CAMPUS	36



20

Mayfair Campus

A prestigious building just a stone's throw from London's fashion emporium

Situated in the heart of London's prestigious Mayfair district, JCA is housed in a Grade II 17th-century building on Hanover Square, just a street away from Bond Street, the hub of luxury retail, and a short-distance from Vogue House, the centre of fashion publishing. Established in September 2021, the academy is positioned to be a driving force within

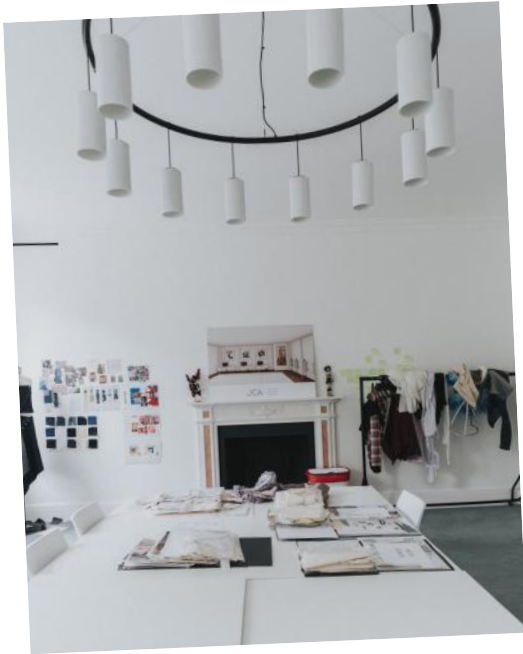
the fashion community, offering unparalleled access to the epicentre of the fashion world.

This prime location provides students with easy access to the surrounding resources, including luxury retail establishments, bespoke exhibition spaces, and excellent transport links.



Features & Facilities





Nestled within JCA's Mayfair campus is a classic atelier equipped to support aspiring creatives entering the fashion industry. Students have access to these facilities during campus hours, allowing them to refine their artistic abilities.

The Academy also supports the British fashion industry through co-working spaces, scheduled workshops, studio

space, and connections to industry advisors. Additionally, JCA provides digital resources, computer access, and a modern library to further support students in their creative and academic endeavours.

These resources work together to cultivate a thriving fashion ecosystem, both within JCA and beyond.



“

The facilities at JCA are not only enabling us to put our collections together, but also instilling us with the knowledge to work in an industry environment after graduating.

Polly

MA Fashion: Entrepreneurship in Design &
Brand Innovation







Boston Manor Campus

A serene and historic setting for creative development

Built in 1623, Boston Manor House serves as an ideal location for JCA to extend its academic reach across the capital. This historic Jacobean house provides a unique setting for students in the Design & Accessories programme to cultivate their creative skills and prepare for a career in the dynamic fashion industry.

Manor House is often referred to as the 'Jewel of Brentford.' Its picturesque location, adjacent to lush greenery offers students a serene environment conducive to focused study and personal well-being. JCA's approach integrates this peaceful setting to enhance students' artistic development and support their overall growth.

Situated in this vibrant West London neighbourhood, Boston



Features & Facilities





With amenities comparable to the Mayfair campus, Boston Manor House features lockstitch, embroidery, and cover-stitch machinery, focusing on accessories and footwear to help students develop their profitable ventures within the fashion industry. Boston Manor House is dedicated to the

concept of 'Makerspace.' This unique environment allows students to both live and create while making full use of the resources available at Boston Manor House, supporting the growth of London's vibrant creative community.



ELENOR HUNTER
MA FASHION:
ENTREPRENEURSHIP IN DESIGN
AND BRAND INNOVATION





Courses

FOUNDATION DIPLOMA IN FASHION	44
BA (HONS) FASHION: DESIGN AND ACCESSORIES	50
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VEASATIN

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YEMEN PDR

SKETCHING IDEAS

crepe de chine (poly)

vea organic cotton

silk sensation (poly)

Foundation Diploma in Fashion

COURSE LEVEL

DIPLOMA

DURATION

1 YEAR

CAMPUS

MAYFAIR

FEE

£9,535 FOR HOME STUDENTS

£24,000 FOR INTERNATIONAL STUDENTS

This foundation course will introduce you to the exciting, evolving and multifaceted nature of fashion as a discipline. You will develop independent critical thinking and practical skills through engaging in the creative process in fashion and textile design as well as fashion related contextual research and fashion business-related studies. Sustainability in reducing material waste or recycling material and understanding the circular fashion system is at the core of the programme in preparing you to be a responsible design practitioner.

You will learn through lectures, practical workshops, seminars, industry speakers, group work, creative discussion, written work and tutorials supporting you in developing essential professional, communication and academic skills to support progression to your chosen pathway.

Upon successful completion of this course, you can expect to progress to higher-level courses at the Academy.

Develop More Than Knowledge

WHAT YOU'LL LEARN

This course will help you develop a range of creative, practical and design skills for entry into everchanging and competitive fashion industry.

A blend of lecture and studio-based project work will form a key part of your study through which you will develop a body of practical work, gain a fundamental knowledge of critical and contextual concepts in fashion, and an understanding of the current fashion industry.

Assignments are typically practice-based and experiential to provide you with high quality learning experiences, setting specific challenges that will enable you to incorporate contextual understanding into your practice.

Assessment is 100% through coursework. You will receive continuous feedback throughout your studies during group/class critiques and one on one tutorials as well as written formative and summative feedback at key stages of your studies.

Your work may be assessed through:

- 2D visual research and design development work
- 3D development, textile, garment or accessory prototypes and final products
- Practical, construction and digital portfolio work
- Visual essays and enterprise plans
- In person, oral and visual presentations

WHAT YOU'LL PRACTICE

This is a hands-on course with content that reflects the fast-changing fashion industry. The focus is on exploration of materials and form through fashion and textile design and branding, how these function together and innovative ways that textiles, clothes and accessories are designed, promoted and sold.

In addition to receiving a grounding in fashion theory, design, cut and make, you will be introduced to technological developments and emerging digital media relevant for working in today's evolving industry.

WHAT YOU'LL MASTER

Your course will cover fashion research and design including textile experimentation, sustainability and responsibility in design, brand development and market research. You will also gain soft skills including communication, initiative, teamwork, adaptability and confidence.

Course Structure...

SEMESTER ONE

- Fashion design, concepts and analysis
- Exploring fashion studies

SEMESTER TWO

- Fashion design, industry and enterprise
- Major fashion practice

Entry Requirements...

We are looking for applicants who have the potential and current ability to effectively convey their ideas visually, through drawing, collage, draping and/or image making. Recruitment will be selective and based on academic and creative potential through prior qualifications, portfolio and academic interview.

To be considered for the course, you will need:

- The equivalent 'minimum' of one A level
 - Two GCSE passes at grade C or above, preferably in English and Art/Design subject.
 - An appropriate portfolio of work.
 - Attend an interview which will be based on the quality of the creative and written work produced as part of the portfolio submission.
 - APEL - Accreditation of Prior (Experiential) Learning
 - English language requirements for international students is an IELTS level 5.0 or above with a minimum of 4.5 in reading, writing, listening and speaking.
- Related academic art and design experience
 - Related work experience
 - Strong portfolio of personal art and design work
 - A strong academic or other professional reference

Applicants are requested to provide a portfolio, with a selection of work that demonstrates their creative skills and show examples of drawing from observation, textile/ fashion/ accessory design sketches and three-dimensional ideas, textile experiments and any other art and design work that shows the applicant's creativity and current art and design skills.

Each application is considered individually. Applicants who do not meet the entry requirements but demonstrate some or all below criteria, may still be considered in exceptional cases:

Course Fees

£9,535 PER YEAR FOR HOME STUDENTS

£24,000 PER YEAR FOR INTERNATIONAL STUDENTS

Degree Award



This programme is validated by the University of West London. Your degree will be awarded by University of West London, a UK-recognised higher education institution. The course is delivered at JSA under a formal partnership validated agreement.

| DEMI O'SHEA
* BA FASHION
| IN DESIGN & ACCESSORIES



BA (HONS) FASHION:

Design and Accessories

COURSE LEVEL

BA (HONS)

DURATION

3 YEARS

CAMPUS

BOSTON MANOR

FEE

£9,535/YEAR

UCAS POINTS

80

UCAS CODE

UG02

The BA (Hons) Fashion: Design and Accessories course is a future-focused, globally aware, design-led, and entrepreneurial course conceived to prepare learners for careers within the global fashion garment and accessories industries. This highly distinctive and innovative programme focuses you on the interconnectivity between garment and accessory design and the making process. A global accessories pioneer himself, Professor Jimmy Choo OBE brought the garment and accessories worlds closer together. This same innovative

thinking underpins the concept of garment and accessories education offered by JCA.

Delivered in partnership with the University of West London, the BA (Hons) Fashion: Design and Accessories course is a unique and exciting programme that benefits from the expertise and teaching approach of the Academy.

Develop more than Knowledge

WHAT YOU'LL LEARN

This course will help you develop an in-depth understanding and practical application of the design and making of both garments and accessories. Subject areas include Fashion Design, Accessory Design, Visual Communication, Fashion Theory, Brand Development, and Entrepreneurship. Given the specialised nature of the field, both traditional skills and emerging technologies are taught, and you explore problem-solving and design thinking in the context of garment and accessory design. You will be taught in a dedicated environment with access to specialist facilities, and will benefit socially and cross-disciplinary from the highly diversified course communities. Taught sessions draw upon studio-based project work, creative workshops, and 'work review' sessions. Assessment is contextual and applied and is intended to follow your personal areas of continuing practice and subject specialism. Depending on the module, learners are assessed through:

- 2D visual research and design development work
- 3D development work and final products
- Written coursework
- Practical and digital portfolio work
- In-person, digital and visual presentations
- Final negotiated project

WHAT YOU'LL PRACTICE

This is a hands-on, industry-focused course with subject matter that reflects both traditional and emerging theory and skills, along with a contextual and applied understanding of the garment and accessories markets. There is a strong emphasis on work-related learning throughout the programme, and you are expected to approach your

studies as professional, aspiring designers, committed to developing your craft. Central to the experience is the Internship Project. Here, working alongside industry professionals and undertaking negotiated and agreed tasks, you will gain direct professional experiences that sit alongside, complement and add critical context to your study.

WHAT YOU'LL MASTER

You will not only engage with the traditional craft of garment and accessory design, which has been handed down through generations of craftspeople, but you will also be breaking new and exciting ground through the discovery and application of new and emerging technologies that are changing the materials industry and the use and functionality of objects.

Course Structure...

YEAR ONE

SEMESTER ONE

- Fashion in context one
- Fashion fundamentals
- Fashion materials & technologies

SEMESTER TWO

- Creative fashion industries
- Fashion design & make
- Fashion communication & brand development

YEAR TWO

SEMESTER ONE

- Fashion in context two
- Innovative accessory design
- Fashion internship

SEMESTER TWO

- Entrepreneurship & creative practice
- Fashion collection
- Fashion internship, cont. development

YEAR THREE

SEMESTER ONE

- Critical research for fashion
- Pre-collection
- Negotiated fashion project
- Entrepreneurship and creative development

SEMESTER TWO

- Negotiated fashion project

Entry Requirements...

JCA is committed to supporting talented designers in achieving their ambitions. Recruitment is selective and based on academic and creative potential, assessed through prior qualifications, portfolio, and an academic interview.

To be considered for the course, applicants must meet the following requirements:

- The equivalent 'minimum' of two A levels at grades BB or above
- Three GCSE passes at grade C or above (preferably in English and an Art / Design subject)
- To submit an appropriate portfolio of work
- To come to an interview which will be based on the quality of the creative and written work produced as part of the portfolio submission.

Applicants are required to submit a portfolio showcasing their work in Art and Design. This should include a selection of pieces that demonstrate creative skills, the use of research and theory, and the process of developing ideas.

Fashion experience is not mandatory, but applicants should demonstrate:

- A personal commitment and interest in the fashion subject area
- Problem-solving skills and the ability to communicate clearly in writing.
- The ability to research
- To work as part of a team
- Evidence of CAD skills (e.g. basic use of Photoshop, etc.).
- The potential to engage successfully with the subject area to progress into the career paths proposed
- Commitment to the subject area through a personal statement and or reference/ interview.

- Focused entrepreneurial career aspiration/ ambition
- Awareness of current affairs and debates within the fashion industry.

For applicants who cannot attend their interview in person, we have alternative arrangements that can be agreed upon application.

Selection criteria for a place on the course will be based on the interview and portfolio, which should demonstrate the potential to develop creative, visual, written, and professional skills within the fashion discipline.

Course Fees

£9,535 PER YEAR FOR UK STUDENTS (FOR 2026 ENTRY)



BA (HONS) FASHION:

Design, Branding and Entrepreneurship

COURSE LEVEL

BA (HONS)

DURATION

3 YEARS

CAMPUS

MAYFAIR

FEE

£18,000 FOR HOME STUDENTS

£24,000 FOR INTERNATIONAL STUDENTS

UCAS POINTS

80

UCAS CODE

UG01

This flagship undergraduate course at JCA provides a dynamic and creative blend of innovative teaching and professional practice. It integrates key themes such as Fashion Design, Materials Innovation, Branding, and Communication, with a strong

focus on Enterprise and Entrepreneurship. The course fosters industry connections and partnerships, offering students unique access to the fashion sector within a boutique specialist environment.

Develop more than knowledge

WHAT YOU'LL LEARN

This course will help students develop an in-depth understanding and practical application of design and garment construction, creating contemporary fashion collections, advances and future trends of the fashion industry, with hands-on knowledge of what it takes to make a fashion brand a success. Practical studio-based craft, fashion design, and conceptual creativity is taught alongside entrepreneurship, fashion and brand communications as well as enterprise and management skills. Course modules are designed to enable you to professionalise your learning, and assignments are geared towards identifying markets, developing suitable brand opportunities, and of crafting contemporary, responsible and relevant collections. Assessment is contextual and applied and is intended to follow personal areas of continuing practice and subject specialism. Assessment is 100% through coursework. Written and verbal feedback will be given throughout each module and will be awarded a grade.

Depending on the module, you may be assessed through:

- 2D visual research and design development work
- 3D development, garment construction and fashion collection
- Practical and digital portfolio work
- Marketing, PR, and communication reports, visual essays, and enterprise/ business plans
- In person and visual presentations
- Exhibition and Catwalk opportunities
- Final negotiated project

WHAT YOU'LL PRACTICE

There is a strong thread of practice-based and work-related learning throughout the course and our professional and higher education environments are the vehicle for truly immersive learning, practical design development and entrepreneurial growth and understanding. Based in our professional design studios, students will study and develop their craft in the same place that

they will practice and develop their future careers. This progressive engagement includes training in industry standard software, 'live' project work in collaboration with fashion experts, industry guest speakers, workshops and offsite visits (national and international), competition entry opportunities and professional practice-based reflection. Industry partners, experts and on-site practitioners will further help cement knowledge with real-world experiences.

WHAT YOU'LL MASTER

This course will cover fashion materials, technical drawing and pattern cutting, visual communication and brand development, responsible sourcing and production, fashion industry, enterprise and trend prediction. Collections will be developed through the entrepreneurial and iterative lens of preparing to become outstanding and visionary fashion designer and/ or to launch as a fully independent fashion professional.

Course Structure...

YEAR ONE

SEMESTER ONE

- Fashion in context one
- Fashion fundamentals
- Fashion materials & technologies

SEMESTER TWO

- Creative fashion industries
- Fashion design & make
- Fashion communication & brand development

YEAR TWO

SEMESTER ONE

- Fashion in context two
- Contemporary fashion communication

SEMESTER TWO

- Entrepreneurship & creative practice
- Fashion collection

YEAR THREE

SEMESTER ONE

- Critical research for fashion
- Pre-collection
- Negotiated fashion project
- Entrepreneurship and creative development

SEMESTER TWO

- Negotiated fashion project
- Entrepreneurship and creative development

Entry Requirements...

JCA supports talented designers with the ambition to succeed. Admission is selective and based on academic and creative potential, evaluated through qualifications, portfolio, and interview. To be considered for the programme, applicants must meet the following requirements:

- The equivalent 'minimum' of two A levels at grades BB or above
- Three GCSE passes at grade C or above (preferably in English and an Art / Design subject)
- To submit an appropriate portfolio of work
- To come to an interview which will be based on the quality of the creative and written work produced as part of the portfolio submission.

Applicants are required to submit a portfolio showcasing their work in Art and Design. This should include a selection of pieces that demonstrate creative skills, the use of research and theory, and the process of developing ideas.

Fashion experience is not mandatory, but applicants should demonstrate:

- A personal commitment and interest in the fashion subject area
- Problem-solving skills and the ability to communicate clearly in writing.
- The ability to research

- To work as part of a team
- Evidence of CAD skills (e.g. basic use of Photoshop, etc.).
- The potential to engage successfully with the subject area to progress into the career paths proposed
- Commitment to the subject area through a personal statement and or reference/interview.
- Focused entrepreneurial career aspiration/ambition
- Awareness of current affairs and debates within the fashion industry.

For applicants who cannot attend their interview in person, we have alternative arrangements that can be agreed upon application.

Selection criteria for a place on the course will be based on the interview and portfolio, which should demonstrate the potential to develop creative, visual, written, and professional skills within the fashion discipline.

Course Fees

£18,000 PER YEAR FOR HOME STUDENTS

£24,000 PER YEAR FOR INTERNATIONAL STUDENTS

Degree Award



This programme is validated by the University of West London. Your degree will be awarded by University of West London, a UK-recognised higher education institution. The course is delivered at JSA under a formal partnership validated agreement.



MA FASHION:

Entrepreneurship in Design and Brand Innovation

COURSE LEVEL

MA

DURATION

1 YEAR

CAMPUS

MAYFAIR

FEE

£18,000 FOR HOME STUDENTS

£24,000 FOR INTERNATIONAL STUDENTS

UCAS CODE

PG01

The MA Fashion Entrepreneurship in Design and Brand Innovation programme adopts a learner-centred, couture-style approach, with a strong emphasis on professional practice within a specialised boutique environment. This course is designed to develop versatile designer-entrepreneurs who are equipped to create, lead, and manage successful businesses within the fashion and creative industries.

Throughout this programme, students will strategically identify their target market, develop brand identity, design and produce a collection, and formulate a comprehensive business plan to prepare for market launch. The programme offers an immersive, hands-on experience that integrates creative design with entrepreneurial skills essential for success in the industry.

Develop More than Knowledge

WHAT YOU'LL LEARN

This course integrates advanced expertise in fashion design and construction, brand development and innovation, and enterprise strategy and management. Learners are expected to confidently identify niche brand opportunities, apply contemporary and professional practices to collection development, and operate at the intersection of design innovation and entrepreneurial thinking.

A blend of seminar-based discourse and studio led project work forms the foundation of the learning experience. Through this, you will develop a sophisticated and industry ready body of work, critically examine contextual and theoretical frameworks, and apply specialised knowledge in the advancement of brand and design led innovation.

The course modules are structured to support the professionalisation of your practice, using an experiential, practice led assessment model that is contextually grounded and aligned with your individual area of creative and commercial interest.

You will benefit from access to expert academic mentorship, robust professional networks, and on-site fashion atelier facilities, all of which contribute to a stimulating environment in which to develop your entrepreneurial identity and creative voice.

Assessment is 100% through coursework. You will receive feedback throughout each module and will be awarded a grade. Depending on the module, you may be assessed through:

- 2D visual research and design development work
- 3D development work, garment

construction and fashion development

- Practical and digital portfolio work
- Marketing analysis, finance and enterprise plans
- In person, digital and visual presentations
- Exhibition curation and collection presentation

WHAT YOU'LL PRACTICE

Students on this programme will benefit from an immersive experience, where applied and experiential learning is deeply integrated into their ongoing professional development.

You will be expected to identify niche market opportunities and apply contemporary and professional design practice in collection creation and brand development.

WHAT YOU'LL MASTER

In addition to gaining a deep conceptual understanding of the fashion industry, students will begin to refine their design specialisation. Through in-depth research in a chosen area, students will connect theoretical insights to their final practice-based MA project, integrating creative exploration with professional design practice.

Course Structure...

TRIMESTER ONE

- Research methods for fashion
- Enterprise management
- Fashion incubation

TRIMESTER TWO

- Brand development
- Collection proposal
- Innovation and entrepreneurship
- Fashion incubation

TRIMESTER THREE

- MA project
- Fashion incubation

Entry Requirements...

JCA is dedicated to supporting talented and ambitious designers in achieving their full potential. Admission to the programme is highly selective, based on academic and creative merit, demonstrated through prior qualifications, portfolio submission, and an academic interview.

To be considered for the course, applicants must meet the following criteria:

- A minimum of an Upper Second-Class Honours Degree (or equivalent) in a relevant fashion practice.
- Submission of a comprehensive portfolio showcasing creative work, including evidence of research, idea development, and design process.
- Participation in an interview-based on the strength of the portfolio and written work.

The portfolio should include:

- A diverse selection of work demonstrating creative skills and an understanding of design theory.
- A sample of written work (maximum two A4 pages), addressing current

affairs and debates within the fashion industry, showcasing original thought and strong written English.

- While a background in fashion is not mandatory, applicants should demonstrate:
- A genuine passion for the fashion industry.
- Strong problem-solving, research, and communication skills.
- Basic CAD skills (e.g., Photoshop).
- A collaborative mindset and ability to work within a team.
- Clear entrepreneurial aspirations and a commitment to advancing within the fashion industry.

For applicants who cannot attend their interview in person, we have alternative arrangements that can be agreed upon application.

The selection process is based on the portfolio, interview, and overall potential to excel in the fashion discipline, with a focus on developing creative, visual, and professional skills.

Course Fees

£18,000 PER YEAR FOR HOME STUDENTS

£24,000 PER YEAR FOR INTERNATIONAL STUDENTS

Additional Costs

Unlike many mainstream universities and specialist colleges, JCA provides essential resources to support students' studies, including fair-use access to basic materials such as calico.

Additional costs beyond these essentials may arise from personal choices related to specialised materials for portfolio enhancement or final project work. For instance, students may choose to invest in unique or higher-end fabrics for their final collection.

Based on experience, it is estimated that additional material costs should not exceed £1,000. This estimate covers items such as fabrics, pattern-cutting paper, toiling fabrics, and printing. These expenses are flexible and depend on the specific needs of individual projects and creative ambitions.

Degree Award



This programme is validated by the University of West London. Your degree will be awarded by University of West London, a UK-recognised higher education institution. The course is delivered at JSA under a formal partnership validated agreement.



BSC (HONS):

Fashion Management and Strategy

COURSE LEVEL

UNDERGRADUATE

DURATION

3 YEAR

CAMPUS

MAYFAIR

FEE

£9790/YEAR

UCAS POINTS

32 (FOUNDATION ENTRY) / 104-120 (YEAR 1 ENTRY)

UCAS CODE

UG06

The BSc (Hons) Fashion Management and Strategy degree is a value-driven business course designed for students who want to shape the future of the global fashion and lifestyle industries.

This course equips you with the strategic, analytical, and leadership skills needed to manage fashion businesses ethically and effectively balancing creativity with commercial

awareness, and innovation with responsibility.

Whether you come from a business background or a creative, making-led pathway, this inclusive and adaptable degree supports you in developing the confidence and capability to become a future leader, manager, or entrepreneur in fashion.

Develop More than Knowledge

WHAT YOU'LL STUDY

The course is structured to help you build knowledge progressively, moving from core principles to applied strategy and independent leadership.

Level 3 (Foundation Year): Direction

The Foundation Year helps you build creative confidence, academic skills, and a clear sense of direction before progressing to undergraduate study.

You'll explore how creative practice responds to identity, culture, systems, and change through interdisciplinary projects that develop your visual, research, and problem-solving skills.

Across the year, you'll:

- Work across visual, digital, and creative media
- Develop research, storytelling, and communication skills
- Build confidence in project planning and presentation
- Create a digital portfolio demonstrating your ideas and development
- Complete a Final Major Project aligned with the BSc (Hons) Fashion Management and Strategy degree pathway.

Level 4 (Year 1): Foundations of fashion management

In your first year, you'll develop a strong grounding in fashion business fundamentals, including:

- The global fashion system
- Consumer behaviour and insight
- Business finance and data literacy
- Social media marketing and management.

Level 5 (Year 2): Application and innovation

Year 2 focuses on applying your knowledge to real-world fashion management challenges.

You'll explore:

- Sustainable fashion management
- Supply chains, merchandising, and range planning
- Commercial decision-making through live industry briefs

You'll also be supported in developing a career plan, helping you map your pathway beyond graduation whether into employment, entrepreneurship, or postgraduate study.

Optional Placement Year

Between Levels 5 and 6, you can choose to spend a year in industry, further strengthening your experience and employability before returning for your final year.

Level 6 (Year 3): Strategic leadership and realisation

Your final year focuses on independent, strategic thinking.

You'll undertake a self-initiated major project, which may be:

- Based on a live industry brief
- A hypothetical business or strategy project
- Preparation for launching your own fashion business

With structured support, you'll develop a research-informed project that demonstrates your ability to apply management theory to real-world fashion contexts.

Course Structure...

Foundation Year (Level 3):

Creative and business exploration, academic skills, and professional practice.

Degree Year 1 (Level 4):

Fashion systems, consumer insights, social media marketing, and business finance.

Degree Year 2 (Level 5):

Sustainable fashion management, live industry brief, merchandising, and career planning.

Degree Year 3 (Level 6):

Major Project proposal, production, evaluation, portfolio and graduate futures.

LEVEL 3

- Creative Challenge 1: Identity, environment and community
- Creative Challenge 2: Systems, story and change
- Final Major Project

LEVEL 4

- Social Media Marketing and Management
- The Fashion System
- Consumer Insights
- Business Finance

LEVEL 5

- Sustainable Fashion Management
- Live Industry Brief
- Career Planning
- Fashion Merchandising

LEVEL 6

- Major Project Proposal
- Major Project Production
- Major Project Evaluation and Portfolio

Entry Requirements...

JCA welcomes applications from all different educational profiles and experiences as talented creatives can develop in many environments. Applicants interested in this course are encouraged to engage with the JCA community through an informal interview or a 'taster day' event.

Applicants with completed Level 3 qualifications:

Applicants should have the equivalent of 32 UCAS points.

Mature Applicants/'Non-Academic Route'/ Applicants without completed Level 3 qualifications:

Applicants with non-traditional profiles and backgrounds can still be considered for admission to the course as aptitude may be demonstrated through other means. Applicants in this category would normally need to demonstrate a minimum of 2 years post GCSE (level 2 equivalent) professional/ work experience and have met with an interviewing tutor. To be considered for admission in this stream, applicants may be asked to provide:

- In-person participation in practical activities at an on-campus taster day event
- verbal or written account of their previous experience, study or career goals
- a genuine commitment to and motivation for further study in this subject
- a more detailed written or verbal rationale for career or professional development and progression within this sector

Course Fees

£5,760 for the Foundation year

£9,790 for direct entry

Degree Award



This programme is validated by the Arts University Bournemouth. Your degree will be awarded by Arts University Bournemouth, a UK-recognised higher education institution. The course is delivered at JSA under a formal partnership validated agreement.



BSC (HONS):

Fashion Communication

COURSE LEVEL

UNDERGRADUATE

DURATION

3 YEAR

CAMPUS

MAYFAIR

FEE

£9790/YEAR

UCAS POINTS

32 (FOUNDATION ENTRY) / 104-120 (YEAR 1 ENTRY)

UCAS CODE

UG05

The BA (Hons) Fashion Communication course is designed for creative thinkers who want to shape how fashion is communicated, understood, and consumed in a rapidly evolving global industry.

Delivered at JCA's Boston Manor campus, this course explores fashion from a responsible, inclusive, and future-focused perspective, equipping you with the creative, strategic, and

technical skills needed to tell powerful fashion stories across image, film, writing, and digital platforms.

You'll learn how fashion communication influences culture, identity, and behaviour and how creative practitioners can challenge conventions, promote ethical practice, and drive meaningful change.

Develop More than Knowledge

WHAT YOU'LL STUDY

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Across the year, you'll:

- Work across visual, digital, and creative media
- Develop research, storytelling, and communication skills
- Build confidence in project planning and presentation
- Create a digital portfolio demonstrating your ideas and development
- Complete a Final Major Project aligned with the BA (Hons) Fashion Communication pathway.

Level 4 (Year 1): Exploration

Level 4 introduces you to the core principles, tools, and theories of Fashion Communication.

You'll explore:

- Fashion theory and design thinking
- Responsible and inclusive marketing communication
- Research methods and consumer insight
- Branding, content creation, writing, and visual communication
- Photography, styling, image-making, and publication design

Through units such as Fashion Communication, Image Production, and Personal Insights and Graduate Futures I, you'll begin shaping your

creative identity while learning how fashion communication influences culture and behaviour.

Level 5 (Year 2): Innovation

You'll work on:

- Fashion Film and moving image storytelling
- Live briefs set by industry or external clients
- Omnichannel fashion campaigns and activations
- Advanced concept development and creative strategy
- Units such as Fashion Film, Fashion Campaign, and Personal Innovation and Graduate Futures II encourage you to refine your creative voice, explore your values, and begin positioning yourself for your future career.

By the end of Level 5, you'll have a strong grasp of fashion communication across research, branding, marketing, digital skills, and campaign development.

Level 6 (Year 3): Realisation

Your final year is where everything comes together. Level 6 focuses on your Final Major Project, allowing you to research, develop, and realise a specialist body of work aligned with your chosen graduate future.

You'll:

- Undertake in-depth creative research and experimentation.
- Develop a fully realised final project.
- Build a professional portfolio showcasing your creative identity.
- Prepare for employment, freelance practice, or postgraduate study.
- Your work may be showcased through exhibitions, competitions, and graduate shows, helping you gain visibility and confidence as you enter the industry.

Course Structure...

Foundation Year (Level 3):

Creative exploration, problem-based projects, academic and visual skills

Year 1 (Level 4):

Fashion communication tools, theory and creative identity

Year 2 (Level 5):

Innovation, live briefs, fashion film and storytelling

Year 3 (Level 6):

Final Major Project, portfolio and graduate futures

LEVEL 3

- Creative Challenge 1: Identity, environment and community
- Creative Challenge 2: Systems, story and change
- Final Major Project

LEVEL 4

- Fashion Communication
- Fashion Photography and Styling
- Fashion Insights and Graduate Futures I

LEVEL 5

- Fashion Film
- The Fashion Campaign
- Personal Innovation and Graduate Futures II

LEVEL 6

- Final Major Project Part 1: Exploration
- Creative Research and Exploration
- Specialist Practice and Graduate Futures III
- Final Major Project Part 2: Realisation

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JCA Gallery: Where Creativity Shines

Explore JCA Gallery, an innovative platform for fashion students at JCA | London Fashion Academy. Established by the renowned Professor Jimmy Choo OBE, this vibrant space is dedicated to showcasing the creative talents of both emerging and established designers. JCA Gallery provides a professional environment where students can present their work to a wider audience.

The JCA Gallery offers a versatile display area for garments on mannequins, plinths, or rails. Each piece is prominently featured with branded labels and social media information, enhancing visibility and engagement. JCA Gallery not only highlights the unique visions of its designers but also provides invaluable exposure and opportunities for professional growth.

In addition to the physical space, the JCA Gallery features an online retail website where customers can explore collections and make purchases directly. This digital platform extends the reach of our designers beyond the academy walls, allowing their work to be appreciated and bought by a global audience. Through this e-commerce site, we support students in developing real-world business experience while promoting their creative excellence.



Open Day



Application



Instagram



