



Fashion Design for the Future



Overview

Fashion is an industry in which a balance must be maintained between form and function, creativity and commerce. At the center of this process are fashion designers, who must constantly master new tools, solve problems, and innovate in order to stay competitive in an ever-changing marketplace.

In this ten-day hybrid program, you learn to challenge your own preconceptions and practices, as well as traditional design theories, philosophies, and approaches, with the aim of expanding and adapting your creative practice to meet market opportunity. Taught by expert faculty and industry leaders at Parsons, the #1 design school in the United States, you discover the full range of opportunities available to create business, environmental, and social value, generating positive change and unlocking what we call your Return on Design.

Details

Experience

Hybrid
10 days

Week 1 total: 7 hours

Week 2: 6-8 hours per day

[Visit our website](#) for more information on fees and upcoming dates.

▶ Key Learnings

Materiality

Learn about the relationship between apparel construction and sustainable and high-tech fabrics used to make clothing.

Digitization

Explore the digital design process, the creation of digital products, and the selling and wearing of digital clothing in the metaverse.

Body Diversity, Inclusivity, and Performance

Examine the way people perform or express identity in their daily lives, including how gender identity, body ability, and performance enhancement affect design processes and outcomes. media, subscriptions, rent-to-own, and more.

Entrepreneurship

Learn ways to synthesize design theories and philosophies of materiality, digitization, and the human body to develop successful business strategies that connect with the consumer.

▶ Meet Your Faculty



Program Lead

Joshua Williams, Assistant Professor, Parsons School of Design

Joshua is an award-winning fashion creative director, consultant, and educator. Over the past 20 years, he has excelled at bringing together creativity and commerce, combining his talents as a writer, theater director, and musician with skills in marketing, retail, and business. He has developed expertise in omnichannel branding, marketing, and retailing, with a focus on authentic engagement between customer and brand across a complex supply chain. He has worked with such brands as threeasFOUR, Miguelina, INSPR, J.McLaughlin, Lindsay Phillips, JM, Andrew Marc, and Anne Valérie Hash.

Joshua is the founder and president of the marketing and retail consulting agency Fashion Consort. He is also an assistant professor at Parsons School of Design and a former director of the Fashion Management graduate program in the School of Fashion.

“We are at a crucial juncture in the fashion industry, one that requires the adoption and integration of new technologies and processes in the fashion design process to meet shifting consumer needs and desires and to ensure the sustainability of the resources it requires.”

—Joshua Williams, Assistant Professor, Parsons School of Design

▫ Program Deep Dive

Learning Approach

This program is structured to ensure a balance between learning, collaboration, and ideation through lectures, discussions, hands-on experiences, and group work. Each unit features a keynote speaker who is an actively engaged expert in their field and live-case learning from designers and brand owners who connect the dots between theory and practice.

Course Topics

■ Unit 1: Materiality

Topics covered include:

- Product lifecycle management and supply chain management
- 3D printing and knitting
- Digital techpacks and fit
- Data-driven design and decision making
- Sustainable manufacturing
- Digital and nonphysical materials

■ Unit 2: 3D Design

Topics covered include:

- 3D design using Clo3D and Browzwear
- Integrating 3D into current design processes
- Effects of 3D production on design
- Connecting physical and digital skills and techniques
- Design using technologically advanced materials and fabrics
- Integrating tech into design (e.g., for health and performance tracking)
- Digital clothing and digital expression in the metaverse

■ Unit 3: Body Diversity, Inclusivity, and Performance

Topics covered include:

- Designing for ability/disability
- Plus and petite sizing
- Customization and one-to-one (made-to-measure) design
- Design in the context of gender identity and expression
- Performance-focused design (e.g., design for yoga and activewear)
- Health-driven design (e.g., design for autism and heart health)

■ Unit 4: Entrepreneurship and Business Integration

Topics covered include:

- Connecting design and consumer demand
- Incorporating digital tools and platforms into processes
- Expanding opportunities through technology
- Design using data
- Creativity versus commerce in design thinking

🔵▶ Outcomes

Upon completion of the program, you will be equipped with the knowledge you need to understand and navigate shifts in the fashion design landscape and comprehend the full spectrum of innovation in fashion materials, design processes, and production. You will also be able to evaluate opportunities to apply state-of-the-art fashion design in business and personal practice to enhance design outcomes and market engagement and to implement short-term solutions in fashion design.

► Participant Profile

This program is designed for professionals looking to broaden their understanding of current developments in fashion design, including the use of cutting-edge materials and technologies, the impact of expanding scientific knowledge about the human body, and evolving philosophies of fashion. The program is aimed at mid- to senior-level creative and technical designers, product designers, and apparel manufacturers seeking to transform their businesses.

► Enroll as a Team or Organization

Parsons Executive Education programs are designed to deliver results. Partner with us to create customized programs tailored to your teams—programs that align with your organizational strategy and deliver on your business goals. Consider us an extension of your team, working toward the shared goal of addressing organizational and market challenges and developing innovative solutions for your stakeholders and customers. You identify the challenges; we customize and design our presentations, exercises, case studies, and breakout sessions to help you achieve your goals. Scheduling is flexible, and we work around your time constraints.

Learn more at

execed.newschool.edu/organization

▫ Why Parsons Executive Education

Parsons Executive Education operates at the intersection of design and the global socioeconomic trends transforming our organizations and communities. Our programs are designed for industry leaders and entrepreneurs who have the courage to engage in high-impact learning—those who come at challenges differently, celebrate creativity, and are capable of acting in the face of continuous change. While most curricula focus on ROI, our courses take you on a journey that delivers Return on Design—improved performance, increased resilience, dynamic new customer experiences, and maximum growth. As the #1 design school in the United States, an institution that is leading the thinking and output of industries the world over, we offer a high-impact learning environment that will enable you to:

- Practice approaches to problem solving that will maximize your ability to adapt to change
- Acquire human-centered methods that will help you effect organizational transformation and create memorable experiences for your audience
- Harness new sources of value for building successful products and services while designing risk out of the process
- Master the art of prototyping and make ideas tangible to maximize stakeholder and customer buy-in
- Create multilevel impact by employing systems thinking and ecosystem business models, an approach well suited to the new era of complexity



OOO Take The Next Step

Have questions about our Fashion Design for the Future program? Our team can help you determine whether this program is right for you and your learning goals.

Contact us at

332.239.2754

execed.advisor@newschool.edu

Register at

execed.newschool.edu

