

# Garment

**AMFI**

AMSTERDAM FASHION INSTITUTE

# AMFI

## Editorial Branding

### Deputy Editor-in-Chief



#### 1. Where and when did you study abroad?

I went to Amsterdam to AMFI in February 2022. The semester ended on July 7th.

#### 2. What KEA program did you attend at the time?

Top-up in Brand Design

#### 3. What classes did you take during your semester abroad? Please briefly explain what each class was about.

I was very lucky with my experience at AMFI. At first I was placed in a second year class and I shortly noticed that I had learned everything that class was offering. I also found it very weird that they placed me in second year as I am a third year student. I went to the student counselor and told them about this and that I wanted to challenge myself more I was not going to do that in the class provided. The student counselor was very dedicated to help me and it happened to be that he was also a lead coach in the Editorial Branding (The magazine Minor) and was able to get me in last minute. This minor is very hard to get into and very high demand at AMFI but due to luck and his dedication I was able to join (but however I joined later in the semester).

At the Editorial Branding minor we create an independent magazine (Garment Magazine - <https://www.garmentmagazine.com>) from scratch and then it was sold around the world. The start of the magazine we did a trial magazine in 10 weeks, 6 people together and in that period you are responsible for doing all the work in the magazine. Each person writes an article, produced their own photoshoot + content and together as a team you come up with the concept of the magazine. In the end one magazine concept from all the groups is chosen to be the MAIN magazine, and that today is the Garment issue 19 (<https://www.instagram.com/garmentmagazine/>). During the making of the main magazine, everyone starts with having a "job interview" for a role within the Garment team and at AMFI this is called the Garment Company as we are making a company in this minor. In my interview I applied to be Image styling Lead so be the lead on photoshoots etc. but I was asked to be Deputy Editor - in - Chief, which was a big honour and I accepted. Being a Deputy at a 30 people "company" was very challenging but I learned a lot. The Editor-in-chief and I held the company meetings twice a week where we gave updates, asked for opinions from the team and held the company in our hands. I was also able to work on my creative side as I was lead on 3 photoshoots and the Art Director & Stylist for the cover shoot.

# Academic Experience

## 1. How helpful was the receiving school in the process of choosing classes and settling you in?

The school was very chaotic, and I did not know my classes until 1-2 days before starting. This period was very frustrating and uncomfortable. The school also put me in a second-year class, and if I had not spoken up, I think I would not have gotten much out of my exchange semester.

## 2. What classes/study experiences did you find the most rewarding? Why?

The whole minor was very rewarding but extremely difficult. While studying this minor, students are not allowed to have a part-time job as they are required to be there 24/7. During the semester, you count your hours and in the end you need to show that you worked during these hours and they are very strict. In the AMFI building there is an office for the Garment company so I was there everyday and every night. What was most rewarding for me was gaining more confidence in my work and myself. I worked with people in a different way for the first time as we were all creating a brand together and there was a lot of responsibility. People were counting on me as the Deputy Editor-in-chief and this experience did not feel like a school project but like a real life workplace and it was, we had to create a whole magazine that would be sold around the world.

## 3. What classes/study experiences did you find least relevant or least valuable to you? Why?

None.

## 4. What classes would you advice other KEA students going to the receiving school to choose or not to choose?

I would recommend the Individuals minor or Editorial Branding (my minor).



## Cultural/Personal Experience

### What challenges did you experience culturally while being abroad?

The other students and teachers at AMFI would be very problematic at times. The atmosphere at the school is very toxic, and the people have no filters. The teachers treat the students quite badly and are big on shaming others if they do not show up or do the work. So you always feel the pressure from them, and you only hear your name if you do something wrong, never right. I sometimes felt like the school was creating a reality show out of the minor, and there were hidden cameras because of the way people were treating each other and the drama that went on.

### How helpful was the receiving school in this process?

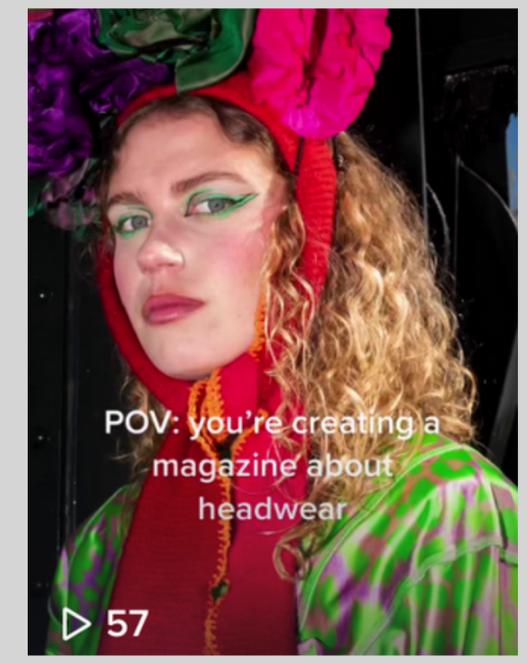
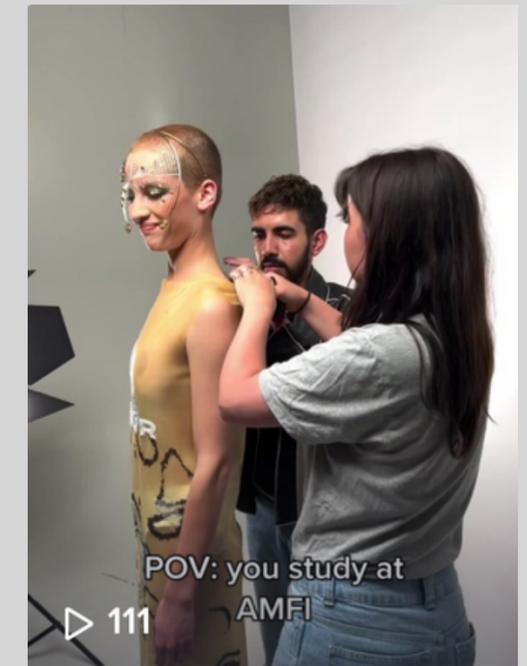
I did not do anything about this but the minor leader has gotten multiple warnings and I might email the school to tell them my experience.

### What was the best cultural/personal experience during your studies abroad?

I fell in love with Amsterdam. As an international, I felt much more accepted and appreciated in Amsterdam than in Copenhagen. Here everyone speaks English to you (even if they are dutch), which was very surprising. I was used to switching to English or speaking embarrassed Danish while in Copenhagen, but here I felt so equal to the rest.

### What advice would you give other KEA students going to study abroad at the receiving school?

- Don't get sucked in the AMFI way of doing things. Amfi has a specific reputation that is not really a good one but they are trying to be better.
- Don't over work yourself, remember to also have fun!
- Don't stress too much on the exams, they make them seem way more dramatic then they are.
- Go to all the Amfi events, the creative industry in Amsterdam is very linked to the school and you can get many great contacts from it.
- Use this time to get out of your comfort zone and experiment!



See tiktoks:

[https://www.tiktok.com/@garmentmagazine/video/7114234122914106630?is\\_copy\\_url=1&is\\_from\\_webapp=v1](https://www.tiktok.com/@garmentmagazine/video/7114234122914106630?is_copy_url=1&is_from_webapp=v1)

## Practical Experience

### How was the application process?

It was easy but a bit stressful. A lot of people wanted to go to Amsterdam but I was very dedicated and showed a lot of interest.

### What did KEA help you with?

Hannah was very helpful and quick to respond to any questions I had.

### What help did you receive from your school abroad?

None.

### Did you have any practical difficulties settling down in at your destination?

No!

### How helpful was the receiving school in this process?

They were very helpful in terms of getting me into the Editorial Minor after I complained.

### Where did you live?

Poldijkstraat (Dekey). I applied through AMFI and got a very nice studio apartment in New-West.

### Was it difficult to find accommodation? b. Was it expensive?

No it was not difficult. I however got a very late offer for the apartment so I was stressing out a bit. When the applications to the housing opened I was ready to apply at the time it was open so I would recommend to do that. I got a nice studio for 650€.

### What kind of expenses did you have in general? a. Did you spend more or less money than you budgeted with?

I spent the same amount I did in Copenhagen. The prices are a bit lower here but not a lot. I was also very busy at school but I did go on a few trips and dinners on weekends.

