



# ual ■ london college of fashion

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# INTRODUCING

CREATIVE SCENE - DIVERSE - INCLUSIVE - HIGH EDUCATIONAL LEVEL  
- CREATIVE FREEDOM - TECHNICAL DESIGN DEVELOPMENT

When studying for my *PBA in Sustainable Fashion Tech at KEA*, I knew from the beginning that I would use the opportunity to take an exchange semester abroad in London. Since one of my friends studied at Goldsmith university until 2020, I had experienced London's big creative scene. **It is a vibrant city with many sub-cultures and an experimental fashion scene** - something that I am very fascinated by and knew I could contribute to.

London College of Fashion is acknowledged as being at a **high educational level**, and in general, the fashion degrees in London have a very **good reputation**. Their philosophy of being **an open and inclusive education** gave me a reason to believe that I could use my skills, opportunities, and creative freedom to create ideas by putting them into practice.

I don't just want to be a part of the fashion industry I want to change it by challenging the social and political agendas in the surrounding society. When starting studying at LCF I expected to focus on that mindset by **exploring my design universe and gaining more experience in technical design development**.

Overall, this was confirmed during my stay and I enjoyed my semester at LCF.

# advice when applying

I got offered a spot in Fashion Sportswear at London College of Fashion. At first, I was a little disappointed since I did not have any interest or experience in Sportswear. I originally applied for Men's fashion, but the course did not have any open spots for exchange students. Since many of the courses are not possible to study as an exchange student, my advice is to be open-minded and flexible when applying. Because you can get surprised by what you learn. In the end, it's all about what you explore as an exchange student, instead of sticking to what you already know.

At Fashion Sportswear I had two subjects. One was "Industry Specialised Project" (30 ects), and the other one was "Future Technologies" (15 ects). The next page will introduce you to what I learned on these courses:

## INDUSTRY SPECIALISED PROJECT (30 ects)

**The Industry Specialised Project** was very independent with few lectures and weekly sessions of either personal design tutorials or sample classes. I enjoyed the unit because we had more time to go **in-depth and explore the design process.**

We got a brief from the water-based sports brand, **O'Neill**. We had to create a **sustainable concept and collection** for the brand: *My design inspiration started by defining a problem I wanted to solve. My concept's goal was to help reduce the pollution in the sea and protect the life under the sea. I wanted to use alternative materials that already existed as a part of O'Neill's assortment. I designed a take-back system for O'Neill where I upcycled the received kite material and trim into new styles, almost without adding any new material or trim.*

**The requirement was high**, so you had to consider every finish and detail from a professional point of view. The school offers a lot of **technical support** and there are always sewing technicians available at the school.

In the end, **the project worked as a competition**, where we eventually had the **opportunity to win a cash prize, an internship, and have our collection produced for the brand.** A rare opportunity with a fantastic prize. I worked hard on my project and ended up being picked as **the overall winner** for the entire project.

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## FUTURE TECHNOLOGIES (15 ects)

The second unit was **Future Technologies**. This unit was introducing us to **different sustainable methods and technologies**. We learned to work with design programs such as **Optitex and Lectra**. At the end of the semester, we had to hand in and present an assessment including a concept consisting of a future design proposition working with both sustainability and technology.

Both of the units were obligatory for the semester. This meant there weren't any optional subjects. LCF has a quite **independent learning structure** and you have to figure everything out yourself. This can be very challenging when starting at a new university. My advice is, **don't be scared to ask if you are in doubt.** Remember the tutors are skilled within their field. They are hired to inspire, teach and help you through the semester.





# Social & cultural experiences

I already had friends in London, so the social aspect came quite easy. This was helpful since the lectures and the attendance is not obligatory and it took a while to get to know people at school. I was lucky to have one other Erasmus student in my course, so I immediately had someone to share my experience with.

There are a lot of things to see in London and events happening every day. The pub culture is very cute, but make sure to arrive early since a lot of the bars already close at 23:00. Before you leave, you have to try fish and chips and the English breakfast, you won't regret it.

During my stay in London, I choose to focus a lot of my energy to explore the city and attending different events. When you are a student there is a lot of free museums, as well as beautiful vintage, flower, and food markets. I would recommend staying away from London central, as it is hectic and busy. Instead, I would recommend you to explore Dalston, Peckham, and Hackney.

The study culture is very inspiring and very diverse compared to Denmark. Students come from all over the world, and it gives a very dynamic environment.



# Practical experiences

I was very lucky when it came to my living situation in London. I got Houseboat to live in, close to the Broadway market in Hackney. It was 10 minutes away from my school walking through beautiful London Fields. It was a unique experience and I loved the boating community very deeply. I paid 700 pounds per month, which is an ok price since I got my own boat with a lot of space.

I mainly walked or took the bus, since transportation is expensive, even with a student oyster card for the tube. Otherwise, I can recommend renting bikes around in the city, if you dare to drive on the opposite side of the road. The bikes are very cheap and cost around 2 pounds a day.

Going out is more or less the same price depending on where you are going. I would recommend buying your groceries in Tesco or Sainsbury's because the living expenses are very expensive. I would recommend having some savings or applying for scholarships (do it early in the process since a lot of the funds have deadlines).

The application process was a bit chaotic because of the deadlines and exams you have to do at the same time. Even though there is a lot to do, with all the deadlines, it is all worth it. So hang on and do the work it takes. It's a good idea to prepare a good portfolio and application beforehand, since this is the requirement, that you are being selected on.





# Conclusion

Looking back on the last five months in London, I had a unique time. The university is good at technical skills and design development and I have learned a lot of new skills. With my background in sustainable fashion, sportswear was a completely new field for me to work in and I got challenged every day. People at LCF have a very high level and technical skills in general. They are also very good at communicating their visual universe and sketching. It pushed me to work hard and challenge myself to do better.

In terms of sustainability, it's my experience that KEA is very strong in this perspective and we have more knowledge and experience in this field than the 2nd year students at LCF. I got along very well with my course leaders, and they increased my confidence regarding my work.

Overall the stay exceeded my expectations. Gave me new skills, friends, and experiences that I will never forget.