



**FASHION
BUSINESS +
CREATIVE
ARTS**



JCI
INSTITUTE



FASHION
BUSINESS +
CREATIVE
ARTS



FASHION

FASHION BUSINESS + CREATIVE ARTS DIPLOMA PROGRAM

Fashion is a dynamic, ever-changing industry. In this program, we'll look at fashion through all kinds of lenses—historic, creative, business, technological—with the goal of giving you a well-rounded, relevant understanding of the industry. You'll complete this program prepared for a career in merchandising, buying, sales, design, PR, advertising, importing/exporting, creative direction, illustration and much more. Each course within the program consists of interactive lectures, in-class discussions and practical assignments. You'll have the chance to immerse yourself in hands-on learning with a series of talks from industry leaders, as well as field trips that align with your course material. These networking opportunities outside the classroom will help you foster connections with industry experts, giving you a serious edge when it's time to pursue your career upon graduation.



SEAL OF QUALITY
BC APPROVED
AS AN EDUCATION
DESTINATION OF CHOICE



**DESIGNATED B.C. PRIVATE TRAINING
INSTITUTIONS BRANCH & Shield Design**
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A close-up photograph of a person's face, showing their lips and chin, wearing a white textured jacket. The background is a blurred outdoor setting with a building and greenery.

PROGRAM PROFILE

TERM I

Orientation/Informal Interviews
Jumpstart
Introduction to Fashion
Fashion Retailing
Textiles
Illustration
Elements of Design I

TERM II

Styling
Fashion Marketing
Visual Display
Fashion History
Film Costuming
Elements of Design II
Recharge

TERM III

Fashion Buying
Excel Workshop & Math Tutorial
Photoshop
Entrepreneurial Skills
Portfolio Development
Fashion Show Production
PR & Communications
Practicum

PROGRAM LENGTH:

47 WEEKS

(Including holidays/breaks)

Term 1 = 13 Weeks

Term 2 = 16 Weeks

Term 3 = 14 Weeks

Practicum = 48 hours total

SCHEDULE

20 hours per week

3 days per week

INTRODUCTION TO FASHION

Let's start with the big picture. In this course, you'll gain a fashion foundation by studying the evolution of the industry throughout the 20th century. You'll learn about the influence of international fashion designers, the product development process and the steps to apparel manufacturing. You'll also get to explore the fashion life cycle and learn how to use political and social thinking as a way of predicting fashion trends. The goal is for you to understand how the fashion industry functions— from something as abstract as a design concept, to something as concrete as a retail purchase.







VISUAL DISPLAY

Ever walk into a store and feel its atmosphere? That's thanks to fashion merchandising. In this course, we blend visual art with marketing to give you a chance to bring your artistic vision to life in different fashion contexts. You'll have the opportunity to create and execute window displays within the JCI Fashion Annex, as well as partner with neighbourhood boutiques and nationally recognized retailers. You'll learn to follow a merchandising plan, taking into consideration factors like windows, lighting, mannequins, signage, driving revenue, branding and logo development. You'll also design a floor plan layout of your dream store, down to every last detail.

FASHION TEXTILES

No matter what your focus is within the industry, being able to identify textiles and suggest how to use them is a valuable skill. In this course, you'll learn about fiber properties and characteristics, weaves and knits, dyeing methods, printing, finishing, fabric sourcing, and labeling laws. You'll get to experiment with different fabrics, testing your swatch book to determine what happens if you cut a fabric, burn it, pill it, dye it or stretch it. A highlight of this course is visiting the Maiwa School of Textiles—this interactive field trip gives you the chance to handle different fabrics and learn textile techniques from indigenous cultures around the world.

FASHION BUYING

It's time to get strategic with your shopping. In this course, we'll look at the steps followed by retail buyers when planning, selecting and purchasing merchandise for a store. We'll consider the factors that influence buyers' decisions, like target markets, demographics, seasons and geography. Using mathematic formulas, you'll learn how to build a strong and balanced store inventory. Your previous knowledge of trend forecasting will come in handy here—it's a chance for you to show you can choose relevant merchandise based on trends and upcoming seasons.

FASHION MARKETING

The goal of this course is to help you explore, identify and communicate your brand's message by cultivating a voice for it. You'll be asked to apply your understanding of marketing to practical business situations throughout the course. For instance, you'll create and present a one-year marketing plan for an actual fashion business, considering your vision for the brand's future and how you're going to get them there. By the end of this course, you'll be able to execute a wide variety of marketing events, understand the mindset of consumers, and reach your audience through social media platforms.

ELEMENTS OF DESIGN I

Here, we delve into the essentials of design: colour, fabric, line and proportion, technical drawing, pattern making and fashion terminology. In our Mac Lab, you'll learn how to digitally render technical flats—drawings that show garments laid flat with seams, topstitching, hardware and other design elements—that will take on new meaning in Elements of Design II. Design inspiration is abundant outside the classroom, which is why you'll visit museums like the Vancouver Art Gallery and local fashion industry suppliers.

ELEMENTS OF DESIGN II

A continuation of Elements of Design I, this course builds on your initial design experience, giving you the tools to bring your ideas to fruition. You'll work with your technical flats from the previous course to launch an actual design plan, bringing your garments to life and sharing your plans for sourcing, cost, planning, packaging and distribution with your classmates. You'll also have additional instruction in pattern making in a scale. Taking advantage of cutting-edge technology, this course features a tour of the Makerlabs, where you'll learn about laser cutters and 3D printers.



FASHION RETAILING

Retailing is an essential pillar of fashion—the entire industry revolves around consumer needs and wants. In this course, you'll learn the mathematics of retail buying, the importance of customer service, management techniques and selling methods. We'll focus on 3 major groups within retail: ecommerce, brick and mortar and catalogue. With each one, we'll create actual retail operational plans. You'll also have the opportunity to interview a local fashion business, looking at how they started, how they've planned, whom their target market is and what's contributed to their success over the years.

FASHION ILLUSTRATION

Time to put pencil to paper. In this course, you'll learn the essentials of drawing fashion illustration. You'll render an 8-10 heads high fashion figure and explore different creative mediums, such as pencil, charcoal and watercolor paint. You'll also look at how to sketch different fabrics, textures, folds and pleats. If you can't draw, don't panic—you'll be able to confidently sketch a fashion figure by the end of this course. Fashion illustration is a language that is spoken throughout the industry, regardless of where in the world you are, making it a valuable skill to carry with you upon graduation.

FASHION STYLING

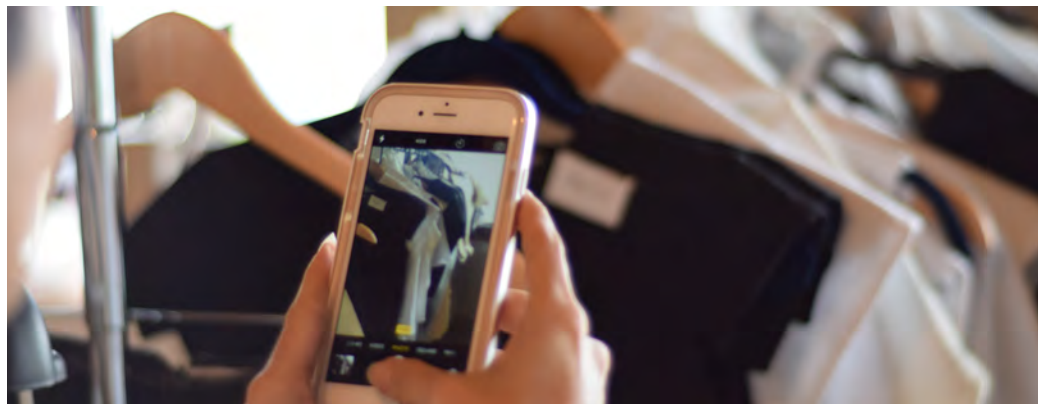
This course approaches styling in 2 ways: wardrobe styling and fashion styling. For wardrobe, you'll learn how to select the appropriate outfits for your clients in all situations, whether it's personal, commercial or editorial. Working with an actual client, you'll showcase your style by creating 7 days of looks for them. For fashion styling, you'll work in front of the camera as a fashion stylist on set, styling 2 photo shoots, 1 editorial and 1 commercial, with a fashion photographer and a professional model. It's the perfect opportunity to build your portfolio before you've graduated.

FASHION HISTORY

You can't look forward without looking back. Here, you'll learn about the fibers, colors, lengths and silhouettes used in each historical period—starting from 3000 BC, working our way to the 20th century. Both men's and women's wear will be discussed, as well as the political and social influences of the time. We'll have a historical costumer come into class with samples of garments from different fashion eras, and you'll learn how to make a garment and design a collection based on whatever historical period fascinates you the most. By building a catalogue of these major trends and influences, you'll be able to reference them throughout your career—it's a valuable resource that will be essential in helping you predict future fashion trends.

“ IN THE 11 MONTHS I ATTENDED JCI'S FASHION BUSINESS AND CREATIVE ARTS PROGRAM, I LEARNED MORE ABOUT BUSINESS AND HOW IT WORKS THAN IN THE TWO YEARS I TOOK BUSINESS COURSES AT UNIVERSITY FOR MY BACHELOR OF COMMERCE DEGREE! ”

KAYSHA MADHOK



PORTFOLIO DEVELOPMENT + CAREER PLANNING

Here, we look beyond the classroom to prepare you for your career in the fashion industry. Initially, we'll focus on portfolio creation, then you'll work with your instructor to find your niche and tailor your resume to suit your individual goals. You'll also learn the invaluable practices of writing cover letters, crafting thank you letters and nailing an interview. We'll record and review your interview, so you can get feedback before you try your hand at the real thing. It's an opportunity for you to develop your own style of portfolio presentation, so you can really sell yourself to future employers.







PR & COMMUNICATIONS

Communication is key, especially in the fashion business world. The goal of this course is for you to learn how to communicate a brand's message to the public. You'll create both paper and paperless media kits, and develop social media campaigns and strategies. You'll also fine-tune your writing skills with opportunities like writing for the JCI Fashion blog, creating your own blog and drafting press releases. One of the highlights of this class is creating your own magazine from scratch using Adobe InDesign. By putting together fashion spreads, you can really showcase your aesthetic and unique editorial vision. The best part? These are all eligible portfolio pieces.

ENTREPRENEURIAL SKILLS

In this course, you're the boss. You'll learn how to execute a business plan when starting and operating your own business. We'll look at the basics of finance, understanding cash flow, income statements, balance sheets, financial projections and ratios. You'll also get to know more about the people behind the scenes, such as lawyers, accountants, landlords and contractors—these are the people you'll need to collaborate with. We'll also take a field trip to Small Business BC to learn more about business operations, which will be a valuable resource for when you want to bring your business venture to life.

FASHION SHOW PRODUCTION

Ready for the runway? Working with your instructor, you and your classmates will create and produce a live fashion show in support of a local charity—from start to finish. The goal is to make contacts in the industry, work with retail partners, style looks for the show, source sponsorships, cast models and experience all the behind the scenes action. You'll get to design or style your own section of the show, and each classmate will have designated roles and responsibilities. As a prerequisite for this course, you'll be required to participate as a crew member of the preceding class' fashion show.

PRACTICUM

Nothing can prepare you for the real world like the experience you'll get from an industry practicum. The JCI Fashion Director and Industry Liaison, Maneli, will help place you in a role that matches your individual skills, interests and career goals. You'll have to complete a minimum of 48 hours over a 12-week period in your placement during Term 3. Once your practicum comes to an end, you'll be evaluated on your performance, and possibly even offered a full-time position. It's the best first step towards landing a fashion position outside your classroom doors.

“ I CAME OUT OF THIS PROGRAM WITH A FEELING OF EXCITEMENT AND ANTICIPATION FOR MY FUTURE. I FEEL PREPARED TO ENTER THE FASHION INDUSTRY CONFIDENTLY. ”

HERNANDEZ COS





PROGRAM DIRECTOR

Maneli Nourbakhsh is the Fashion Program Director and Career Liaison at JCI. Having lived in both North America and Europe, she understands the fashion industry through a global lens. In London, Maneli worked in a high-pressure, high fashion position at Alexander McQueen. Here in Vancouver, she was a womens wear designer at the innovative lululemon lab. Her experience in the industry is vast—she’s held titles such as Business Development Executive, Print Designer, Illustrator and Fashion Editor, and she’s worked

in costuming, branding and consulting. Now, on top of her role at JCI, Maneli is also the Creative Director of the label Aiki District.

Maneli’s creative pursuits at home and abroad have shaped her perspective on the industry. Specifically, education has played a pivotal role in her success. With a Bachelor’s Degree from UBC in Sociology and Political Science, Maneli understands societal and economic trends. This diverse, knowledgeable approach gives her a particular edge when it

comes to researching and forecasting fashion trends. Her extensive network connections also ensure that she understands what it takes for students to be marketable—locally and globally.

Maneli is here to help you find your focus within the industry. Once you’ve found what speaks to you, she’ll take those extra steps to help you land a position that lets you live your passion.

GETTING A JOB IS ALWAYS ON TREND

Here's how we help you succeed:

- The Program Director meets with you to assist with your job search and provide career advice
- We email you regular fashion job blasts for employment opportunities
- Using their industry contacts, our instructors give you access to exclusive networking opportunities
- The Fashion Advisory Board (made up of external fashion experts) meet yearly to offer advice on what's trending
- We'll host special hiring nights with major fashion companies that seek out JCI graduates

“ JCI WAS A GREAT EXPERIENCE. I NOT ONLY LEARNED A LOT BUT EXPERIENCED A LOT. WHAT SETS JCI APART FROM OTHER SIMILAR PROGRAMS IS THE TEACHERS. THE TEACHERS ARE THE SECRET WEAPONS OF THE SCHOOL. THEY ARE MENTORS WHO EVENTUALLY EVOLVE INTO FRIENDS I CAN RELY ON AND APPRECIATE. ”

CAMERON DIENSTBIER



PORTFOLIO WORKSHOPS

JCI MIXERS

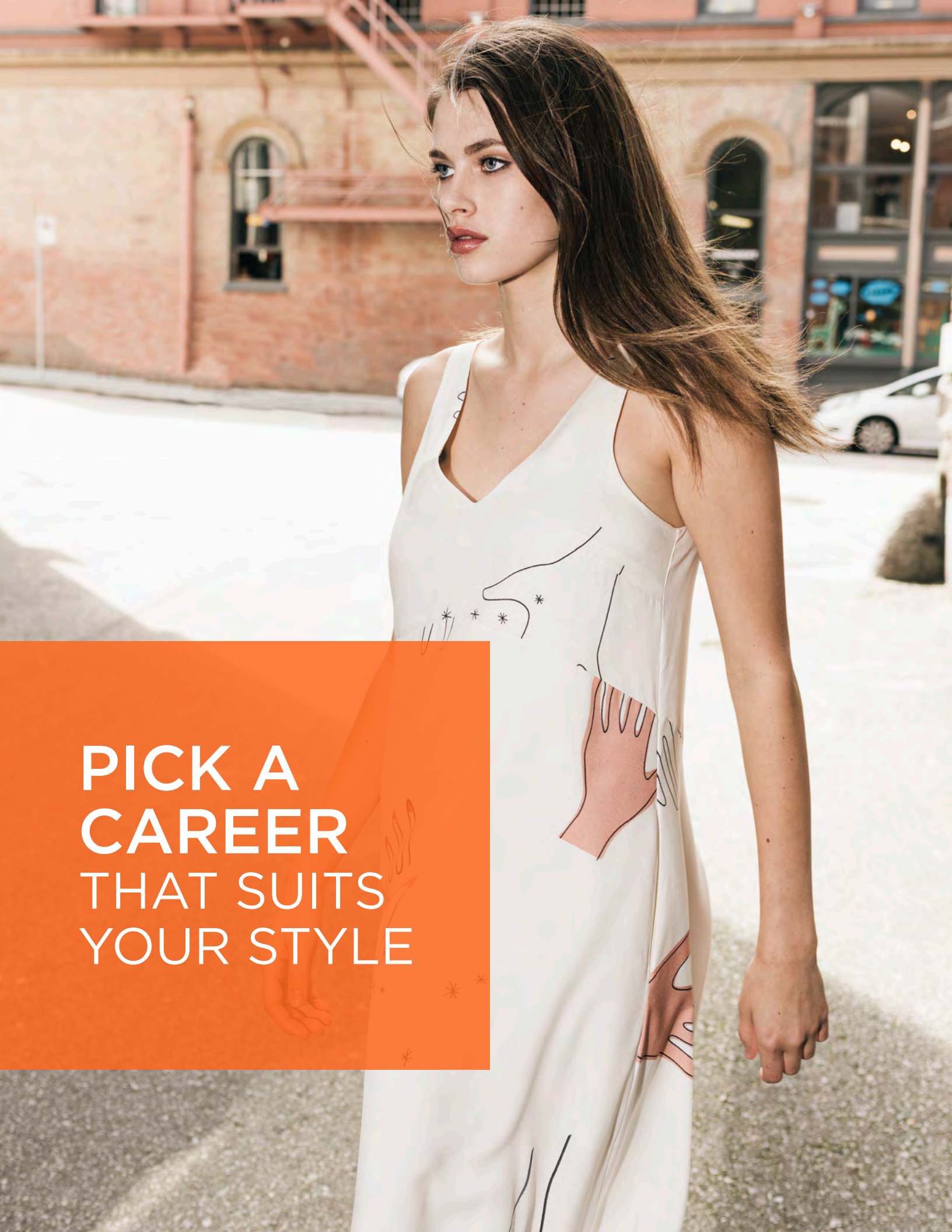
JCI MIXERS are free photo shoots designed for JCI students looking to put their skills to use and gain more practical experience. Each student will work on a team consisting of a makeup student, a hair student and a fashion student. Together, the students will create three looks. At the end of the workshop students will receive a Certificate of Recognition and credit towards their final grade. JCI MIXERS happen on the last Sunday of every month and are great rehearsals for the Build Your Own Book (BYOB) workshop.

BYOB

BYOB sounds fun, because it is. Build Your Own Book is a photo shoot developed for the top JCI students in the hair, makeup and fashion programs. The networking opportunities, creative advancement, team development and photoshoot experience are just a few reasons why this is one of JCI's most coveted workshops. During this full-scale photo shoot, students work alongside JC Model Management models and local professional photographers to create 20 production quality images for their portfolio.







**PICK A
CAREER
THAT SUITS
YOUR STYLE**

CAREER CHOICES

Brand Concept Manager

Responsible for driving the growth of the fashion brand within an organization and ensuring all aspects of its marketing and manufacturing match. Creating a brand plan and brand strategy and ensuring all aspects of the product or companies marketing and activities align with the goals of the brand.

Trend Forecaster

Fashion trend forecasters are the one who has the responsibility to discover new and innovative styles and to predict the on-point future trends for the next fashion season. They are generally employed by fashion houses, designer and models.

Brand Ambassador

A brand is a company's most important asset. Brand ambassadors help marketing and sales managers increase brand value by representing the brand to target customers. Advertising creates the most famous brand ambassadors, such as Flo for Progressive Insurance or the gecko lizard for Geico. In addition to advertising, companies hire people to be brand ambassadors at trade shows, fairs or wherever the target customer might be.

- Fashion Stylist
- Fashion Editor
- Creative Director
- Business Development Executive
- Fashion Buyer
- Brand Sales Rep
- Showroom + Trade Show Rep
- Textiles Rep
- Social Media Strategist
- Public Relations
- Visual Merchandiser
- Film & TV Costumer
- Wholesale Agent
- Blogger/Vlogger
- eCommerce Specialist
- Brand Consultant
- Brand Concept Manager
- Brand Ambassador
- Trend Forecaster
- Retail Manager
- Merchandise Manager
- Distribution Manager
- Fashion House Studio Manager
- Costume Historian
- Fashion Marketer
- Fashion Marketing Coordinator
- Illustrator
- Product Development Coordinator
- Entrepreneur

“ I ENJOYED THE PROGRAM VERY MUCH. YOU GET HANDS-ON-SKILLS DOING A LOT OF PROJECT-BASED WORK. ALL THE TEACHERS ARE REALLY HELPFUL AND SUPPORTIVE. THERE WAS A LOT TO LEARN, AND I FEEL LIKE I CAN APPLY MY KNOWLEDGE TO WHEREVER I GO IN THE FASHION INDUSTRY. ”

TERRA JANG





OUR STUDENTS SAY IT BEST

I must say, this program was more intense than I had imagined, but at the same time, taught me so much! This course is not just about fashion, it's also about teamwork, time management, handling stress and how to strive towards reaching your goals. Current information and events in the fashion industry and various job postings helped me keep in touch with what's going on around me! Out of all the schools that I've attended, I had the most fun, and felt the most successful at JCI. Thank you to all the teachers and staff—you guys are amazing!

BONNIE CHUNG

Words can not express my gratitude towards my exceptional instructors who have become my mentors and molded me to become successful in the industry. The Fashion program led me to explore my strengths and build up my weaknesses. It is not a glamorous industry, yet it is one of the most rewarding. After graduating, John Casablancas staff offered me full support and faith in what I could achieve. It definitely is an institute that trains you to become your best and understand the real world of the fashion. I am blessed to be part of this institute.

MICHELLE ESTERAS

My learning experience at JCI has helped me quickly launch my career in the Fashion industry. Working now as a Merchandising Assistant in one of the most dynamic clothing manufacturers in Canada, I am able to apply my knowledge in organizing line release fashion shows, providing styling tips at photo shoots, analyzing the latest trends for upcoming seasons, and executing all the necessary

activities to bring a concept into a finished garment. The small, intimate classes at JCI not only allowed more one-on-one time with the instructors, but also gave me the opportunity to make good friends.

DEBBIE LEE

This program was a definite highlight in my educational career. I have never felt more focused, accomplished, or passionate toward something in my life.

After learning about all aspects of the fashion industry and applying everything, I feel 100% ready for the next stage of my life. I am confident to begin my career within this industry. I would HIGHLY recommend this program to anyone that is interested, not only do you come out with a well-deserved Diploma, but you also develop and grow into a family along the way.

SAMI WARD

JCI CONNECTS US WITH INDUSTRY PROFESSIONALS AND TEACHES US THE TOOLS WE NEED IN ORDER TO PURSUE OUR WANTED CAREERS. I LOVE THE COMBINATION OF THE CREATIVE SIDE OF THE INDUSTRY WITH THE BUSINESS ASPECT. GREAT, SUPPORTIVE TEACHERS AND AWESOME CLASSES. THANK YOU JCI!

JESSINA GONZALEZ



GRADUATE SPOTLIGHTS

Visual Merchandiser Manager and Head of Merchandising for retail giants such as the Gap, H&M and BCBG. Michelle's huge success has taken her all over the world over-seeing multiple stores in Dubai, Australia and throughout Canada. Currently, back in Vancouver, Michelle is now sharing her vast talent as an Instructor at JCI.

MICHELLE ESTERAS

International Fashion Designer—first launched her fashion line “Play with Fala” in Vancouver and was quickly recognized in Elle Magazine, Flare Magazine, Vancouver Fashion Week and New York Fashion Week. Fala returned to her home country of Taiwan and her designs are now sold at Saks Fifth Avenue and Neiman Marcus.

FALA CHIEN

International Fashion Stylist—worked throughout Europe, NYC, LA and Vancouver. Styled for the world's hottest celebrities including Elton John, Brad Pitt, Sean Connery, Jennifer Lopez, Sarah McLachlan and Nelly Furtado. Sima's print work boasts such superstar clients as Christian Dior, Yves St. Laurent, Paris Fashion Week, the Grammy Awards and GQ Magazine just to name a few! You may have also seen Sima as the Fashion Stylist for Next Top Model.

SIMA KUMAR

GRAD BRAGS

STORMEY HICKMAN
*eCommerce Merchandising
Coordinator*
Artizia

LEANNE MCLOUGHLIN
Stylist/eCommerce Specialist
Oak & Fort

CAROLYN MCCAULEY
*BC film industry Film Costumer
(IATSE member)*

NATASHA JASWAL
CAO (Chief Analytics Officer)
Mark Holden Designs

NATALIE JONES
Buyer
The New Trend • Toronto

JASON PILLAY
Independent Fashion Stylist

AFSANEH VISSEH
Design Coordinator
Sugoi

JOSEFF LAWRENZ LOPEZ
Lead Operations
Gucci

BRITTNEY DE FEHR
Trend Forecaster/Style Blogger
Urban Outfitters

CAMERON DIENSTIBER
Fashion Specialist
Holt Renfrew

BONNIE CHUNG
Designer & Boutique Owner
Je Vis Couture

SALLY SANDUSKY
Designer
Omeme

MARK ABENIR
Designer
Averynthe

COURTNEY GREAVES
Various Roles
Kit and Ace • London, UK

RIMPY SAHOTA
Designer
Rimpy Sahota

SARA BYBLOW
Owner
Savoie Clothing

KATRINA (WRIGHT) SULLY
*Buyer - Bluebird Boutique
now Manager, Product
Development,*
Vestis Fashion Group



INDUSTRY TALK

I have maintained a business relationship with John Casablancas for many years and continue to rely on their expertise and professionalism when hiring fashion graduates and models

STEPHANE DE RAUCOURT
JOHN FLUEVOG SHOES

I have hired John Casablancas graduates and found them to be qualified and well-prepared to perform their jobs. I would not hesitate to hire a JCI grad again.

BRIAN HILL
ARITZIA

I have always been able to rely on John Casablancas fashion students to assist in various aspects of my fashion show productions. They are very professional, committed and prepared. They are always a pleasure to work with.

TRACEY PINCOTT
STYLIST-AT-LARGE, PRINT & FASHION SHOW PRODUCTION



JCI: THE INSTITUTE

JCI has earned its internationally renowned reputation by taking a personalized approach to education.

Throughout each program of study, creativity and passion are celebrated to ensure that every student maximizes their potential and reaches their goals. Our small class sizes also reflect our commitment to quality education and fostering individual growth.

JCI not only focuses on providing the most cutting-edge and relevant training available, but it also takes your postgraduate success to heart. Program Directors and Industry Liaisons are on staff to assist your transition from initial concept to securing your dream job.

Our local and international connections give you unparalleled access to makeup, fashion, hair and spa opportunities, and we fully recognize that our reputation is defined by our graduates' success. We're searching for students that share our vision, and will bring their unique style, commitment and drive to the table.

HOW TO APPLY

If you are interested in applying at JCI and would like to receive more information please contact Admissions at:

p: 604-688-0328
toll free: 1-866-688-0261
email: info@jcainstitute.com
web: www.jcainstitute.com

An Admissions Director will be pleased to set up a personal information session, which includes.

- Full program information & requirements
- All school and admissions policies
- Class availability and start dates
- Student loan Information
- Institute tour
- Information packages and phone/Skype interviews for out of town applicants

Max class size: 20 students.

ADMISSION POLICY

Applicants must have successfully completed BC grade 12 (or equivalent) OR be 19 years of age. A copy of photo ID (Driver's License, Passport or BCID) or a copy of diploma and/or transcript is required.

All applicants must complete an Application for Admission form and submit it with the registration deposit. Applicants must submit a Letter of Intent.

All International Applicants, whose first language is not English, must demonstrate English comprehension as per the Language Proficiency Assessment Policy, to ensure students have the required skills and ability to achieve program objectives.

ADMISSION PROCEDURE

The College requests an interview with each applicant. Applicants who cannot attend a personal interview must set up a phone interview and also submit a reference letter from a teacher, employer or other professional.

ADDITIONAL REQUIREMENTS FOR CO-OP PROGRAMS

- Valid co-op education work permit through Citizenship and Immigration Canada.
- A copy of work permit must be submitted to the school. British Columbia Medical Services Plan (BC MSP) Coverage.

JCI has been established in Vancouver since 1978.

JCI is a Designated Institution with the PTIB (Private Training Institutions Branch) of the Ministry of Advanced Education.

JCI is designated with EQA (Education Quality Assurance in BC).

The tuition is 100% tax deductible.

Early registration is strongly recommended.



John Casablancas Institute

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Web: www.jcinstitute.com

MISSION STATEMENT

**OUR MISSION IS TO OFFER QUALITY EDUCATION
IN A PROFESSIONAL AND REALISTIC ENVIRONMENT
THAT WILL PROVIDE OUR STUDENTS WITH
THE RELEVANT SKILLS AND KNOWLEDGE REQUIRED
TO PURSUE THEIR CHOSEN CAREER.**

Credits

Photography Noah Asanias | Model Keltie
Styling JCI grad Jerome Intorio | Hair + Makeup JCI
grad Molly Mackay | Stylist Assists JCI grads Tyron
Calaquian + Maraya Cooper
Copy Alex Falconer
Special thank you to Aiki District, Secret Location
and One of A Few clothing in Gastown

*JCI reserves the right to make changes to tuition,
supplies, program length and curriculum.*



OTHER JCI PROGRAMS

CORE FASHION DESIGN
MAKEUP ARTISTRY
FASHION + BEAUTY MAKEUP
BODY SPA ESTHETICS
HAIR ART DESIGN



JCI
INSTITUTE