



INVESTING IN THE NEXT GENERATION OF FASHION BUSINESS LEADERS



PROFILE

Glasgow Caledonian University (GCU) prides itself on its rich Scottish heritage and its contribution to fashion through its pioneering courses. The University's Department of Business Management comprises a unique combination of business expertise and academic competences and offers a wide range of undergraduate and postgraduate programs in fashion business and international fashion branding. For more information, please visit www.gcu.ac.uk

LOCATION

Glasgow and London (UK), New York (USA)

HIGHLIGHT

GCU has been a Lectra partner for over 20 years. The University originally chose Lectra because of its design solution, Kaledo. GCU have now expanded their use of technology to also include pattern design and marker making from Lectra to uniquely position their graduating students.

LECTRA SOLUTIONS

Kaledo® Modaris® 3D Diamino®

GCU's fashion courses are designed to complement the traditional aspects of design and pattern making, but with a strong business focus. Students benefit from learning business-critical subjects such as branding, merchandising, product development, buying, communication and consumer behaviour. "At GCU we want our students to enter the market with that polished, professional edge that will help them secure jobs in the industry, and develop the transferable skills that they really need," says Linda Shearer, Senior Lecturer in Fashion.

“ Lectra is enabling students to tell the whole story from design to product development to visual merchandising. ”

Students use Lectra to create prints as well as to develop their portfolios to include fashion illustrations, presentation boards, range boards and technical drawings.

From a branding perspective, Lectra is used to enable students to build their portfolio of work by developing storyboards, look books, applications, carrier bags, lanyards, visual merchandising, window displays and posters.



"In terms of creativity, Lectra assists students to generate innovative designs and ideas to a highly professional standard, such that they would never be able to achieve without it," says Aileen Stewart, Program Leader for International Fashion Branding.



For her final portfolio, Kirsty McTaggart took inspiration from 1950s America and in particular vintage American cars. She used Lectra to deconstruct these very masculine images to generate intricate repeats used to create feminine prints for ladies' scarves. Kirsty plans to continue her career into print design but also enjoys visual merchandising.

"Lectra allowed me to be creative and experimental with my print designs and I now feel confident that I have the skills that I need for my future in the fashion industry," adds Kirsty McTaggart, a recent graduate in Fashion Business from GCU (see box).

The University has also now integrated Lectra 3D into the curriculum to support the growing industry trend towards 3D as a virtual prototyping tool, and is expanding its facilities to include an additional CAD room. Carol Barry teaches the students pattern cutting, garment construction and industry studies at GCU, and she sees 3D as the future. "Lectra is enabling students to tell the whole story from design to product development to visual merchandising. It is fantastic to see the students so enthused at the prospect of using 3D to create patterns, manipulate colorways and change fabrics in a virtual environment. 3D is clearly the way forward and we need to prepare the new wave of students for the demands of the industry today," she says.



Lectra in Fashion

With over 40 year's of expertise in fashion and apparel, Lectra's mission is to provide a complete spectrum of design, development, and production solutions to confront 21st-century challenges. From first creative spark to final product, our professional services address an end-to-end process. We support the day-to-day operations of our customers in over 100 countries for around-the-clock process optimization. From fast fashion to luxury to ready-to-wear, Lectra's 23,000 customers in markets as diverse as casual, sports, outdoor, denim, and lingerie represent every development and sourcing model imaginable. Beyond suppliers and manufacturers, they are the brands you love and the stores where you shop.

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