MASTER OF SCIENCE IN

Fashion Design Management

On Demand Information Session
Chris Baeza M.LD
Assistant Director of the Graduate Program | Assistant Professor
Fashion Design/Fashion Design Management
School of Design and Engineering
Kanbar College of Design, Engineering & Commerce

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Why should I study a Master’s Degree in Fashion Design Management?

- Learn the dynamic combination of design & business.
- Reinforce your competitiveness in the fashion industry.
- Experience a personal transformation throughout exciting and intensive learning experiences.
- Develop your Financial and Managerial Acumen
- Experience New Technologies and Data Analytics
- Learn about the Circular Economy & Design Strategies
- Immerse yourself in a Global Experience and get inspired by the vibrant, creative destinations in Milan and Europe.

Design Leadership | Design Strategy | Design Process
Students in the program complete the degree in 3 semesters (30 total credits). Classes are held two days/ evenings per week allowing students to work while earning this advanced degree.

The course formats include lectures, individual and team projects, presentations by guest speakers, and site visits.

The curriculum emphasizes leadership, applied creativity, problem solving, and analytical thinking along with effective writing and presentation skills.

**Semester I**
- Design Process Timeline: Planning and Management (3 cr)
- Fashion Design within Brand Parameters (3 cr)
- Social Media Metrics and Content Development (3 cr)

**Semester II**
- Textile Design and Fabric/Trim Approval Processes (3 cr)
- Building Brand Identity - Communication and Branding (3 cr)
- Strategic Design and Merchandising Process (4 cr)

**Semester III (Held abroad at Politecnico di Milano in Milan, Italy)**
- Design Research and Trending (3 cr)
- Fashion Design Studio (5 cr)
- Elective* (3 cr)

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**Skill Sets**

- Leadership
- Strategic Design
- Product Development
- Global Focus
- Branding & Distribution
- Ethical Decision making
- Effective Communication
- Teamwork
- Technology
- Research & Critical Thinking
- Data Contextualization

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**CURRICULUM HIGHLIGHTS**

- Speakers
- Company visits
- Real-world projects
Graduates are prepared to pursue a variety of careers in the fashion industry, including Design, Product Development, Production, Fashion Merchandising, Brand Management etc. Our graduates are poised to take on leadership positions and are able to respond to current transformation of the fashion system.

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<th>JOB TITLE (s)</th>
<th>OUTLOOK</th>
<th>SALARIES</th>
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<tr>
<td>Assistant Designer, Product Developer, Technical Designer, Brand Management and Merchandising</td>
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Vanessa Fath
Washington Township, New Jersey
CLASS OF 2021

Vanessa graduated from Thomas Jefferson University with a B.S. in Fashion Design in May 2019. Vanessa worked for PVH Corp. for two summers, as both an intern and intern mentor. Post graduation, Vanessa worked for PVH Corp. as a Knits Designer for a full season.

“I enrolled in the MSFDM program here at Jefferson to become the most well-rounded, educated designer I could be, the learning is immersive where I am truly the understanding how and why of the fashion industry.”

Vanessa feels this program is building her knowledge, connections, and international relations, setting her up to hit the ground running after graduation.
Chris Baeza M.LD
Assistant Director of the Graduate Program Global Fashion Management, Assistant Professor

BS IN FASHION DESIGN FROM JEFFERSON UNIVERSITY
M.LD FROM PENN STATE UNIVERSITY

"Life is not a theory. We have to live it." - Chris Baeza

Chris has had an extensive career as a design and merchandising executive with proven results working with global brands. Her passion for ethical fashion, “for benefit” business models and social entrepreneurship informs her teaching philosophy; demonstrating the importance of relationships and collaboration and igniting a sense of meaning and purpose in the classroom.

COURSES
- FDM-610 - SOCIAL MEDIA METRICS IN DESIGN
- FDM-707 - STRATEGIC DESIGN AND MERCHANDISING
Katie Casano
Assistant Professor, Fashion Design Department

BS IN FASHION DESIGN FROM JEFFERSON UNIVERSITY
MS GLOBAL FASHION ENTERPRISES FROM JEFFERSON UNIVERSITY

“For me, what makes Jefferson so special is the students; I strive to inspire and challenge them every day, and they certainly do the same for me”

Katie has continued to actively work as a freelance fashion designer to ensure that Jefferson University students receive classroom experiences that include up to date industry practices and important insider knowledge. Since becoming a fulltime professor, she has freelanced for Anthropologie, Nanette Lepore, Anya Ponorovskaya, Yoana Baraschi and many others.

COURSES
• FDM-601 - DESIGN PROCESS TIMLINE: P&M
• FDM-623 - TEXTILE DESIGN AND APPROVAL PROCESS
Linda Iem  
Adjunct Instructor  

BS IN FASHION DESIGN FROM JEFFERSON UNIVERSITY

Linda is the Technical Design Manager, Woven Dresses/Cover Ups, Tops, Outerwear & Men’s at Lilly Pulitzer. She brings the industry right into the classroom. Linda is committed to mentoring the next generation of fashion industry professionals.

COURSES

• FDM-623 - DESIGNING WITHIN BRAND PARAMETERS
Kristoffer Reiter
Adjunct Instructor

Stockholm University, Uppsala University & Lunds University

Kristoffer is a brand experience advisor, specializing in creative development for consumer brand, combined with a foundation in global brand marketing and experiential visual expressions. He infuses entrepreneurship with execution when designing visual environments, content and brand strategies. Kristoffer brings nearly 2 decades of experience into the classroom of designing and executing consumer experiences, by translating a brands vision and product strategy into holistic visual storytelling. He has unique expertise in visual storytelling and brand strategy which comes from deep routed knowledge in consumer psychology and shopping behavior.

COURSES
• FDM-621 - BRAND IDENTITY
Linda Iem
Technical Design Manager, Woven Dresses/Cover Ups, Tops, Outerwear & Men’s
LILLY PULITZER

“The students who graduate from the program, gain specialized knowledge. The Master’s Program focuses on all aspects of the development cycle from design concept, strategy through to retail and builds fashion leaders who can navigate the complexities of the fashion system. Graduates are certainly distinguished among the job applicants in the field. They are Masters of their skills, and that to me is just remarkable.”
Aleah Rosenau
KING OF PRUSSIA, PA
CLASS OF 2020

Aleah completed her undergraduate degrees in both Fashion Design and Graphic Design and decided to continue her studies to put her on the path to becoming a Creative Director and saw the value in Thomas Jefferson University’s Industry Network.

“After my first semester, through TJU’s network, I began interning at Lilly Pulitzer where after a few months I was offered a full-time position after I completed my degree.”

Aleah says her favorite parts of the program were learning from real industry professionals and gaining a better perspective on the business of fashion.
Admissions Requirement Checklist

- Complete Application for Graduate Admissions
- Official Transcripts
- Current Resume
- Personal Statement
- For International Students: Official TOEFL or IELTS Test Score (minimum requirement of 79 or 6.5)

Applications are reviewed on a rolling basis
- The priority deadline for Fall admissions is May 15th
- Apply here: [http://eastfalls.jefferson.edu/graduate/admission](http://eastfalls.jefferson.edu/graduate/admission)
Admissions Tips

• Applications are reviewed on a rolling basis– it’s best to apply early

• The priority deadline for Fall admissions is May 15th

• An undergraduate degree from a design discipline is not required
  • Non-design students may be asked to complete an additional application material at the request of the program director to demonstrate their creative acumen
Financial Aid

- FAFSA Code: 013549

Phone: (215) 951-2940

Email: FinancialAid@Jefferson.edu
Office of Admissions

Cara Bishop, Graduate Admissions Counselor
Cara.Bishop@Jefferson.edu

Financial Aid

jefferson.edu/tuition-and-financial-aid.html
Email Address: FinancialAid@Jefferson.edu