



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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Jefferson

CREATE WHAT'S NEXT

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

Design Leadership | Design Strategy | Design Process

- ✓ 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.

## CURRICULUM HIGHLIGHTS

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)*



speakers | company visits | real-world projects

### skill sets

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

JOB TITLE (s)

## Assistant Designer, Product Developer, Technical Designer, Brand Management and Merchandising

OUTLOOK

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.

SALARIES

MAX	\$60,000
MEDIAN	\$55,000
START	\$45,000



# 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.

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### 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.

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## COURSES

- FDM-601 - DESIGN PROCESS TIMELINE: 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 her the industry right into the classroom. Linda is committed to mentoring the next generation of fashion industry professionals.

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### 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.

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## 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.

*“Studying Fashion Design Management at Jefferson really gave me an inside look at the corporate side of the fashion industry, something that isn’t really introduced at the undergraduate level. The courses were diverse enough to guide unsure students in a direction they might be interested in pursuing as a career, yet specific enough to reinforce to students -like me- that they are on the right career path. The professors found a great balance of pushing us to produce our best work, while still encouraging and offering any help and understanding we were still needing to. I felt very fortunate gaining knowledge from local and global industry experts, as well as landing an internship -now a full time job- from interviews held on our campus. It truly is a great program for those us that didn’t have the right connections or sense of direction coming out of undergrad.”*

# 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 15<sup>th</sup>
- Apply here:  
<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 15<sup>th</sup>
- 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](mailto:FinancialAid@Jefferson.edu)

## Office of Admissions

Cara Bishop, Graduate Admissions Counselor

[Cara.Bishop@Jefferson.edu](mailto:Cara.Bishop@Jefferson.edu)

## Financial Aid

[jefferson.edu/tuition-and-financial-aid.html](http://jefferson.edu/tuition-and-financial-aid.html)

Email Address: [FinancialAid@Jefferson.edu](mailto:FinancialAid@Jefferson.edu)





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