

BA (H) INTERNATIONAL FASHION BUSINESS

This one-year top-up course provides students with an international perspective on how the fashion industry works, exploring and investigating fashion buying, brand marketing and promotion, lifestyle and trend prediction. Graduate roles include buying, merchandising, marketing, design, visual merchandising and account management.



NTU COURSE PAGE
INSTAGRAM



Welcome to our School of Art and Design's 2021 Showcase. As Dean of School, I am proud to present this work to you that evidences the creativity, intelligence, awareness and resilience of our class of 2021. A year where our graduates have faced extraordinary challenges in making their work. I am inspired daily at how our students have responded to these challenges and by depth of work produced. This demonstrates great hope for the future of our creative industries, as our graduates continue to meet these challenges head-on in their generation of new solutions and responses to a shifting global landscape. I wish them well as they start their next chapter and adventures wherever globally that may take them.

Michael Marsden
Executive Dean, School of Art & Design

ANN KENDI KINOTI



BA (H) INTERNATIONAL FASHION BUSINESS

I am Ann Kendi Kinoti a graduate in BA International Fashion Business at Nottingham Trent University, with a Higher National Diploma in Fashion & Textile Design. A talented singer and lover of life and humanity. My professional interests are in: Fashion Design, Sales and Marketing as well as Creative Design. Outside work; I enjoy hiking, dabbling in art and spending time with friends and family. My strengths are: emotional intelligence that's in tune with my environment, great communication skills utilized in personal growth prospects and in team or collaborated projects, observant and a great listener. I also like to take initiative and have multi layered approaches to dealing with instantaneous challenges that require complex problem solving skills. My goal in life is to inspire and contribute to a more sustainable, inclusive and diverse way of thinking, living and performing through collaborative projects, assigned roles in organizations and random conversations with strangers.



CONTACT

WEBSITE

INSTAGRAM

LINKEDIN

YOUTUBE



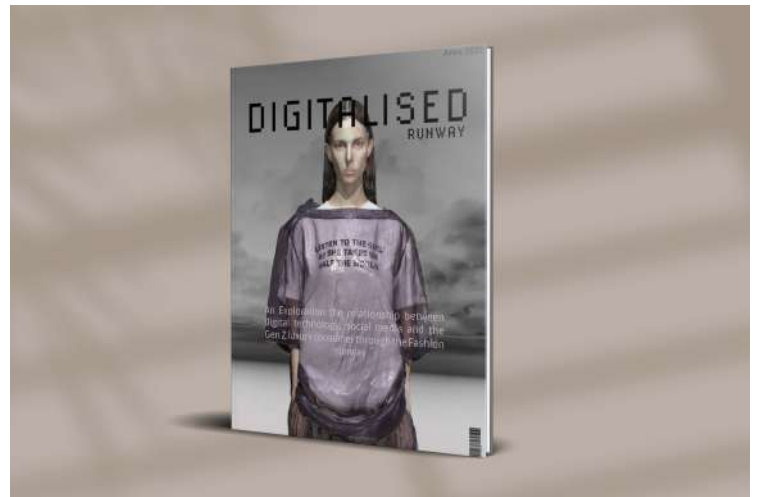
GRADUATED 2021
#WEARECREATIVESNTU

BUKUNMI AKINSOLA

BA (H) INTERNATIONAL FASHION BUSINESS



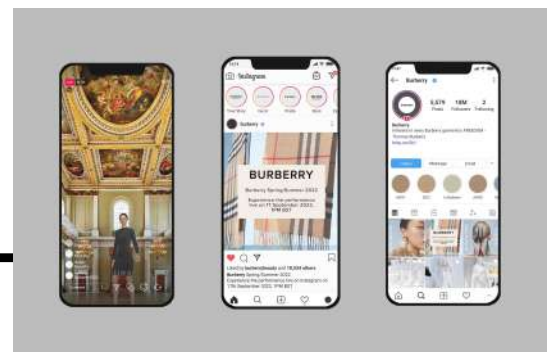
Throughout the year on BA (Hons) International Fashion business, I have been able to explore and create various pieces of work which all have different purposes within the fashion industry. My skill set and interests lie in marketing, promotion, content design and social media. My interest in fashion and digitalisation within the industry is what inspired my final project. My final project within IFB allowed me to create a digital runway concept for Burberry, along with social media content creation and a brand board. This allowed me to strengthen my skills using Adobe software and Clo3D and build on my interests in are digital design, marketing, and promotion. During my time at NTU I have become aware of the elements within fashion business which interest me and solidify those interests into areas of strength.



CONTACT

WEBSITE

LINKEDIN



GRADUATED 2021
#WEARECREATIVESNTU

HEATHER SPENCELEY

BA (H) INTERNATIONAL FASHION BUSINESS



I transferred to IFB from Fashion Marketing & Branding in 2020. I wanted to explore more areas of the fashion industry such as buying, merchandising or trend forecasting. I believe the fashion industry is currently experiencing the sustainable shift we have always needed. I based my final project on the relationship between luxury fashion and sustainability, exploring whether their alliance could be mutually beneficial in attracting Generation Z to consume more consciously. From this I proposed to design an educational, yet visually stimulating app targeted at Gen Z to help them make informed luxury fashion purchases. I have industry experience in marketing, and I have thoroughly enjoyed branding projects at Uni. I would love to pursue this passion however I am open to exploring other promising opportunities and roles.



CONTACT

WEBSITE

INSTAGRAM

LINKEDIN

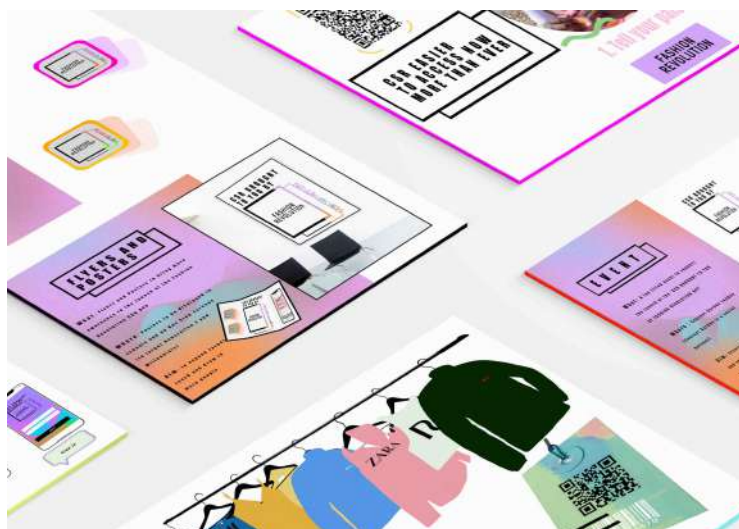


GRADUATED 2021
#WEARECREATIVESNTU

KEISHA SESAY

BA (H) INTERNATIONAL FASHION BUSINESS

Hi I'm Keisha, an International Fashion Business Graduate. Before transferring to IFB, I studied on BA Textile Design for two years. Between studying on both courses, I've been able to refine my creative skill set to suit different audiences and this year I have further developed a wider understanding of the Fashion Industry from a business perspective. In fact, I have developed a strong passion for both Ethics and Sustainability, which are key-driving forces in the Fashion Industry currently. This also influenced the subject of my Dissertation, which explored the Social cost of Fast Fashion and it's impact on Modern Slavery. This research then lead me to propose a Corporate Social Responsibility Visual Marketing Campaign, that focused on improving the way CSR is communicated to consumers. I thoroughly enjoy Content Creation, Marketing and Digital Design, which are where my strengths lie and I am open to roles within these fields



CONTACT

WEBSITE

LINKEDIN



GRADUATED 2021
#WEARECREATIVESNTU

MEG DEAN

BA (H) INTERNATIONAL FASHION BUSINESS

Having two years experience on a Textiles Design degree before transferring to business created a passion for photography. Using photos as a platform for social change I decided to design an article for British GQ magazine. This was so consumers and brands could understand the impact of Toxic Masculinity upon all genders and how fashion advertising has heightened this. Research was taken from individual, semi-structured interviews with men aged 20-57, to help validate this topic.



CONTACT

WEBSITE

INSTAGRAM

LINKEDIN



GRADUATED 2021
#WEARECREATIVESNTU

MEGHAN DENMAN

BA (H) INTERNATIONAL FASHION BUSINESS



As a student of International Fashion Business, I have been able to express a number of my passions through my work and link it to the fashion industry. I have a huge passion for sustainability and social justice, and I was able to display this in my brand report on OutsideIn looking at period poverty and my final project on linking sustainability and feminism. I don't see sustainability as just a 'trend' but as a necessity for the fashion industry and I try my best to display that there are ways to love fashion and the environment! I have relevant experience in marketing and content creation, with the desire to help brands convey a sustainable message authentically.



CONTACT

WEBSITE

INSTAGRAM

LINKEDIN



GRADUATED 2021
#WEARECREATIVESNTU

NANDINI AGNIHOTRI

BA (H) INTERNATIONAL FASHION BUSINESS



I am a recent graduate from International Fashion Business with industry experience. Skilled at creating content, branding and research analysis of the fashion industry and fashion brands. Seeking a graduate role in Fashion Business. I also have three years of experience in fashion styling. My work is a combination of Fashion Business & Fashion styling.

My Fashion Business projects comprises of branding research done in vegan leather and research in the Secondhand market. And my Fashion Styling projects comprises of shoots done on a variety of topics such as Racial Diversity, Life and Isolation and Alternate Universe.

The part that fascinates me the most is the stage of development/ process itself, which includes brainstorming, creating sketches and mood boards, CAD edits.



CONTACT

WEBSITE

LINKEDIN

racial diversity

We live in a world of differences, of diversity, ethnic diversity and unity. These differences are of all types, affecting both animals and man-made, long and ever-changing. The world is rarely as acceptable to the rich, but not like beautiful variations, both physically and mentally, of body and mind. While some differences are biological or genetic, others are cultural or environmental. Some differences are of the individual, some differences are of the social class. When we meet someone in a group of five people and there is one who is "racially diverse", that one is the one who has been selected to represent the whole. The world has been divided into different groups, nations and various divisions. Equality and acceptance of all kinds to come and go is power and unity.



GRADUATED 2021
#WEARECREATIVESNTU

NEIVE WARD

BA (H) INTERNATIONAL FASHION BUSINESS



Before finishing my degree in International Fashion Business, I studied for two years in Knitwear Design. By no means have these skills been discarded – I'm still fascinated by all things handcrafted and spend my free time surrounded by tangled yarn in the midst of at least one Pinterest project. Ultimately, I decided I didn't want to contribute to the over-consumption encouraged by the fashion industry. Rather than creating more garments, I want to use my skills to educate consumers about the role they play in buying them. Effective fashion marketing has enormous influence on purchase, and I can't wait to be part of this. I'm totally bewitched by tales of womanhood. I try to vary my avenues of inspiration but always find myself returning to work written, designed and created by women. Despite the issues I face in being one, I'm proud to sit alongside female creators and want to use my future platforms to better represent the full spectrum of female narratives in the industry.



CONTACT

WEBSITE

INSTAGRAM

LINKEDIN



GRADUATED 2021
#WEARECREATIVESNTU

RAQUEL REGALADO

EXPÓSITO

BA (H) INTERNATIONAL FASHION BUSINESS



International Fashion Business Graduate.
Passionate about the small things in life, constant with an artistic and adventure soul. Consciousness and creativity are my philosophy, keen to pursue a professional career within the marketing sector. Here I show some pieces of my work in which I represent my passion for visuals and design.



CONTACT

WEBSITE



GRADUATED 2021
#WEARECREATIVESNTU

SHAROAN

BA (H) INTERNATIONAL FASHION BUSINESS



I am fascinated by the visual barrier that is well-presented by the fashion world as it seems to be quite glamorous. Brands have to be innovative and creative. The consumer keeps on evolving, and most of them seek values and not solely on product. I have always believed fashion is an expression, and a brand is a platform to convey that message. A brand without its voice or value is a comparison to a beautiful empty shell. I am amazed by fashion brands that create new or renewing marketing ideas. It is impressive how marketers can create campaigns to speak for the brand while also have to be relevant to the audience. I am interested in fashion buying as my skills include being analytical, handling numbers, and forecasting trends. The urge to learn and understand more of this side of the industry excites me. I believe my current course in International Fashion Business has given me so much more exposure and opportunity in this industry.

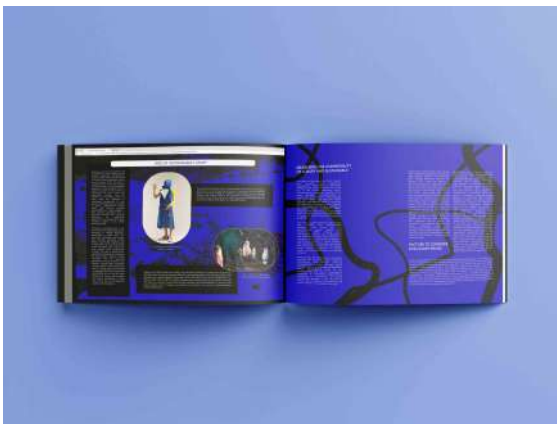


CONTACT

WEBSITE

INSTAGRAM

LINKEDIN



GRADUATED 2021
#WEARECREATIVESNTU

TIFFANY ANGELICHA

BA (H) INTERNATIONAL FASHION BUSINESS

Fashion is relative, but for me, it's a mean of communication and a form of art. I graduated with diploma of fashion design in Esmod Jakarta where I was awarded the best pattern drafter. I decided to broaden my knowledge around fashion business in NTU where I gained understanding on what it takes to build a brand aswell as marketing and buying that is based upon sustainable practices. I was encouraged to be highly versatile with in-depth analytical knowledge of current trends. I researched on gamification as part of a marketing strategy for Gen Z in my final project. I consider marketing as an area I'm interested in the fashion industry. These courses have provided me with robust understanding of fashion design, pattern drafting and fashion business. I put my hard and soft skills into practice when working on live projects with designers like Wilsen Willim & Pt. Panen Lestari Indonesia. I believe my strong mindset can help me achieve anything and continue to make me a better individual.

CONTACT

WEBSITE

INSTAGRAM

LINKEDIN



GRADUATED 2021
#WEARECREATIVESNTU
