



CREDO FASHION INSTITUTE

Incubating Entrepreneurs

A Project in AID of CREDO Charitable Trust



EARN WHILE YOU LEARN

LET PASSION DRIVE YOUR PROFESSION

WHAT CREDO OFFERS, NO ONE ELSE DOES

- MODERN, HIGH TECHNOLOGY DRIVEN MACHINES
- FIRST REAL TIME, HANDS ON TRAINING
- SET UP YOUR BRAND, BUSINESS LINE AND ONLINE STORE

The Indian retail market is expected to demonstrate a promising year-on-year growth of 6% to reach USD 865 billion, by 2024, from the current USD 490 billion. The share of apparel in India's retail market is 8%, corresponding to a value of USD 40 billion. In addition to fashion apparel, the growing demand for fashion accessories makes the Indian fashion market both interesting and lucrative.

ONLY AT CREDO!

- ✓ Learn from our industry expert trainers and experience first-hand knowledge.
- ✓ **PLUS++** Access to high technology, computerized machine based air-conditioned ultra-modern garments manufacturing facility to launch your fashion start-up business.
- ✓ **PLUS++** Earn while you learn. CREDO flagship store and fashion cafe will showcase, market & promote your fashion Brand while earning with us!
- ✓ **PLUS++** Use our licensed 20 designs in your own brand that saves you up to Rs.6,00,000/- in designing costs alone and start earning from the second month itself as a boutique entrepreneur!



- ✓ **PLUS++** During the course period, CREDO will help you create your own brand, product catalogues, photo and video shoot, build social media publicity campaigns, print and digitize your brochures / design books.
- ✓ **PLUS++** optionally use CREDO expertise to set up your online fashion store, visual merchandising, and inventory management.
- ✓ **PLUS++** participate in CREDO fashion shows, exhibitions and marketing outreach to promote your brand and for your own customer acquisition.



OUR FASHION DESIGN & FASHION BUSINESS START UP COURSES

Whether you want to gain a foundation in the basics of fashion design, launch a career in this dynamic area or start your own fashion design business we have the right course for you. When paired with the feedback and guidance you will receive from your supportive tutors and councillors, our courses will give you everything you need to build a successful career in fashion design.

The Certificate is a stand-alone course and is ideal for anyone interested in fashion design as a hobby, or would like to start-up their own fashion and garment brand. The course covers subjects including:

12 MONTHS COMPREHENSIVE PROGRAM

MODULE ONE: Fashion Foundation :



History of fashion designing,
Understanding fabrics,
Design process,
Illustration and sketching,
Measurements and techniques,
Drafting, Pattern creation & Mock ups,
Advanced tailoring techniques,
Garment construction.

MODULE TWO: Fashion Technology:



CAD operation,
Laser pattern cutting,
Laser fabric cutting & etching,
Laser engraving,
Computerised embroidery,
Computerised fabric printing,
Computerised sewing, finishing
Heat transfer printing,
Fusing & Vacuum press.

MODULE THREE: Business Skills & Set up:

- Merchandising and real time marketing experience,
- Photo-shoot, generation of product line up, cataloguing and product presentation.
- Graphic Designing & editing,
- Digital marketing and online strategies to make 'Brand' go live.
- Management training on Business plan, Finance, Documentation, Brand identity & positioning.
- Launch of website, E-commerce marketing.



CHOOSING THE RIGHT STUDY OPTION

Our online based courses offer you the flexibility to complete your assignments at your convenience using zoom, Google or other online platforms. Work at your own pace and spend as much or as little time on an assignment as you need. Our classroom-based courses cover the same material as the online courses. Added are the benefits of practical 'On machine' experiences conducted by our expert tutors that give you access and experience on our state of the art fashion garment high technology machinery eco-system.



THE COURSES SHALL ALSO ASSIST YOU TO SET UP YOUR OWN FASHION BUSINESS



Whether you want to change career, up skill, or simply join the fashion Start-up eco-system, we have the right course & hand holding expertise for you.

Our flagship store, on-line e-commerce platform, third party online platforms, digital marketing team and host of other value added services shall enable you to set up and start up your fashion enterprise with the least downtime.

This blended learning approach ensures that you receive the optimum support and knowledge required with the least amount of disruption to your personal schedule. Also, our unique First time in India start-up hand holding model allows you to set-up your fashion business, parallel to your training program so that you get the opportunity to earn from the second month itself as an entrepreneur!

HOLISTIC INFRASTRUCTURE



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