



Whitecliffe
COLLEGE OF ARTS & DESIGN

BACHELOR OF FINE ARTS
**FASHION
DESIGN**

WHITECLIFFE FASHION
DESIGN GRADUATES THINK
CREATIVELY, TAKE RISKS,
AND HAVE A HIGH LEVEL
OF INDUSTRY STANDARD
TECHNICAL SKILL. THEY
ARE INNOVATORS WITH
A PERSONAL VISION
WHO BUILD CAREERS
AS HIGHLY RESPECTED
PROFESSIONALS WITHIN
THE FASHION INDUSTRY.



ABOUT WHITECLIFFE

Whitecliffe is an independent Arts and Design school of choice, producing the highest quality graduates and shaping exceptional creative citizens.

Whitecliffe provides life-transforming educational experiences in arts and design through teaching and research, educating students to shape culture through the practice and critical study of the arts. Building on foundations of excellence, innovation and a commitment to diversity, Whitecliffe prepares its students for lifelong creative work and engagement with their communities. Whitecliffe seeks to instill aesthetic judgment, professional knowledge, collaborative skills and technical expertise in all graduates.

Whitecliffe core values have developed through the work of committed faculty, students, alumni and staff. At Whitecliffe we believe that ideas and expression are inseparable. Our commitment to a wide range of media, processes and methodologies supports our belief that our graduates become leaders in their fields through a critical combination of making and thinking. Through rigorous critique, intelligent debate and mutual respect, graduates gain the lifelong skills they need to shape their communities.

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Belinda Watt - BA, Dip Journalism - HOD Fashion Design

FASHION DESIGN

Fashion Design is an influential and creative medium offering a dynamic means of personal expression.

Fashion is fast to react to global socio-economic and cultural events and represents contemporary concerns of the designer and the wearer, as well as providing a dialogue between the past and the present.

The Whitecliffe Fashion Design major encourages students to challenge the traditional boundaries of fashion and to foster their creativity while developing high levels of experimentation and technical skills.

The Fashion Design major focuses on sustainable and ethical practices, development and research, pattern drafting and garment construction. Industry-targeted workshops include fashion technology, pattern drafting, and garment construction, design and concept development, fabric manipulation, tailoring and arts marketing and public relations. Studio practice is complemented by courses in fashion history, theory, illustration, and professional practices. Classes are small and provide a nurturing learning environment with a strong focus on individual students.

In Year Two students investigate historical fashion and develop their own collection of contemporary designs, as well as having the opportunity to gain practical experience assisting at New Zealand Fashion Week. In Year Three students design and develop a conceptually based collection of garments reflecting a personal design style, and produce a professional look-book for their graduation portfolio.

Practical experience is gained through an industry internship, which can be undertaken in a designer workroom, textile wholesaler, fashion PR business, or as an assistant stylist for photo shoots.

Fashion Design students who continue into a postgraduate BFA (Honours) year work independently on a self-chosen, conceptually-based collection that reflects original thinking, rigorous research and design development, an understanding of design theory, and is executed to a high professional standard. BFA (Honours) Fashion Design students gain practical experience through presenting their work in a retail window display competition, as well as during three weeks of industry internships.

Students in Years Two and Three, as well as BFA Honours students, showcase their work on the runway at the Annual Whitecliffe Fashion Show, organise individual exhibitions and shows and participate in other Whitecliffe exhibitions.

Industry professionals provide invaluable feedback during individual student critique sessions and are regularly invited to lecture on industry topics. BFA graduates with a Fashion Design major gain employment nationally, as well as internationally, as design assistants, workroom assistants, pattern makers, assistant buyers and merchandisers, assistant stylists, costumiers and design educators, as well as establishing their own labels.

Student Galleries

www.whitecliffe.ac.nz/showcase/fashion/

Fashion Design Overview Film

www.whitecliffe.ac.nz/programmes/fashion-design/

WHY STUDY A BFA AT WHITECLIFFE?

- The philosophy underpinning the undergraduate programme is to combine creative research skills with solid awareness of the public and professional requirements of visual arts professions. It's a liberating, exciting and challenging way to learn. Small practical class sizes mean lecturers and students interact at a personal level on a daily basis. The BFA is taught by practising artists, designers, educators and researchers who have a passion for art and teaching that inspires and encourages creativity. Students are continually surrounded by lecturers and peers who are talking, breathing and thinking art.
- Independence, creativity and risk-taking are strongly encouraged within Whitecliffe programmes from foundation to postgraduate level. The programmes provide opportunities for you as a student to challenge, test and stretch yourself, but always with the support and stimulation of the close-knit creative community at Whitecliffe.
- Creativity requires a combination of imagination, focus and flexibility. Increasingly, fine arts graduates are receiving recognition as creative thinkers and innovative problem-solvers who can successfully adapt to many industries and roles through utilising the transferable skills they accrue in their arts or design degree programme.
- Career opportunities continue to expand for successful fine arts graduates as employers increasingly recognise the value of a fine arts graduate's critical thinking, entrepreneurial spirit and creativity.
- The Whitecliffe undergraduate pre-degree level certificates and Bachelor of Fine Arts programmes are based on a uniquely student-centred approach that recognises and nurtures your diverse needs and passions. Through these programmes you are exposed to a combination of new media and contemporary concepts while building up knowledge of traditional materials, skills and attitudes. Your problem-solving skills and creative responses are emphasised and encouraged. As well as further developing your individual creative talents, you learn critical thinking, research, communication and presentation skills. Study is supported at every level by theoretical and professional practice courses.
- Internships, fieldwork and student exhibitions are an integral part of the Whitecliffe curriculum. Our vibrant student community is exposed to the contemporary arts and design world through exhibitions, international guests and industry professionals. As part of our encouragement of careers in the arts, Whitecliffe also provides comprehensive professional grounding in areas such as business, marketing and ethics.
- Professional practice courses, contextual studies and English language support for students who require it, complete the tool-box of artistic and entrepreneurial opportunity provided to undergraduates.
- The four majors offered are Fine Arts, Photo Media, Fashion Design and Graphic Design. During the first year of the degree you have the opportunity to engage with your chosen major, alongside electives from other specialist areas. This broad initiation into the range of disciplines offered with the BFA increases your knowledge and appreciation of the arts.
- The final year of study involves individual studio-based research under senior faculty supervisors. There is also a strong emphasis on further developing theoretical knowledge and practical skills. The final year culminates in graduating exhibitions by students from Fine Arts, Photo Media Fashion Design and Graphic Design.





Kingkang Chen

WHY CHOOSE WHITECLIFFE FASHION DESIGN?

Our Fashion Design department is highly regarded both in New Zealand and overseas. Whitecliffe Fashion Design graduates are original thinkers and designers, with high standards of industry methodology and professionalism. Industry internships and other industry opportunities are created for students during their studies. Whitecliffe graduates are sought after and successfully take their place both nationally and internationally in a wide range of fashion industry positions.

The Whitecliffe Fashion Design department has a strong focus on **sustainability** and students are encouraged to embrace innovative and sustainable fashion practices throughout their studies. Sustainability is part of an expanding branch within the fashion industry that focuses on social responsibility and environmental impact, the use of sustainable and organic materials, disuse of harmful chemicals and dyes and a reduction of textile waste. Whitecliffe students are given the opportunity to employ sustainable practices to address contemporary concerns within the industry and enhance their own design practice, and become innovators within their field.

- Students and graduates win national and international awards of note and are supported and encouraged to enter competitions.

- We foster original thinking and individual design aesthetics. The educators at Whitecliffe are all practising artists and designers who provide an inspirational and professional learning environment.
- Students learn **design research, concept development, fashion history, theory and illustration**, and **contemporary fashion design** creating innovative collections that reflect individual design identity.
- High professional standards of industry methodology are taught including **tailoring skills in patternmaking and garment construction**, and **fabric manipulation** the art of folding, tucking, darting and cording to create three-dimensional shapes for innovative design.
- Whitecliffe offers modern industrial equipment in a spacious studio with **individual study spaces** in Years Three and BFA Honours, and provides access to **WGSN**, a leading global Fashion Trend Forecasting website.
- Students intern at **New Zealand Fashion Week** alongside designers and international buyers and, participate in internships within New Zealand or overseas.
- **Industry specialists** and **business studies** classes prepare students for the fashion industry. Visiting **designer critique sessions** enrich their personal practice.
- Years Two, Three and BFA Honours students showcase collections at the prestigious **Annual Whitecliffe Fashion Show** and BFA Honours students present their work in a retail store **Window Display Project**.



Ling Li

PROGRAMME OVERVIEW

BACHELOR OF FINE ARTS YEAR ONE

Year One for Fashion Design students includes a combination of both general arts and design with specialist Fashion Design courses. The programme covers practical and theoretical skills and knowledge where students develop core skills in design, drawing, materials and processes, together with critical and contextual studies.

Study includes supervised studio practice, lectures, tutorials and self-directed learning. **Visual Theory, Cultural Studies, and Modern Art and Design History** introduce the vocabulary of art history and contemporary theory in support of practical courses and fine art studio practice. Students will be taught both historical models and contemporary content specific to Fine Arts.

The Semester One programme is specifically intended to best prepare students for one of the BFA specialist areas. Fashion Design students begin their specialism in Semester One and are guided through structured projects and examine the process of **drawing, art making and design** within the compulsory courses: 5101 Drawing, 5102 Design, 5103 Materials & Processes, before starting their specialism in the **second semester**. Students also participate in intensive week-long workshops that enable them to collaborate in teams and/or work independently to produce collective creative outcomes. Workshop projects may include co-producing a graphic novel, a short film/video, tikanga Māori and harakeke weaving techniques.

CRITICAL AND CONTEXTUAL STUDIES

A fully integrated programme of critical and contextual studies supports all studio specialisms. **Visual Theory** initiates students into the language of critical discourse and critique. Students learn to analyse, critique, discuss, write and conduct research related to the practice of art and design. **Cultural Studies** and **Modern Art and Design History** assist students in positioning their art and design practice within a broader cultural and historical context.

YEAR ONE FASHION DESIGN COURSES

Students wishing to specialise in **Fashion Design** will be required to complete the **5300 Studio Practice: Fashion Design course throughout the year**. The course is considered fundamental to fashion design practice and will include a balance of contemporary and traditional skills and knowledge. For example, the course content may include the following: **Sewing methods, Fashion studies, Pattern cutting and Garment construction and Adobe Illustrator for Fashion**.

YEAR ONE ELECTIVES

Additional to the specialist major specific courses, students have an opportunity to select from a range of elective courses. Elective courses enable the year one student to test out other specialist areas, before firming up their decision to specialise in a subject area. Elective courses are available throughout the year and may include the following:

| | |
|------|--------------------------------|
| 5502 | Community Engagement |
| 5203 | Painting |
| 5302 | Screen Printing |
| 5402 | Graphic Print Processes |
| 5403 | Mapping for Graphic Design |
| 5404 | Publication Design |
| 5502 | Reading the Photographic Image |
| 5503 | Intermedia |
| 5504 | Digital Imaging |

FASHION DESIGN YEAR TWO

Year Two students can choose a specialist area to work in, such as women’s wear, men’s wear, or children’s wear, within an overall framework of both historical and contemporary investigation and collection development.

The Fashion Design programme has a strong focus on **sustainable practices** and students are encouraged to consider environmental and social concerns within the global fashion industry and their own fashion practice. Students work with **natural dyes, craft techniques, organic fabrics, dead stock fabrics, recycled materials, and minimal or zero waste pattern cutting methods.**

Students participate in a **tailoring module, an up-cycling project employing sustainable practices, fabric manipulation, fashion illustration, Illustrator for Fashion and design and make a collection to present at the Whitecliffe Fashion Show.** Students also gain industry experience through their participation in New Zealand Fashion Week.

Studio Research assignments, projects and/or workshops are mainly lecture-initiated but largely student directed and are based around a series of in-depth, Fashion Design topics that support students to evaluate complex issues and discuss critical frameworks relevant to contemporary fashion design.

As students progress from Year One into Year Two, their ability to apply more advanced skills and knowledge and critically reflect on their practical research work in undertaken in the studio.

Entrepreneurship I provides an opportunity for Year Two students to apply their creative, practical and theoretical knowledge with an introduction to **small business start-ups, marketing and public relations** that lead to more integrated and substantiated studio research projects and prepare students for their careers beyond completing their degree.

CRITICAL AND CONTEXTUAL STUDIES IN YEARS TWO AND THREE

The integrated programme of critical and contextual studies continues in Years Two and Three. In Year two students undertake a one-semester course in **Modern and Contemporary Art and Design Survey**, that addresses contemporary theory and debates around the subject specialism of their

choice. Year three students extend on this learning in **Issues in Contemporary Practice II** and **Entrepreneurship II** which include the opportunity for applying knowledge in a work placement. During these internships students gain valuable insight into working conditions and foster important networks for the future.

In addition, students select from a range of **theory elective courses** that are offered within a suite of **Year Two and Year Three** courses. The courses include a variety of topics that strategically deepen students’ contextual, theoretical and practice-based inquiries. Students select from the following:

| | |
|------|---|
| 6105 | Intellectual Property and Creative Industries |
| 6120 | Art and Design for a Sustainable World |
| 6121 | Contemporary Art: Asia and the Pacific Rim |
| 6122 | Relational Aesthetics |
| 6123 | Scripting the Body |
| 6125 | The Post-Postcolonial and Globalisation |
| 6126 | Gender & Identity and Contemporary Media |
| 6127 | Age of Enlightenment |
| 6128 | Making Art in a Globalised World |
| 6129 | Public Project |

FASHION DESIGN YEAR THREE

Year Three students concentrate on developing a conceptually based, creative range of garments that reflects their personal style and prepares them for the fashion industry. Local fashion designers visit the studio to give students critical feedback on their design process. Students expand their knowledge of sustainable practices and pattern cutting and

garment construction, employing industry methodology and workroom practices. At the end of the year students produce a **graduation collection lookbook** and present at the Whitecliffe Fashion Show.

POSTGRADUATE STUDY
BFA (Hons) NZQF level 8

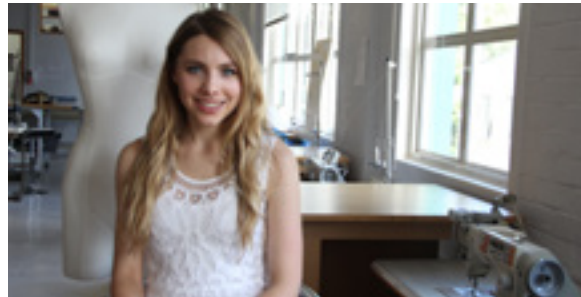
Whitecliffe BFA graduates are industry-ready at the end of their three-year degree.

Included in the suite of Whitecliffe post-graduate programmes, Whitecliffe offers an additional one year, stand-alone **BFA Honours** qualification, directly following on from the BFA degree, with places available by application only. Its purpose is to consolidate the learning and achievements of the BFA through the realisation of a sustained practice-based, studio-centred, research inquiry and to prepare students for professional life as creative practitioners or for further postgraduate study. Attainment of this qualification allows for a five-year pathway to **Masters** degree completion for those students interested in further academic study.

OUR STUDENTS

COURTNEY HARPER –

Courtney is studying Fashion and Sustainability within the Master of Fine Arts at Whitecliffe after having completed her Bachelor of Fine Arts in Fashion Design in 2013 with the Whitecliffe Bachelor of Fine Arts Prize and with the top Fashion Design department award. In addition to these successes she was awarded the prestigious AGOTYA Australasian Graduate of the Year Award in Fashion Design in the year following her graduation.



Between graduating and her current MFA study Courtney travelled and immersed herself in workshops overseas that allowed her to develop her skills in natural dyeing, silk painting, natural leather-work methods, weaving and embroidery. Courtney says “My current research and the main point of my work is to discover the impact on health from the materials that we wear. I am always analysing the impact of established methods and figuring out new improved ways and processes for doing things.”

“Studying Fashion Design at Whitecliffe within the context of a BFA supported me in seeing fashion within a broader context.

I enjoy the entire process of developing ideas, doing the research, translating concepts into designs, and then bringing them to life in tangible, wearable forms.”

Reflecting on her time in the BFA she says “The balance of creative freedom and theoretical teaching is one of the things I value most highly about Whitecliffe. The level of independence to focus on my own collection in my final year was liberating. Being the driver of my own work forced me to improve my time management and organisational skills.”

Courtney says “the teaching at Whitecliffe has not only extended my technical skills but more importantly my thinking, my design aesthetic and philosophy.”

BENJAMIN FARRY –

Benjamin completed his BFA in Fashion Design at the end of 2015 and is currently studying Fashion and Sustainability within the Master of Fine Arts programme. Reflecting on the benefit of having studied fashion design within a fine arts degree Benjamin says “it expanded my study experience. Experimenting with other mediums such as painting, screen printing and graphic design as well as business development, have been a pivotal part of my education at Whitecliffe.”

While in the Fashion Design department as a BFA student Benjamin had the opportunity to travel the world on various scholarships and immersions organized through Whitecliffe. He’s been to Denmark for the Copenhagen Fashion Summit, Vietnam for a New Zealand Embassy collaboration, Australia for Sydney Fashion Week and – more recently – India for a 6-week craft immersion trip that was funded by the Prime Minister’s Scholarships for Asia.



“These experiences have completely shifted my perspective on design and culture, developing my work in a more defined and critical way and the availability of them reflect the dedication of the faculty to ensuring students are exposed to a world of opportunities.”

Benjamin has always wanted to design women’s clothing. He plans to utilize his design and business skills as well as industry contacts made while at Whitecliffe and will establish his own label once he graduates.

SOPHIA BUTLER –

Sophia started with the Foundation Certificate, moved into the Fashion Design major and is now part of the Master of Fine Arts programme focusing on Fashion and Sustainability. While on the BFA programme Sophia was a recipient of the 2014 Prime Minister’s Scholarship for Asia, enabling her to visit India and broaden her knowledge in sustainable and ethical practices within the fashion supply chain.

Studying Fashion Design gave me the chance to develop a strong design ‘voice’ and come into my own, says Sophia. “We are given a lot of creative freedom and our lectures are really supportive of us researching and developing a deep context and understanding of our work. None of the work produced here is shallow or single faceted.”



"I love the amount of experimentation I am able to do. There is very rarely only one way to do something - so there are many boundaries that can be pushed."

She decided to continue into the MFA programme because she is extremely interested in social and environmentally responsible fashion design.

"On completing my Masters in November, I hope to gain further practical experience under a small designer, as well as launching my own socially and environmentally responsible label. I feel I have been well prepared to do this at Whitecliffe and I'm looking forward to where the future takes me."

SOPHIE SCALLY –

"Fashion is a form of art you can wear and that emphasis is what I love about fashion design at Whitecliffe. Anything is acceptable but it is always expected to be at our highest skill level," explains Fashion Design student Sophie Scally.

This includes an annual end of year fashion show where students get to showcase their year's collection to important industry guests.

"Throughout the year, we are offered internships with top New Zealand designers like Kate Sylvester, Liz Mitchell and Vicki Taylor which can help develop our careers. Internships offer great learning skills within the industry, exposure to well-known designers, possible job opportunities and all-round developing people skills."

Additionally, Sophie was one of the Whitecliffe recipients of the Prime Minister's Scholarship for Asia in 2016, travelling to India for a craft immersion experience.

"The creative freedom and theoretical teaching offered by Whitecliffe and the small and intimate approach of the Fashion Department creates a family atmosphere that I appreciate." There is also collaboration across faculties so fashion students, for example, can access the photography studio.

"I have learnt how to think conceptually, giving clothing a purpose instead of just the function."

Once she graduates, Sophie hopes to work for a fashion label she finds inspiring, such as Georgia Alice or Celine, to gain more experience before setting up her own label.

"I love the intense, creative and hands on work within the fashion industry. I have always had a great interest in the process of fashion design from developing my design ideas to constructing finished garments."



LIFE AFTER BFA FASHION DESIGN

A career in the fashion industry can take you from the initial stages of concept development and design through to production and merchandising or buying for high fashion chain stores.

Fashion Design graduates may choose to work in designer workrooms, production, visual merchandising for product display or in fashion styling for magazines and photo shoots. Costume design for theatre and film, and teaching at secondary and tertiary levels, are other excellent career opportunities.

Designers, patternmakers, visual merchandisers and stylists work at the creative end of the market; and merchandisers and buyers are involved in fashion forecasting and sourcing, and presenting international trends to the local market.

Fashion Design graduates usually begin as workroom or merchandise assistants before moving into patternmaking, designing, or senior merchandising and buying positions. They can also become involved in technical aspects of the fashion industry as sample makers, garment technicians, or get involved in fabric research and development.

Participation in New Zealand Fashion Week, and Year Three and BFA Honours internships, enhance the studio learning by providing the opportunity to gain practical work experience in the fashion industry and increase graduates' chances of employment and career possibilities.

Careers can, for the dedicated, lead to the development of a designer's own label which is why the Whitecliffe degree includes compulsory business courses in management, marketing and public relations. Many designers begin working with a prominent designer and, after gaining experience, create their own design house.

The fashion design sector in New Zealand has grown significantly in the last ten years. This has created more opportunities than ever for graduates, such as public relations and marketing, styling, creating fashion blog sites, on-line fashion businesses and journalism.

CAREER OPTIONS

- Designer
- Design Assistant
- Workroom Assistant
- Patternmaker
- Sample Machinist
- Production
- Buyer
- Merchandiser
- Fashion Stylist
- Wardrobe Assistant
- Visual Merchandiser
- Fashion Retail
- Fashion Public Relations
- Fashion Marketing
- Fabric Range Designer
- Fashion Journalism
- Design Educator



Maggie Hewitt

OUR GRADUATES

MAGGIE HEWITT –

It all began at school when Maggie would pour over fashion magazines like Vogue, Harper's Bazaar and Elle Glamour

"That was how my love affair with fashion and luxury fashion houses started. I decided I wanted to have my own label and Whitecliffe has helped turn that into a reality."

Maggie graduated from Whitecliffe at the end of 2015, and by the following year had officially launched her label Maggie Marilyn. Her career trajectory from that time has been nothing less than stellar. Maggie sold her first collection at Mercedes-Benz Fashion Week Australia in May 2016 and by September the collection had been picked up by American Vogue and also by Net-A-Porter. Being represented on Net-A-Porter makes Maggie Marilyn the first New Zealand label to be selected by the high-end online retail company and the first world-wide to be selected straight out of fashion school.

After showing at Paris Fashion Week in just her second season, the Maggie Marilyn collection was bought by several new stores and she now has stockists world-wide. In 2017 she was again invited to show at Paris Fashion Week and additionally, was one of twenty one young designers shortlisted from 3,000 applications from around the world for the prestigious Louis Vuitton Moët Hennessey (LVMH) Prize, the only New Zealand finalist in the history of the prize.

Reflecting on her time studying to become a Fashion Designer Maggie says "Whitecliffe was hugely valuable in journeying me through my dreams to real life dreams. What I once saw in magazine pages has now become a reality. To be a global brand straight away is surreal." Maggie comments that her time at Whitecliffe really honed her vision, giving her exposure to the fashion community which helped her work out what she did and didn't want for her own designs and label.

"Whitecliffe challenged my design thinking and taught me practical skills that enabled me to make my designs become a reality."





BLAIR WHEELER –

The evolution of Blair's label BW 36.174 from inception to present day, with the opening of his new high-end store in Anzac Ave; Auckland, really began when he chose to study Fashion Design at Whitecliffe. Coming from an all-boys school with little focus on arts and design presented a creative student like Blair with challenges. Blair required an arts and design school that supported and encouraged risk-taking and creative thinking, which led him to Whitecliffe. On this decision, Blair says **"Whitecliffe served as a catalyst for my development, my brand BW and my vision."**

Throughout his time at Whitecliffe Blair challenged the conventional idea of fashion and its expectations and was supported by Whitecliffe faculty in doing so. He continues to push boundaries using unconventional materials such as the application of fabric deconstruction and manipulation to create one off, made-to-measure avant-garde garments. His brand ethos is crafted around the manipulation of organic and inorganic materials and the exploration of fabric experimentation. He takes his inspiration from alchemy and applies this to his pieces, allowing for the demonstration of raw materiality.

Whitecliffe industry ties worked well for Blair while he was a student, giving him the opportunity to work with a range of designers, stylists and photographers. Blair says "I was noticed through our end-of-year fashion shows, and have built strong relationships with important people in the fashion industry, with whom I still work with today."

Blair's label BW 36.174 geographically maps the longitude and latitude of Auckland New Zealand, where each garment has been crafted by hand. The idea for the industrial-styled store, which has been opened in collaboration with a hair designer, is that it will be a constantly creative hub of activity. Blair has crafted his vision from scratch and has personally put everything into making his vision a reality.

NICOLE WESSELING –

Nicole first came to Whitecliffe in 2009 as the winner of the Newmarket Young Designer Competition and, while a student at Whitecliffe, she was a recipient of the 2014 Prime Minister's Scholarship for Asia, and interned at both Taylor and Kate Sylvester before winning the prestigious GOTYA NZ Graduate of The Year Award in her final year.

In her current role as Production Manager for Auckland-based womenswear label Ingrid Starnes, Nicole oversees all production in New Zealand, ensuring the production process runs smoothly as well as helping in the workroom alongside the design and sampling team.

Prior to this, and directly after graduating from Whitecliffe, Nicole worked as an in-house designer for Auckland-based menswear label FRENCH83. Her involvement during her final year with the Restyle Project, a charity project run by FRENCH83, was her opening into this position.



"Whitecliffe provides a great place to start to build your networks, meet interesting people in the industry and get experience through internships before stepping out into the real world," says Nicole.

Whitecliffe also offered tasters into the more commercial aspects of the industry including marketing workshops, pattern making, range development etc, she adds.

"One of the most important skills I learnt was how to use Illustrator, the industry is becoming more technology based and this is a skill I couldn't have taught myself."

JORGE ALFARO –

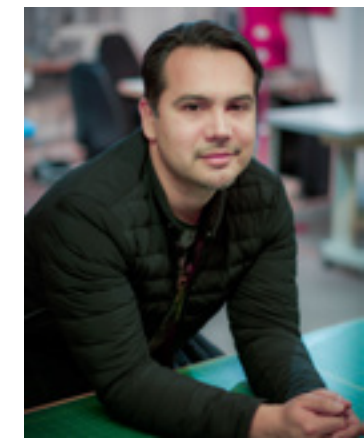
Jorge is a fashion designer with a broad aesthetic that extends from the creation of futuristic avant-garde garments to the development of an activewear brand that is to be launched at the 2018 Vancouver Fashion Week. He says "Being involved in both these areas of design allows me to build a sustainable business-savvy brand but at the same time continue with my passion for innovation and designing freely." Jorge also teaches on the Whitecliffe Fashion Design programme because "I love passing on the knowledge I have gained and working with aspiring designers is extremely rewarding."

Jorge works closely with stylists within the New Zealand fashion industry and his avant-garde garments are an integral part of the entrants' submissions in the annual hair competition Wella Trendvision. He even

had one of his garments selected for the World of Wearable Arts Museum in 2012 when he was still studying at Whitecliffe. The activewear collection, constructed with technologically-advanced fabrics, is designed specifically for women who appreciate stylish, high-functioning garments that transition from activities like yoga and jogging to casual, comfortable wear. "My intention with this collection is to create a globally-recognised brand that delivers high-end sports clothes to a wide range of international markets."

Born in Peru, Jorge grew up in New York and, after moving to New Zealand, he applied to Whitecliffe because he had heard of the school's strong industry contacts.

"Whitecliffe is not only a school where you develop creative potential, but there is also a support system that helps guide you after graduation. I love designing and making clothes, and at Whitecliffe we were given the freedom to explore and flourish from within."



MADELEINE HARMAN & JESSICA GRUBISA –

Harman Grubisa is a quintessentially sophisticated and elegant brand with a clear focus on designing classic, standout pieces for discerning women who value luxury and timeless design.

From the establishment of the label, and Jervois Road Ponsonby store in 2014 Whitecliffe graduates Madeleine Harman and Jessica Grubisa have been lauded by the fashion industry in New Zealand and overseas for their aesthetic and collection of beautifully constructed garments – all made in New Zealand.

Madeleine and Jessica were in the same year group at Whitecliffe - both graduating at the end of 2011. Before joining forces as Harman Grubisa, Jessica was an assistant designer at World and the fashion editor at Black Magazine and Madeleine worked in New York as a designer and fashion forecaster. Their business is a true collaboration with each bringing different strengths and aesthetics to a partnership which has seen them attain much success in a short few years. They opened Fashion Week in 2016 as the Mercedes Benz presents accolade and have been nominated for the prestigious International Woolmark Award 2016 and 2017.

EMMA GREEN –

Emma lives in London and runs her own freelance active-wear design consultancy working with international clothing companies that include Ten Thousand in New York City, Triumph in Germany, Vaara in London and several start-up brands.

Emma's international design career had its beginnings in Auckland when she started as a denim designer for Workshop just after graduating in 2004, and then a merino apparel design and product manager for Orca. Her



move to London was to take up the position of lead womenswear designer for Rapha - creators of quality cycling clothing and accessories.

With her design consultancy firmly established, Emma now leads the entire design process for her clients' companies. Emma says "I work a lot remotely from my London base but also travel to meet clients. My week can vary from flying to Germany to work on fittings for Triaction by Triumph, to fitting activewear in Lithuania for my main London client. It's full on! I basically lead the design for all these companies so instead of being a designer for just one brand I am now the designer for multiple brands."

Emma's expertise extends beyond designing to encompass the entire manufacturing and marketing process. "My consultancy company advises my start-up clients on how to enter and understand the world of clothing manufacturing. I guide them through the product development process and in essence show them how to create an apparel brand and a collection to take to market."

Of her time at Whitecliffe Emma says **"At Whitecliffe I was able to develop as a designer with the amazing grounding I was taught across all disciplines. I thoroughly enjoyed the mix of academia and creative studies."**

INTERNSHIPS AND VISITING ARTISTS

FASHION INTERNSHIPS

Apparel Magazine
Barkers
Black Magazine
Caroline Sills
Charles Parsons
D'monic Intent
Dan Ahwa – Fashion Stylist
Deadly Ponies
French 83
Harman Grubisa
Hawes and Freer
Ingrid Starnes
Jane Mow – Fashion Stylist
Karen Walker
Kate Sylvester
Kylie Cooke – Freelance Stylist
Liz Mitchell
Lonely Hearts
New Zealand Light Leathers
Nova Models – Styling for Photoshoot
Ovna Ovich
Pacific Blue
Process PR
Ruby
Rue de Seine
Shiatzy Chen – Taiwan
Showroom 22
Signature Style
Taylor Design
The Fashion Museum
Thomasine Dolan – New York
Trelise Cooper
Willow – Sydney
Zambesi

VISITING ARTISTS, LECTURERS AND GUESTS

Adrienne Marsh – Kowtow
Amber Whitecliffe
Angela Lassig – Fashion Historian and Curator
Beth Ellery
Caroline Brown – Process Fashion PR
Dan Ahwa – Fashion Stylist
Deanna Didovitch – Ruby
Diane Ludwig – Fashion Business Consultant and Mentor
Donna Freeman – Fashion Personnel
Elizabeth Findlay – Zambesi
Emma Green
Fiona Quin – Photographer
Glen Wilkin Holland – Visual Merchandising Specialist
Helen Cherry – RCM Clothing
Jessica Grubisa and Madeleine Harman – Harman Grubisa
Julie Malone – Apparel HR
Liz Mitchell
Marina Davis – Ovna Ovich
Maxine Wooldridge – Dmonic Intent (Alumni)
Michael Ng – Photographer
Murray Bevan – Showroom 22
Ngila Dickson
Peri Drysdale – Untouched World
Professor Marianne Franklin – Goldsmiths University of London
Ton van der Veer – Display Artist and Product Stylist
Trevor Hookway – Hawes and Freer
Vicki Taylor

INTERNATIONAL INSTITUTIONAL LINKS

Montclair State University, (USA)
Fashion Institute of Technology, (USA)
Pearl Academy, Delhi, India
Arva School of Fashion, Surabaya, Indonesia

OUR STAFF

BELINDA WATT –

BA, Dip Journalism

HOD Fashion Design

Belinda Watt joined Whitecliffe College of Arts and Design in 1990 and as Head of Department established and developed the Fashion Design Programme. She completed her BA with a double major in English and Music at Victoria University in Wellington and her Diploma of Journalism at Auckland University of Technology in Auckland.

She worked as a freelance fashion designer in Wellington and Auckland for seven years. Her own high fashion men's and women's store, Equinox opened in 1985 on Karangahape Road Auckland, and later there were stores on Ponsonby Road, in Canterbury Arcade, Queen St and in Vulcan Lane, Auckland, until 1994. She has presented her collections in fashion shows in Auckland and in 1988 received the Manufacturer's Award in the New Zealand Wool Awards. Her current creative work has a focus on sustainable and ethical practices, including natural dyeing and hand weaving and, she also works as a freelance designer specialising in tailored and couture designs.

Belinda was a facilitator at the 2016 Youth Fashion Summit in Copenhagen and has been a Moderator for the Fashion Department at Manukau Institute of Technology, on the Review Panel for the Textiles and Fashion Design Programme at Northland Polytechnic and External Examiner for the Honours Year at Auckland University of Technology. She is a member of the Costume and Textile Association of New Zealand and of the Designer's Institute of New Zealand.



Additionally, Belinda was on the judging panel of the Newmarket Young Fashion Designer Award from 2010 and the Head Judge from 2015 – 2017, and was also on the judging panel of the Sylvia Park Off-The-Rack Fashion Awards.

LIZ FARR –

LCF, TechDip Clothing

Fashion Design Senior Lecturer

Liz Farr is a graduate of the London College of Fashion and has been lecturing in the Fashion Design department at Whitecliffe College of Arts and Design since 2005. She specialises in patternmaking and garment construction. She has worked as a patternmaker and sample room manager in the clothing industry in the UK as well as New Zealand, for couture and ready to wear designers including Zandra Rhodes, Monsoon UK and Adrienne Winkelmann.

She has also been responsible for communicating with local manufacturers in the UK and New Zealand as well as overseas workrooms in India, Hong Kong and China. She is a member of the Costume and Textile Association of New Zealand, and on the judging panel of the Newmarket Young Fashion Designer Award since 2010 and the Sylvia Park Off-The-Rack Fashion Awards.



LINZ ARIELL –

DipFDT

Lecturer Fashion Design

Linz Ariell joined Whitecliffe College of Arts and Design as a lecturer in the Fashion Department in 2013. Linz has over 25 years experience in the New Zealand fashion industry.

He graduated from the New Zealand College of Fashion Design in 1989 with diplomas from the New Zealand College of Fashion Design and the Druleigh College.

In 1992 he was a highly commended finalist in the Benson and Hedges Fashion Awards (Menswear Award).

In 1993 Linz opened his menswear store on Auckland's Ponsonby Road where he designed, manufactured and retailed his label Marvel Menswear until March of this year. He also operated a store in Wellington from 2003 to 2009. During this time Linz has presented his collections in various fashion shows in Auckland and Wellington.

Linz has had involvement with Whitecliffe College of Arts and Design's Fashion Design department since 1999. He was an external examiner for the department from 2000 to 2005 and compered the department's annual fashion show from 1999 to 2006.

VICTORIA M. AZARO –

BFA, MFA

Lecturer Fashion Design

Victoria M. Azaro started her Fashion Design studies in her home country, Argentina before going on to complete a Certificate in Fashion Merchandising and Communication at the London College of Fashion in the UK. She has a Bachelor of Fine Arts with a major in Fashion Design from Whitecliffe and a Masters of Fine Arts with Honours from the University of Auckland, Elam School of Fine Arts.

Victoria has worked as a freelance and in-house Fashion Designer, a Fashion Stylist and Journalist, a Fashion Merchandiser, and in Fashion public relations. Her passion lies in the exploration of the signifying process through the social discourse within Fashion. Victoria's work is an ongoing process of questioning ideas of cultural identity and language construction working within the boundaries of traditional art production and the fashion industry.

AWARDS

STUDENT / ALUMNI AWARDS

**LVMH Awards (Paris) –
Young Fashion Designer**
2017 Finalist – Maggie Hewitt

**iD Dunedin International Emerging
Designer Awards**
2016 Winner – KingKang Chen
2016 Finalist – Benjamin Alexander
2015 Finalists – Finalists Wilson Ong and
Jorge Alfaro
2014 Finalist – Kido Deng
2012 Finalists – Yun Do and Sally Huang
2011 Pacific Blue Award – Julia Campbell
2011 Finalist – Nour Hassan
2010 Dunedin Fashion Incubator Award –
Brooke Fairgray
2010 Finalist – Lan Yu

**Australasian Graduate of the Year –
Fashion Design**
2015 Finalist – Nicole Wesseling
2013 Winner – Courtney Harper

**Australasian Graduate of the Year – NZ
Graduate of the Year Award Fashion Design**
2015 Winner – Nicole Wesseling

The International Woolmark Prize
2016 Nominees – Jessica Grubisa and
Madeleine Harman (Graduates)

**ZM and Viva Editorial Prize for
Best NZ Collection**
2016 Winner – KingKang Chen

World of WearableArt™ Awards
2016 Finalist – Jorge Alfaro

Prime Minister's Scholarships for Asia
2015 Award Recipients – Catherine Balle,
Anya Baranova Tannaz Barkhordari,
Benjamin Farry, Jessica Jay, Bianca Jones,

Michelle Kim, Harriet Lewis, Aaron Marshall,
Bridie McCree, Wade O'Brien, Sally Oh,
Georgia Rahui and Sophie Scally.
2014 Award Recipients – Sophia Butler, Katie
Davison, Zuzana Edwards, Jessica Greetham,
Sojung Lim, Wilson Ong, Grace Pearson-
Green and Nicole Wesseling.

ECC Student Craft/Design Awards
2013 First Runner Up – Nicole Wesseling

Westpac Young Fashion Designer Awards
2013 Finalist – Louella Huang

Miromoda Award
2014 2nd equal – Amber Whitecliffe

**Miromoda and New Generation Show
NZ Fashion Week**
2014 – Amber Whitecliffe
2013 – Maxine Wooldridge
2012 – Maxine Wooldridge

Melbourne Fashion Week
2012 – Maxine Wooldridge

Westfield Style Pacifica
2011 Supreme Award – Nadine Rathjeens
2011 Finalist Multi Cultural Selection –
Trish Peng

Westpac Young Fashion Designer
2011 Finalist – Jessica Grubisa
2011 Finalist – Trish Peng. Presented
collection at Westpac Red Collection Show,
NZ Fashion Week
2009 Finalist Streetwear and Daywear –
Maxine Wooldridge
2009 Streetwear Runner Up –
Maxine Wooldridge
2009 Eveningwear Runners Up – Mollie Barr
and Tara Cunliffe
2009 Menswear Finalist – Ben Cai

**Black in Fashion NZ Fashion
Museum Exhibition**
2010 – Lan Yu, Nour Hassan and
Amalia O'Neill

**NZ Fashion Quarterly Young Designer of
the Year**
2009 First Runner Up – Tara Cunliffe

Villa Maria Cult Couture
2009 Streetwear Second and Third Place –
Maxine Wooldridge

Air NZ Fashion Week New Generation Show
2009 – Tara Cunliffe

Flight of, Cult Couture
2009 First and Second Prize –
Maxine Wooldridge

INTERNAL AWARDS

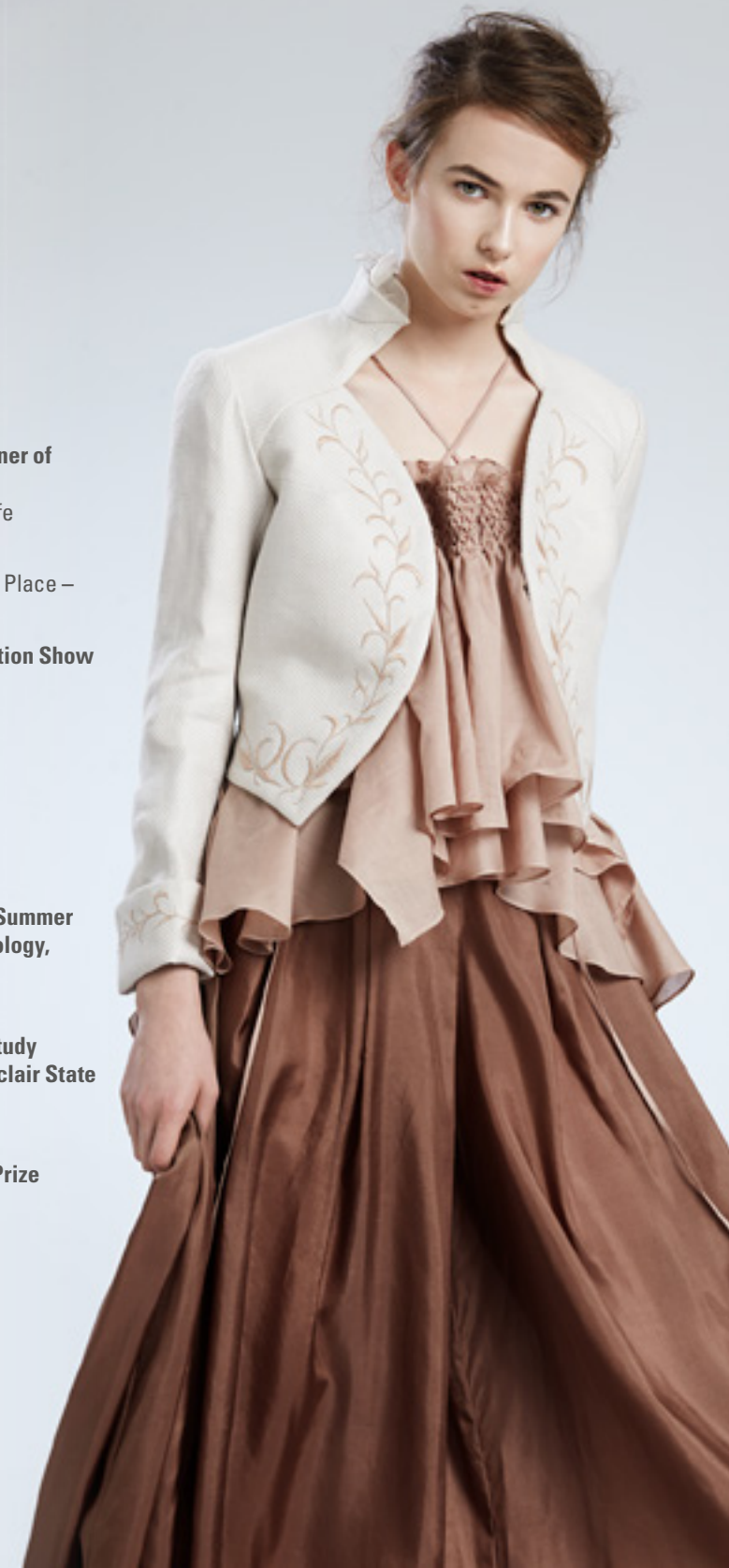
**Whitecliffe Scholarship to attend Summer
School, Fashion Institute of Technology,
New York, USA.**
2013 – Samantha Chapman

**Wikiriwhi Scholarship to attend Study
Abroad Fashion Programme, Montclair State
University, New York, USA,**
2011 – Madeleine Harman

Whitecliffe Bachelor of Fine Arts Prize
2013 – Courtney Harper
2010 – Julia Campbell

Wikiriwhi Scholarship Award
2009 – Brooke Fairgray

Jacqueline Lim





Wilson Ong

HOW TO APPLY



APPLICATION

Apply on-line or download an application form from the Whitecliffe website:
www.whitecliffe.ac.nz/admissions/

INFORMATION PACK / ENQUIRIES

An application pack can be requested by emailing or phoning Reception:
Email **info@whitecliffe.ac.nz**
Phone + **64 9 309 5970**

Programme enquiries:
enquiries@whitecliffe.ac.nz

APPLICATION CLOSING DATE

Applications for the BFA programme commencing in February close on October 31 of the previous year. Applications received

by the closing date will be given preference. Applications received after this date will be considered subject to places available. Whitecliffe encourages prospective students to apply as soon as possible. Prospective students considering their options can make an appointment to discuss their goals and arrange a tour of Whitecliffe.

- Copy of Birth Certificate or Passport
- Tertiary Transcripts (if applicable)
- Passport Photo
- Secondary School Records (if applicable)
- Letter of Intent

Once an application has been submitted applicants will be invited to an interview with faculty from the programme to which the applicant has applied. The Admissions Board assess each application and applicants will be advised of the outcome within three weeks.

THE INTERVIEW – WHAT DO YOU NEED TO BRING?

Applicants must bring to their interview a portfolio containing 12 – 24 representative samples of their work that reflect their creative skills and potential. These can be in any medium e.g. digital images, paintings, drawings, sketches or workbooks. Applicants should aim to present a range of media (if possible) evidencing colour, technique, composition and creative skills. Include works that illustrate strengths. It is recommended that applicants also include a workbook to demonstrate the development of their ideas.

ADMISSION REQUIREMENTS

NCEA University Entrance or equivalent CIE/IB award. Note that Discretionary Entrance is available to students who have gained exceptional marks in NCEA Level 2 and wish to embark on higher level study. These students must display a high level of motivation and maturity.

Some of the above academic requirements may be waived for students over 20 years of age.

Domestic students must be 17 years of age during first year of study.

INTERNATIONAL STUDENTS

- International students must be at least 18 years of age during their first year of study. Where the student will be under 18 years of age for part of their first year of study they must have evidence of a guardian domiciled in Auckland.
- International students must have a minimum English language level of 6.0 IELTS or equivalent. English language testing can be organised by Whitecliffe in conjunction with one of our partner English language schools.
- Interviews of International students can be conducted by phone or skype. Portfolios can be provided in digital format.
- The following pages on the Whitecliffe website have more detailed information
<http://www.whitecliffe.ac.nz/international/admissions/>
<http://www.whitecliffe.ac.nz/international/application/>

RECOGNITION OF PRIOR LEARNING (RPL)

Advanced standing may be given to any student with evidence of prior tertiary study or professional experience in arts and design. Applicants wishing to be considered for advanced standing, RPL or cross crediting of previous studies at other New Zealand or overseas tertiary institutions should include this request in their application and provide certified copies of academic transcripts.

PROGRAMME COMMENCEMENT

There is one intake each year in mid-February.



Whitecliffe Fashion Show

FROM THE PRESIDENT

More than three decades ago my husband Greg Whitecliffe and I had a vision of a professional, career-oriented, research-driven independent art school. Through the hard work and passion of students and staff, Whitecliffe College of Arts and Design has fulfilled that vision and goes from strength to strength.

While numbers have steadily increased over the years, with many different cultures and nationalities represented, one of our points of difference continues to be the individual attention afforded by our small classes and high teacher to student ratio. Whitecliffe's topical curriculum, leading-edge technology and equipment, along with our extensive industry and academic networks make for a vibrant educational and creative environment.

We are proud of the many student successes. Whitecliffe students and graduates have performed well in local and national competitions. The strong academic grounding, creative opportunities and focus on professional practice offered by a Whitecliffe education give our students the qualifications and experience to secure employment, start businesses and to build careers both locally and internationally.

Beyond the study experiences available at Whitecliffe, and supported by the Greg Whitecliffe Memorial Charitable Trust, many students are benefiting from scholarships and prizes enabling them to have international experiences at universities and institutions in Australia, America, Europe and China, and there are plans to extend these opportunities in the future.



It is truly rewarding to be able to support those students who work hard and show talent. We look forward to these exceptional students becoming the innovative leaders of the future.

The teaching faculty is comprised of the very best practitioner educators, career artists, designers and researchers. Whitecliffe scored highly in a recent national performance-based research review and faculty members contribute at the highest levels in their industries. Guest lecturers and visiting scholars of international standing enhance all of the programmes and the reputation of Whitecliffe and its teachers allows students to enjoy internships, work experience and industry placements.

The 21st Century is calling for creative innovators, critical thinkers, compassionate, humane contributors and versatile, skilled communicators. We strive to prepare our students for the many exciting challenges that comprise our collective future. Students come from all over New Zealand and the world and find themselves in a stimulating and caring atmosphere that encourages them to perform at their very best. I encourage you to consider what Whitecliffe can offer, and challenge you to join our busy and rewarding Whitecliffe community – Ars Vita Est.

– Michèle Whitecliffe

art is life