

Fashion media and communication



**ASSIGN
BUSTER**

“ Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”- Mark Twain

All my life I have dared to go that extra mile to achieve whatever I have wanted. Now that I have become a part of this industry I am living my dream.

Fashion and Style are not mere words but an intrinsic part of today’s life. Fashion according to me has limitless possibilities and infinite opportunities for the creativity in an individual. It has a wide spectrum, and still a wider scope for experimentation to express that creative urge. Today fashion has acquired global standing. Its language imbibes in itself a blend of cultures. Fashion is the great leveler, the harmonizer. Fashion is the fusion of artistic tastes, its eloquence may be simply elegant or classic. Whether one feels identified to fashion or not, being indifferent to its massive attack is inevitable.

Having had the opportunity to study in one of the most prestigious fashion institutes in the country I have been able to imbibe in me the intricate nuances and skills of the fashion world. But I believe in maintaining an explorative attitude as life is a learning process hence I am keen on exploring other dimensions in this field. The various Industry visits which were a part of my curriculum during my graduation and the internship at one of the leading export houses of India aided me to interface between design and technicalities of production and understand the different arenas of the fashion industry. I also had the opportunity to promote the arts and crafts of India by undertaking projects in the cluster developments of the country. I

have a flair for designing and the ability to maximize the resources in hand and the confidence and desire to make a name for myself in the field of Fashion Media and communication.

The Fashion Design degree from the National Institute of Fashion Technology has instilled in me high levels of creative awareness. An accentuated penchant for excellence gives me the required patience, which is a prerequisite in the field. I do not get bogged down by deadlines; rather I keenly look forward to meet them. Designing and production are certainly not the end of the design process, with promotion of the fashion products being an equally important part which depends mainly upon the creative use of the diverse media involving communication techniques. My bachelor's education in Design has endowed me with lasting inputs in areas like Design Process, Fashion forecasting, Product development, Graphic Design, Styling, Fashion management and branding which I believe will help me to further strengthen my abilities and develop in me the art and acumen to carve a niche for my self in the field of Fashion Media and use the appropriate tools to market fashion as the product of artistic creativity. I desire to become a student at your highly acclaimed institute to polish my skills which I inculcated during my graduation through perseverance and dedication and focus on the core concept of fashion as an inherent part of our society with the objective of making people aware of the importance of fashion as a way of life.

I see HE Diploma (Fashion Media and Communication) offered at the London College of Fashion as a means for enabling me the high expertise and skills required in this field. But most importantly, I see it as a means of evolving <https://assignbuster.com/fashion-media-communication/>

my own personality and outlook about the fashion world and directing my energy and knowledge towards the efficient and meaningful culmination of my career objectives. Through this course I would want to focus and develop in me the ability to be part of Fashion Media, and use the appropriate tools to project and market fashion as the right mix of artistic creativity and business.

I believe in expression and I have chosen fashion as my medium of self expression and would like to use fashion media and communication as a platform to realize my dreams. I strive to be the best, trained by none other than the best. As Archimedes once said “ Give me a firm place to stand, and I will move the earth”.