FASHTECH

Newsletter

FIERCE *FASHION*

Learn from the very best lecturers and stay up to date with the latest trends

SUNWAY COLLEGE
&
STYLO | Fashion Design Technology Hub

Fashion Model
Nigel Wong

Diploma Fashion Design Technology
Year 1 Sem 1

BEYOND *GLAMOUR*

Explore the artistry of Fashion and learn more about the courses we offer

Partnering with Browzwear
The Industry's Leading 3D Fashion Design Software

OFFERING WORLD'S LEADING 3D FASHION SOFTWARE

Malaysia's 1st Fashion Design Institution to teach 3D Digital Fashion

ISSUE NO. 2 | **2023 2nd Edition** | **FREE COPY**

Lewré
BESPOKE

DATO LEWRE LEW VISITS

ROYAL SHOE GURU & FOUNDER
OF LEWRÉ BESPOKE

"We are looking forward to collaborating with the diploma students as it would be a great learning experience for them."

–Dato Lewre Lew

Dato Lewre Lew is the founder and creative director of Lewré, a luxury shoe brand that has gained international recognition for its high-quality craftsmanship and unique designs.

Lewre first started his career in the footwear industry as a shoemaker's apprentice, and later went on to work for various international brands before launching his own label in 1997.

Lewré shoes are sold in high-end boutiques and department stores across Asia, Europe, and the United States, and have been worn by numerous celebrities

Lewré Bespoke strives to be the face of personalised and exclusive footwear. The label has actively participated in global trade fairs and London fashion week with the aim to bring attention to the excellence the homegrown Malaysian brand has to offer to the world.

In addition to his work in the fashion industry, Lewre is also a respected philanthropist and has been involved in various charitable causes throughout his career, including supporting the education of underprivileged children and promoting environmental conservation efforts.

DFT1123
Year 1 Sem 1

Fashion Drawing

Diploma in Fashion Design Technology
JPT/BPP(K)(N/0212/4/0003/PA15777)08/27

Daniel Chong
Fashion Illustrator Lecturer

Fashion drawing is an essential skill for fashion students pursuing a career in the fashion industry which is why Daniel Chong, their lecturer, teaches these students how to visually communicate design ideas through sketches and illustrations is crucial in bringing a designer's vision to life.

Fashion drawing allows students to explore and experiment with different design concepts, and to develop their own unique aesthetic and style. By learning to draw and sketch fashion designs, students can also improve their understanding of colour theory, fabric textures, and garment construction.

The objective of the "Fashion Drawing" course is to develop students' drawing skills and techniques specific to the field of fashion design. This course aims to provide students with a solid foundation in fashion illustration, enabling them to effectively communicate their design ideas visually and expressively.

Course Objectives:

Understanding Proportions and Body Forms: Students will learn the fundamental principles of proportion and body forms in fashion drawing. They will develop an understanding of the human figure's proportions and learn techniques for accurately representing body shapes and poses specific to fashion design.

Drawing Techniques and Materials: Students will explore a variety of drawing techniques and materials used in fashion illustration. They will develop proficiency in using different types of pencils, pens, markers, and other mediums to create line drawings, shading, textures, and rendering effects in their fashion illustrations.

Fashion Figure Drawing: Students will learn how to draw fashion figures, considering their unique proportions and characteristics. They will understand how to depict different body types, poses, and movements in a fashion context. Students will develop skills in sketching quick croquis (fashion figures) as well as more detailed and refined illustrations.

Clothing and Garment Illustration: Students will learn techniques for drawing clothing and garments realistically and expressively. They will explore methods for representing different types of fabric draping, folds, and textures, as well as capturing garment details such as seams, buttons, and embellishments. Students will understand how to convey the movement and structure of garments through their illustrations.

Fashion Illustration Styles: Students will explore different fashion illustration styles, from traditional to contemporary and digital. They will gain exposure to various artists, illustrators, and fashion designers known for their unique illustration styles. Students will have the opportunity to

DFT1133
Year 1 Sem 1

Computer Aided Design

Diploma in Fashion Design Technology
JPT/BPP(K)(N/0212/4/0003/PA15777)08/27

Daniel Chong
Computer Aided Design Lecturer

"Embrace the power of fashion as we merge creativity and technology, shaping the future of fashion with precision and imagination."

Daniel Chong is also the lecturer for computer-aided design (CAD) and teaches the students on how to refer to the use of computer software and technology to create, modify, analyze and visualize designs and technical fashion drawings.

This module significantly enhances the efficiency and accuracy of the design process, enabling designers to iterate quickly, explore multiple design options and reduce errors.

It has also played a vital role in bridging the gap between design and manufacturing, facilitating seamless communication and improving the overall quality of the final product.

Computer Aided Design (CAD) allows students to create precise and detailed designs using intuitive graphical interfaces.

The Adobe software Sunway provides realistic visualisation capabilities, allowing designers to see their designs from different angles and perspectives.

It often includes rendering tools that can simulate materials, lighting conditions and textures which provides a more lifelike representation of the final outcome or structure.

Course Objectives:

Design Precision and Accuracy: Students will learn how to use measurement tools, snap functions, and alignment features to ensure precise placement and alignment of design elements. Students will also explore techniques for maintaining consistency and proportionality in their designs.

Parametric Design and Editing: Students will explore parametric design principles, to create designs that can be easily modified and adapted. They will learn how to use parametric tools such as constraints, relationships, and formulas to control and modify design elements. This enables students to make efficient design iterations and variations.

Design Creation and Visualization: Students will learn how to use CAD software to create, modify, and visualize designs. They will develop proficiency in creating models, manipulating shapes, adding details, and applying colors and textures to their designs. Students will understand how to use layers, views, and zoom functions to navigate and present their designs effectively.

Design Documentation and Annotation: Students will understand how to generate accurate dimensions, annotations, and labels for their designs. Students will also explore techniques for creating design documentation, including title blocks, drawing templates, and file organization.

DFT1144
Year 1 Sem 1

Introduction to Drafting & Sewing

Diploma in Fashion Design Technology
JPT/BPP(K)(N/0212/4/0003/PA15777)08/27

Roger Mah Chin Chong
Introduction to Drafting & Sewing Lecturer

Drafting and Sewing is the process of creating a pattern or blueprint for a garment with measurements and design specifications taken into account. It's a crucial step in the design process as it serves as a guide for cutting and assembling the fabric pieces that make up the final product. Sewing is the actual construction of the garment, using a needle and thread or a sewing machine to join the fabric pieces together according to the pattern.

Roger Mah, the Head of Programme for Diploma in Fashion Design Technology, is the instructor for this subject as he has many years of experience in the fashion industry.

Roger Mah has been mentoring students for competition made locally and internationally.

These are some of his achievements:
-Malaysia International Fashion Award,Winner, 2009
-Malaysia International Fashion Award, Winner, 2009
-iStyle KLIA, Winner, 2009
-Malaysia International Fashion Award, Winner, 2010
-Jalouse London Fashion Week, showcase, 2010

Course Objectives:

Understanding Pattern Drafting: Students will learn the principles of pattern drafting, including basic pattern blocks and measurements. They will gain an understanding of how to take body measurements accurately and translate them into pattern pieces using drafting tools and techniques.

Introduction to Sewing Equipment and Techniques: Students will become familiar with essential sewing tools and equipment, such as sewing machines, needles, threads, and measuring tools. They will learn basic sewing techniques, including stitching, seam finishes, hemming, and garment assembly.

Construction of Basic Garments: Students will practice drafting and sewing basic garments, such as skirts, tops, and simple dresses. They will learn how to read and follow sewing patterns, make pattern adjustments, cut fabric accurately, and sew garments using proper techniques and construction methods.

Fabric Selection and Preparation: Students will gain knowledge about different types of fabrics, their characteristics, and suitable fabric choices for specific garments. They will learn how to handle and prepare fabric for sewing, including fabric layout, marking, and cutting techniques

Introduction to Sewing Terminology: Students will develop a basic understanding of sewing terminology, industry-standard sewing techniques, and garment construction terminology. This will enhance their ability to communicate and understand sewing instructions and patterns effectively.

DFT1163
Year 1 Sem 1

Textiles for Fashion

Diploma in Fashion Design Technology
JPT/BPP(K)(N/0212/4/0003/PA15777)08/27

Roger Mah Chin Chong
Textiles for Fashion Lecturer

█████████

"Through the threads of creativity, we weave dreams into reality, transforming textiles into the tapestry of fashion."

Introduction to Textiles Fashion course is to provide students with a comprehensive understanding of textiles and their role in the fashion industry.

Through theoretical knowledge and practical exploration, this course aims to equip students with the necessary skills to make informed decisions regarding textile selection, utilization, and application in fashion design.

Course Objectives:

Textile Properties and Characteristics: Students will gain knowledge about the properties and characteristics of different types of textiles, including natural fibers, synthetic fibers, and blends. They will learn about factors such as fiber content, yarn construction, fabric structure, weight, texture, drape, and durability.

Fabric Identification and Evaluation: Students will develop the ability to identify and evaluate various types of fabrics by their visual appearance, texture, and performance. They will learn how to differentiate between woven, knit, and non-woven fabrics and understand their unique qualities and applications.

Fabric Performance and Functionality: Students will explore the performance and functionality of textiles in relation to specific garment applications. They will understand how different fabrics behave in terms of stretch, breathability, moisture absorption, heat retention, and other factors that influence garment comfort and performance.

Textile Selection for Design: Students will learn how to select appropriate textiles based on the desired aesthetics, functionality, and design requirements of a garment. They will understand how fabric choice can impact garment silhouette, drape, texture, and overall visual appeal. Students will also consider factors such as seasonality, target market, and sustainability when making textile selections.

Fabric Manipulation Techniques: Students will explore various fabric manipulation techniques, such as pleating, gathering, smocking, and fabric printing. They will understand how these techniques can be used to add texture, dimension, and visual interest to garments, enhancing their design appeal.

Sustainable Textile Practices: They will explore sustainable textile options, such as organic fibers, recycled materials, and responsible manufacturing practices, and consider their environmental and social impact.

DFT1154
Year 1 Sem 1

Fashion Draping

Diploma in Fashion Design Technology
JPT/BPP(K)(N/0212/4/0003/PA15777)08/27

Alexandrea Yeo Mei Quin
Fashion Draping Lecturer

"We sculpt garments that transcend the ordinary, turning fabric into wearable art that dances with grace and fluidity."

The course Fashion Draping is taught by Alexandrea Yeo Mei Quin. This technique is used by fashion designers to create three-dimensional garments using fabric draped over a mannequin or model. This process allows the students to experiment with different shapes, silhouettes and fabric drapes, and to visualise how these elements will look on a human body.

The Fashion Draping course is designed to provide students with a comprehensive understanding of the art of fabric manipulation and its significance in fashion design. Draping is a fundamental technique used by designers to transform flat fabric into three-dimensional garments, allowing for creativity, innovation and the exploration of unique silhouettes.
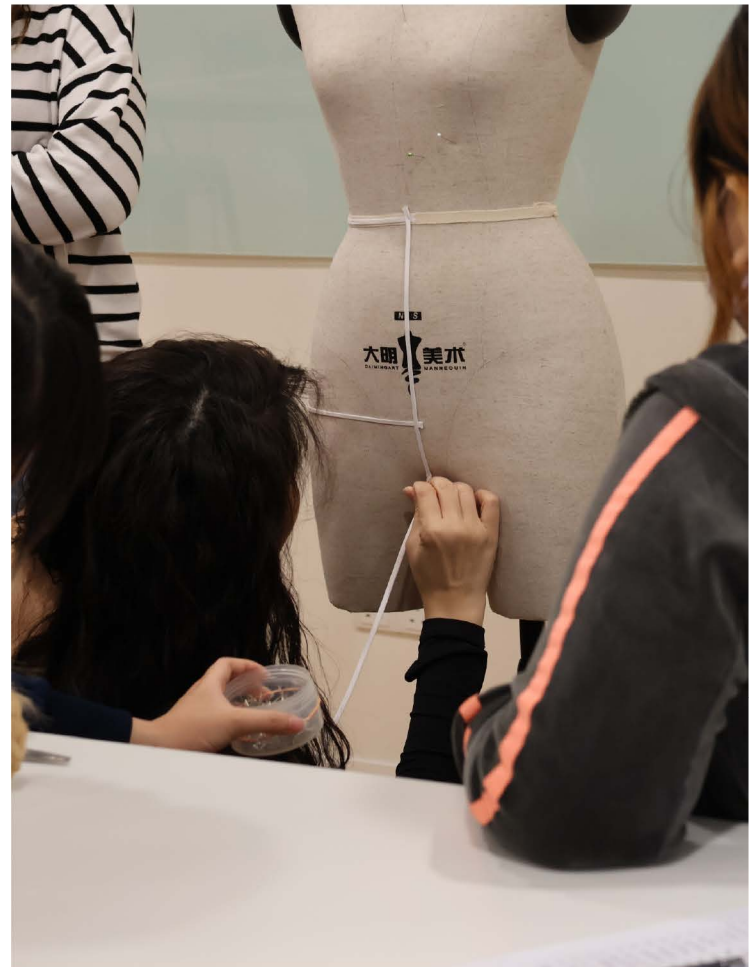
Course Objectives:

Understanding Draping Fundamentals: Students will learn the foundational principles of draping, including the role of fabric grain, bias, and tension in creating various garment shapes and silhouettes. They will develop an understanding of how draping differs from flat pattern making and its advantages in creating innovative designs.

Fabric Manipulation Techniques: Students will explore a variety of fabric manipulation techniques, such as pleating, tucking, gathering, folding, and ruching. They will learn how to strategically manipulate fabric to create texture, volume, and intricate design details that enhance the overall aesthetics of the garment.

Draping on the Dress Form: Students will acquire skills in working with dress forms, understanding their proportions and measurements. They will learn how to drape fabric directly on the dress form, allowing for experimentation and exploration of different design possibilities. Students will also learn how to adjust and refine the draped fabric to achieve the desired fit and shape.

Translating Draped Designs to Patterns: The course will cover the process of translating draped designs into flat patterns. Students will learn how to analyze, measure, and transfer the draped fabric onto paper or digital pattern-making software. This step ensures that the draped design can be replicated and produced in multiple sizes.

DFT1113
Year 1 Sem 1

Fashion Communication

Diploma in Fashion Design Technology
JPT/BPP(K)(N/0212/4/0003/PA15777)08/27

Sharifah Mazwari Syed Mohd Bakar
Fashion Communication Lecturer

Fashion communication is a specialised field within the fashion industry that focuses on the strategic dissemination of fashion-related information, ideas, and messages to target audiences. It involves the use of various communication channels and techniques to convey the essences of fashion brands, collections, trends and concepts to consumers and industry professionals.

"Words become the runway of fashion, where communication weaves the threads of style, inspiring and captivating the world."

The role of Fashion Communication is to bridge the gap between fashion brands and their target markets, creating a cohesive narrative that engages and influences audiences. It encompasses a wide range of activities, including marketing, branding, public relations, advertising, visual merchandising, digital media, social media management, fashion journalism and event production.

Course Objectives:

Branding and Identity: Fashion communication plays a crucial role in developing and maintaining a fashion brand's identity and image. It involves crafting a distinct brand personality, positioning and visual identity through strategic messaging, logo design, brand storytelling and creative campaigns.

Marketing and Promotion: Fashion communication is responsible for developing and executing marketing strategies to promote fashion brands, products and collections.

Visual Communication: Visual communication is a key element of fashion communication, encompassing photography, styling, art direction, graphic design and visual merchandising. It involves creating visually compelling imagery layouts and displays.

Digital Media and Social Media: With the rise of digital platforms and social media, fashion communication has expanded its reach and impact. Students are to manage social media accounts, create engaging content and leverage digital platforms to build brand awareness, engage audiences and drive sales.

Guests from Thailand visit Sunway College & STYLO Fashion Design Technology Hub

On this day, our guests were visitors that came all the way from Thailand to take a look at Sunway College & STYLO Fashion Design Technology Hub. Mr Augustine, the director of the programme, gave the visitors a tour on the campus as they were immediately immersed in the room filled with creativity and glamour. Mr Augustine proceeded to showcase the displays which had stunning garments whereby each

He also showed the digital studio and the pattern making room whereby these facilities will help the students to learn the basics of fashion making and give them a glimpse into the design process of what the students are learning. As they walked around the hub, guests were visibly awestruck and inspired to learn about this diploma course and what new creations this fashion design studio will produce next.

Fashion Workshop for SMJK School Melaka

Sunway College Fashion Design Technology Hub was thrilled to host another workshop for the SMJK School students who came all the way from Melaka. This was a golden opportunity for these students to take a glimpse of what fashion is like.

The students were first introduced to VStitcher, a powerful software tool used in the Fashion Industry for virtual 3D garment prototyping and visualisation. It is a product of Browzwear, a leading provider of innovative digital designs for the fashion apparel industry.

Our head of the programme, Roger Mah, showed these students how to create realistic 3D Garment Designs by showing the students the techniques when creating garment patterns, seam lines, shaping garments and adjusting measurements.

After the showcase of VStitcher, the students were separated into different groups and given their own mannequin. Recycled t-shirts and garments were also given to them to enable participants to understand how to create patterns from basic materials. They learnt about measurements, drafting techniques and how to construct garments.

With this, the students had the freedom to unleash their creativity to curate their outfits, create looks and understand the visual impact of styling choices.

Participants learnt about wardrobe essentials, colour coordination and accessorising to convey a desired fashion message. These workshops are catered to individuals who are new to the fashion industry with different levels of experience and interests.

Throughout the fashion workshop, participants typically engage in hands-on activities, group discussions, and receive guidance from Roger and the other instructors to receive feedback and to showcase their work.

By the end of the workshop, everyone felt rewarded as they had the chance to explore what fashion is like and ignite their creative potential.

Diploma in Fashion Design Technology

VStitcher

Malaysia's 1st Fashion Design Institution to teach 3D Digital Fashion

PARTNERING WITH **BROWZWEAR**
THE **INDUSTRY'S LEADING 3D FASHION DESIGN SOFTWARE**

OFFERING WORLD'S LEADING 3D FASHION SOFTWARE

Virtual Prototyping

With Vstitcher, users can create virtual prototypes of garments, which can be viewed from different angles, zoomed in, and manipulated in real-time. This allows for a detailed assessment of design elements, proportions and construction details before moving into the physical production phase.

Fit Evaluation

VStitcher facilitates the evaluation and adjustment of garment fit in a virtual environment. Users can customize and modify garment measurements, simulate different body types, and analyze how the garments fit on various virtual models, helping to optimize fit and reduce the need for physical fittings.

Visualization & Rendering

The software provides high-quality visualisation and rendering capabilities, enabling users to generate realistic images and presentations of the virtual garments. This helps in creating impactful visual materials for design reviews, marketing and sales purposes.

BROWZWEAR

Design Develop Discover

"Sunway College's Fashion Design Technology Diploma course is the first ever in Malaysia to have the official license."

VStitcher is part of a broader suite of software solutions offered by Browzwear, including Lotta for 3D fashion design, Stylezone for 3D virtual merchandising and more.

These tools work together to provide a comprehensive digital workflow for the fashion industry, enhancing creativity, efficiency and sustainability.

Vstitcher often integrates with computer-aided manufacturing software and hardware, enabling a seamless transition from design to the production stage.

Models can be used to generate tool paths for machining or to drive additive manufacturing processes like 3D printing.

This integration streamlines the manufacturing process and ensures accuracy in translating the design into a physical product.
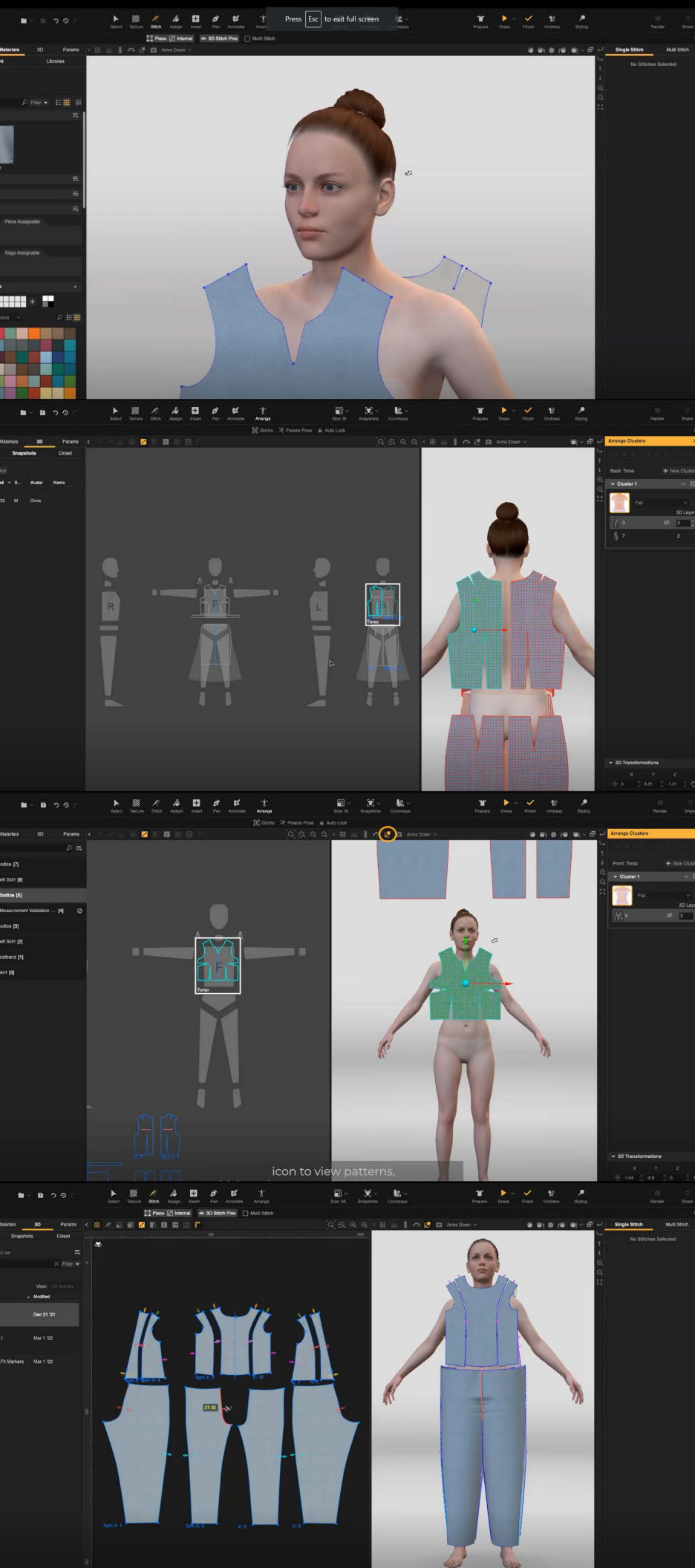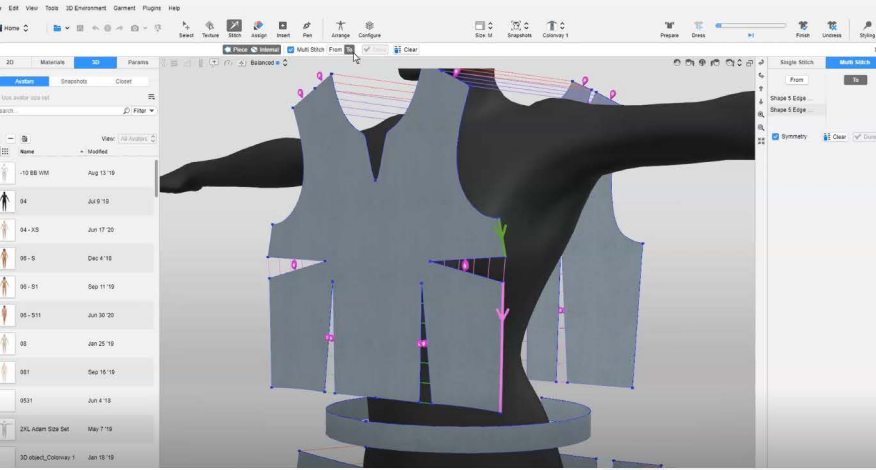
Seam Simulation

VStitcher simulates the appearance of various types of stitches, such as straight stitches, zigzag stitches, and decorative stitches, to replicate the actual sewing techniques used in garment construction. This provides a more authentic representation of how the fabric pieces are joined together.

Realistic 3D Creation

Users can simulate the behaviour of virtual garments in a dynamic 3D environment. The software takes into account fabric properties, garment construction, and body movement, allowing users to see how the garment drapes, flows, and reacts to different poses and actions. Realistic simulation enhances the accuracy of garment visualization and helps identify design or fit issues.
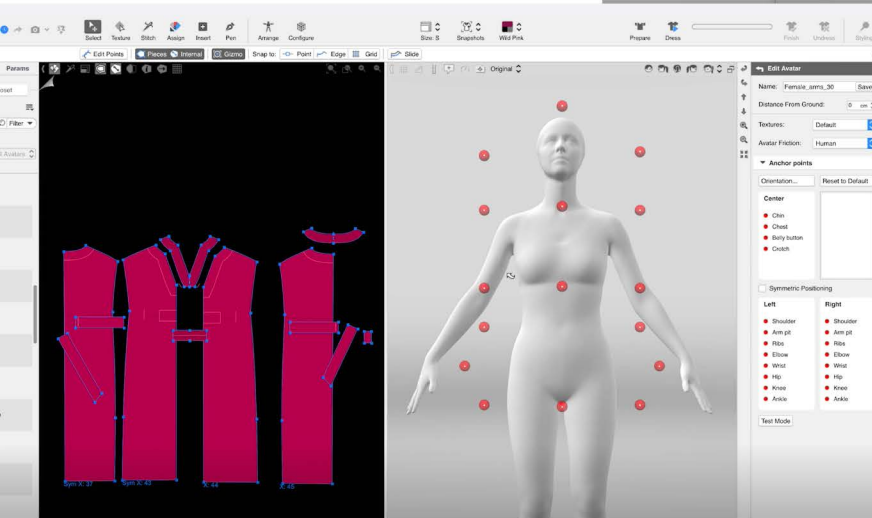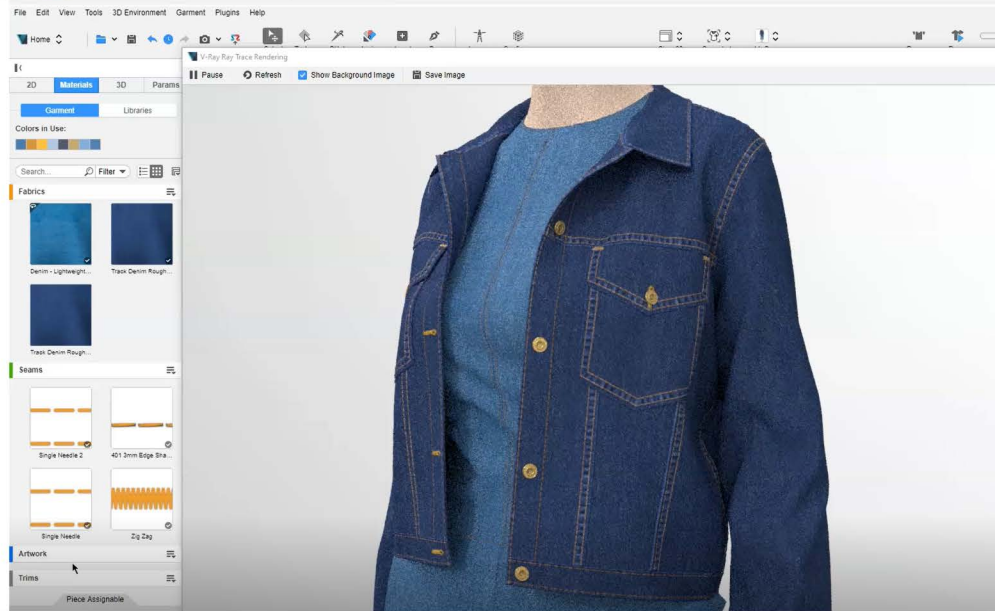
Customizable Avatars

VStitcher avatars are designed to be posable and have articulated joints, mimicking natural human movement.
This allows users to pose the avatars in various positions and postures, enabling dynamic visualization of how the garments will look and behave during different activities or poses.

Visualize Patterns

VStitcher enables users to apply and customize materials and textures on virtual garments.
They can select from a vast library of fabric options, adjust color, pattern, transparency, and sheen to accurately represent the intended fabric choices for the garments. This creates a lifelike visualization of the final product.