

## PROGRAMME STRUCTURE

Important: PgD award can be completed in 1.5 years with 4 compulsory and 3 elective subjects (excluding Capstone Projects).

### Compulsory Subjects (3 credits per subject, unless specified)

Craftsmanship & Culture

Historical Research Methodologies

Historical Patternmaking

Essential Tailoring Techniques & Stitches

Fashion Presentation & Communications

Capstone Project I

## POLIMODA

Artisan Studio & Production  
(Polimoda, Italy)

Capstone Project II  
(Polimoda, Italy)

Capstone Exhibition at Villa Favard, Polimoda  
(6 credits)



Polimoda Anthos 2023

### Elective Subjects (3 credits per subject)

Apprenticeship

Couture Embellishment

Contemporary Passementerie Design

Hand Embroidery

Leatherwork Essentials

## GENERAL ENTRANCE REQUIREMENTS

For admission to master's degree, the basic requirement is a bachelor's degree from an institution that is recognised by PolyU.

## ENGLISH LANGUAGE REQUIREMENT

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by institutions where the medium of instruction is not English, you are expected to provide one of the following proficiency test results (taken within 2 years) to fulfil the minimum English language requirement for admission purpose:

↳ A score of 80 or above in the Test of English as a Foreign Language (TOEFL) Internet-based test;

OR

↳ An Overall Band score of 6.0 or above in the International English Language Testing System (IELTS) Academic module.

Remarks: TOEFL iBT Home Edition, the IELTS Online and IELTS indicator test results will not be considered for meeting the English language requirements for taught programmes.

## ADDITIONAL ENTRANCE REQUIREMENTS

↳ Bachelor's degree (or above) holders in Fashion Design, Textiles Design, Costume Design or related discipline. (No working experience requirement, but preferences will be given to applicants with fashion industry experience and background.)

↳ Mature students, career changers, and entrepreneurs will also be considered based on the strength of their skills and portfolio.

## INTERVIEW ARRANGEMENT

Shortlisted candidates will be invited to the admission interview.



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## ADDITIONAL DOCUMENTS REQUIRED

↳ Personal statement

↳ Transcript / Certificate

↳ Copy of English examination results such as IELTS or TOEFL (for applicants who graduated from universities where the medium of instruction is not English)

↳ Postal address in Chinese (for applicants from the Mainland China)

↳ Selective design work<sup>#</sup> via online portfolio. Please indicate the URL of your personal website in the online application. The URL should enable reviewers to access and view your portfolio online without the need to download. (Please upload a word document with the above URL via "Others" under the "Additional Document" at eAdmission System.)

↳ The maximum file size for ALL supporting documents (including academic parchment / transcript / English test proof, etc.) is 5MB.

<sup>#</sup> Samples of work in PDF format in your online portfolio should include design development, design presentation sheets, pages from sketchbooks and visuals of garments / products / textiles. Should a candidate be selected for interview, further guidelines on preparing the portfolio to be shown at the interview will be provided.

## APPLICATION METHOD

Applications can be submitted online at [www.polyu.edu.hk/study](http://www.polyu.edu.hk/study).

## SFT TAUGHT POSTGRADUATE PROGRAMME ENTRY SCHOLARSHIP SCHEME

↳ This is for entry of MA / PgD in Bespoke and New Couture, available for applicants with outstanding academic with graduation GPA at 3.8 or above in their bachelor's degree or graduated with 1st class honours award; and non-academic performance such as interview performance and portfolio.

↳ Merit-based scholarship of HK\$50,000 for each recipient.

*A student can concurrently hold more than one scholarship administered by the University in an academic year if the total value of scholarships received by him/her does not exceed his/her annual tuition fee payable plus HK\$50,000 unless otherwise stipulated. SFT reserves the right to change or withdraw the scholarship at any time. In case of any dispute/disagreement, SFT's decision is final.*



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# MA/PgD in Bespoke and New Couture

THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

School of  
Fashion & Textiles  
MA/PgD<sup>#</sup> Bespoke  
& New Couture

## ASYNCHRONOUS HYBRID PROGRAMME

In collaboration with Polimoda, Italy

# 2024/25 ADMISSION

Programme Code	Mode of Study	Fund Type	Fee	Intake Number
14108	Mixed mode	Self-financed	HK\$6,500 /credit	50
Normal Duration		Credit Required for Graduation	Programme Leader	
1 year (MA Full-time)		33 (MA)	Ms Mung Lar Lam (MPhil)	
2 years (MA Part-time)		21 (PgD)		
1.5 years (PgD Part-time)				



The first online asynchronous programme in PolyU, with onsite components through international collaborations with prestigious fashion school, Polimoda, Italy, master artisans and top global organisations in fashion.

- ↳ Asynchronous distance learning with self-paced flexibility.
- ↳ Immersive digital technology assisted learning.
- ↳ Integrated online accessibility features.
- ↳ Unparalleled opportunities for practical training and first-hand experiences in the manufacturing landscape to innovate and problem-solve for the future of fashion.
- ↳ The convergence of heritage techniques and intentional approaches with contemporary concepts.
- ↳ Mature students, career changers, and entrepreneurs around the world are welcome.

“In a fashion landscape saturated with fleeting trends, the MA in Bespoke & New Couture takes a deliberate step, not just as a programme, but as a movement towards sustainable, intentional design.”

**Yvonne de Bruyn**  
Style Director, Fashion Consultancies  
Peclers Paris

“The programme offers a groundbreaking immersive learning opportunity, access to global expertise and the ideal environment for growing ideas into viable future-ready creative capital. This programme will create an opportunity to pioneer both classic and emerging terrains and transform fashion’s landscape into new frontiers.”

**Sara Kozlowski**  
Vice President of Program Strategies, Education & Sustainable Initiatives of the Council of Fashion Designers of America

#### PROGRAMME CHARACTERISTICS

The MA / PgD in Bespoke and New Couture is uniquely designed for students who possess a deep appreciation for bespoke and slow fashion, customisation, historical influences, meticulous hand techniques, and exquisite craftsmanship as a basis for creativity and innovation. It provides a holistic approach to fashion design from concept and design ideation to visual communication, and artisanal techniques such as leatherwork, passementerie weaving, surface embellishment, tailoring and more.

The programme provides a comprehensive approach to fashion design, prioritising creativity and exceptional workmanship. It offers a distinct advantage through its dynamic mix of students from various corners of the world, providing a unique opportunity for the rediscovery and recontextualisation of global artisanal skills as a basis for conscious design and innovation. By sharing their respective cultural traditions, expertise, and interests, students and faculty can collectively contribute to the preservation and evolution of these heritage techniques into the future.

The onsite component includes a collaboration with Polimoda, Italy’s best school for couture fashion, and is recognised by Forbes as one of the leading institutions shaping the future of fashion. Situated in Florence, the most important luxury production hub, Polimoda boasts partnerships with esteemed brands such as Ferragamo, Gucci, LVMH, Bally, Richemont, Vogue, Lineapelle, Tods, the United Nations, and more. This partnership grants exclusive access to artisan studios and small-batch production factories, providing unparalleled learning opportunities for the students.

The MA / PgD in Bespoke and New Couture stands out among the majority of fashion design and artisan programmes worldwide. Unlike most programmes that prioritise either creativity and concepts or artisanal skills, this programme uniquely combines both elements. This distinctive combination of heritage skills and innovative contemporary design thinking offers a unique opportunity that sets us apart.



Passementerie Weaving

Photo: Jessica Light

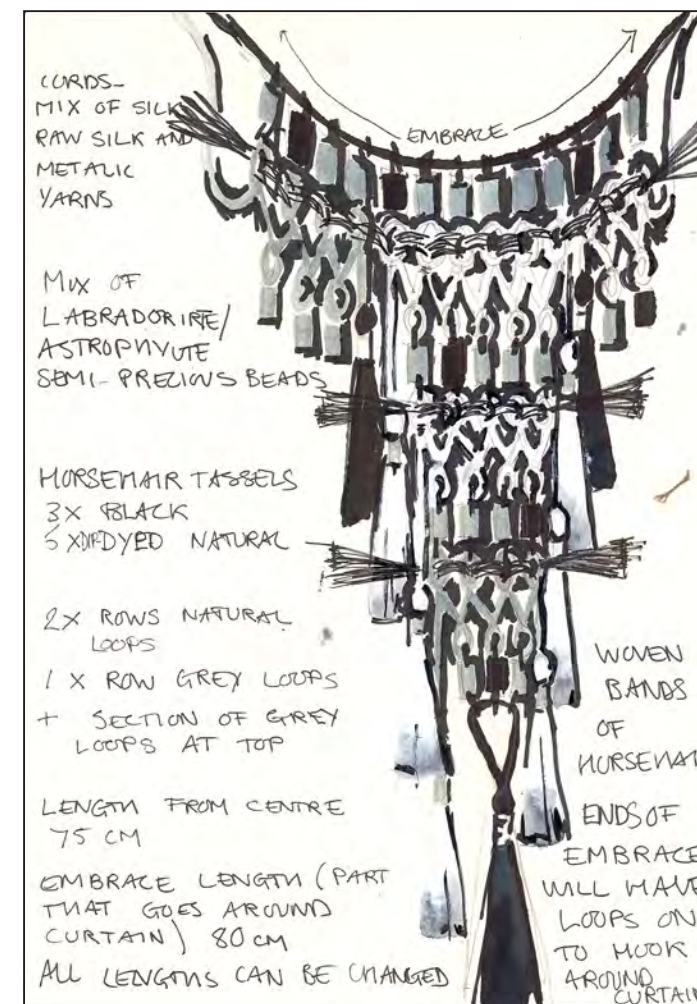
#### PROGRAMME AIMS

- ↳ To cultivate visionary and innovative design leaders in new heritage and bespoke fashion, emphasising quality and artisanship.
- ↳ To merge contemporary concepts with historical techniques to foster innovation and relevance in slow fashion practices while imparting an entrepreneurial mindset.

#### CAREER PROSPECTS

This programme equips graduates with the skills and knowledge necessary to excel in roles such as:

- ↳ Costume Designer
- ↳ Couture Designer
- ↳ Fashion Designer
- ↳ Leather Designer
- ↳ Leather Production Manager
- ↳ Pattern Maker / Draper
- ↳ Production Manager
- ↳ Studio Artist / Manager (embellishments, textiles development, etc.)
- ↳ Technical Designer
- ↳ Textile Designer



Passementerie Design Sketch

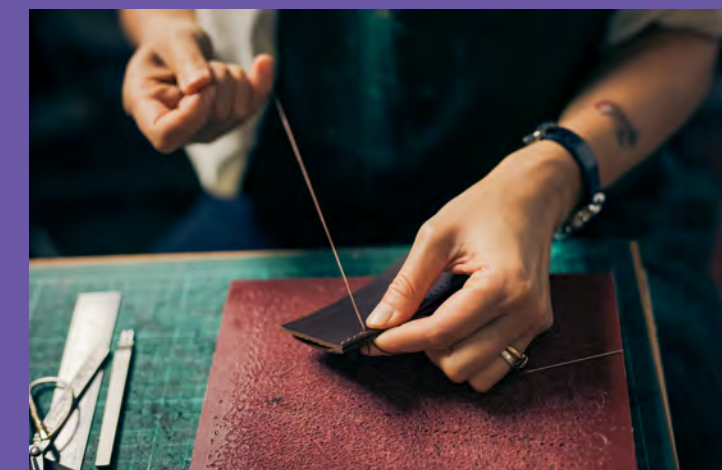
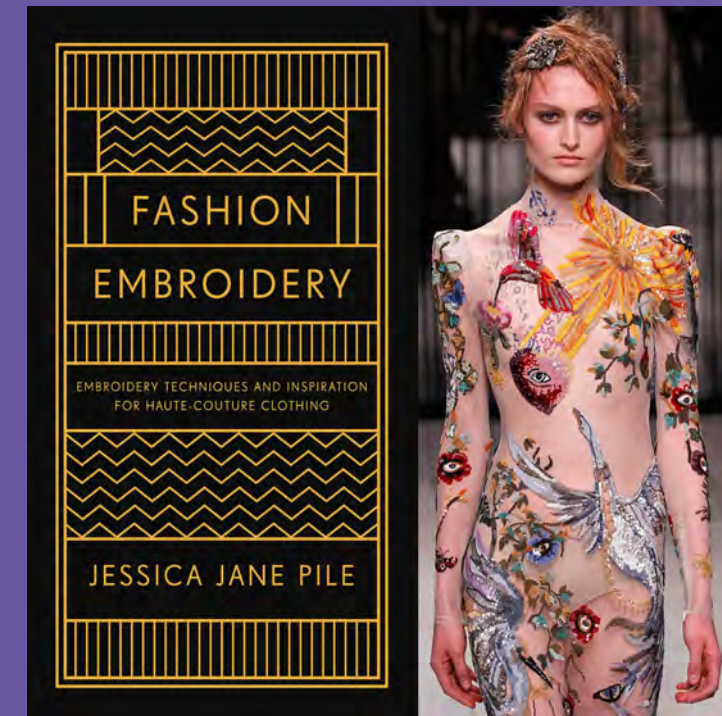
Jessica Light

Established in 2022, the School of Fashion and Textiles (SFT) is the new Institute of Textiles and Clothing of The Hong Kong Polytechnic University.

SFT is an international school offering academic programmes in fashion design, fashion business and fashion technology to inspire more leaders, designers and entrepreneurs to shape the future of fabrics garments and the industry.

Building on a rich legacy of teaching and launching the careers of more than 30,000 professionals with an education in textiles, SFT aspires to educate and engage a new generation of students toward fulfilling, successful careers in the fashion and textiles industries.

SFT has pioneered interdisciplinary research schemes in partnership with industry bodies and institutions within Hong Kong, the Greater Bay Area of Mainland China, and beyond.



Leatherworking, Candice Lau

Photo: Paul Read

“I think the programme is unique as it is offering such a 360 view on the world of new couture and design, there are so many subjects that interlink into fashion and this gives you the opportunity to learn about such a wide variety of them.”

**Jessica Pile**  
Embroidery Artist; Former Managing & Production Director of Hand & Lock, London;  
Author of *Fashion Embroidery: Embroidery Techniques And Inspiration For Haute-Couture Clothing*

#### SFT General Office

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Applicants are advised to visit Study@PolyU website  
[www.polyu.edu.hk/study](http://www.polyu.edu.hk/study) for the most current information.

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Programme Page

