

Performance Apparel Markets

Business and market analysis
of worldwide trends in high
performance activewear and
corporate apparel

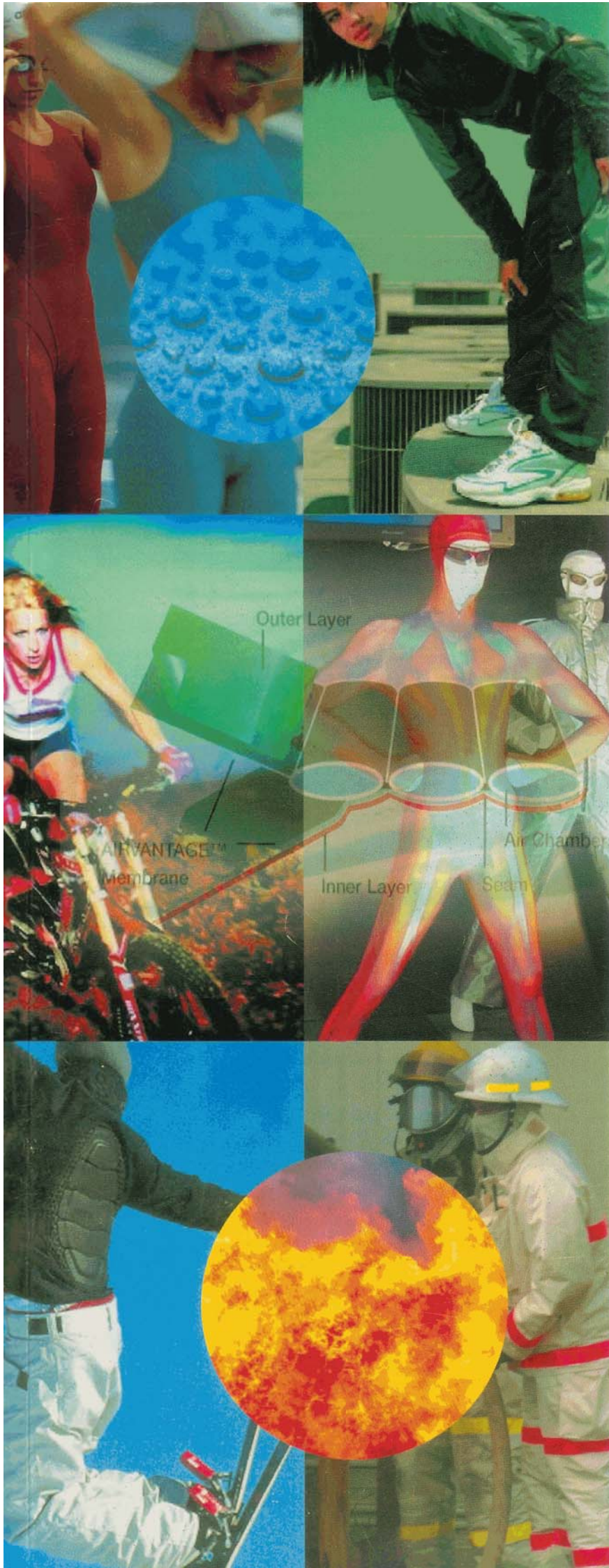
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UNIVERSITY COLLEGE FALMOUTH LAUNCHES AN INNOVATIVE COURSE IN PERFORMANCE SPORTSWEAR DESIGN

University College Falmouth in the UK has launched new degrees in Performance Sportswear Design and Fashion Design

University College Falmouth, in Cornwall, UK, has launched a new Bachelor of Arts (BA) degree in Performance Sportswear Design. It has also announced the introduction of a course in Fashion Design. Both courses will be led by designers Jane and Patrick Gottelier, who are the founders of the successful designer label Artwork.

The Performance Sportswear Design course aims to put students at the heart of future initiatives in sport

The undergraduate course in Performance Sportswear Design is one of the first of its kind. The course aims to put students at the heart of future initiatives in sport by addressing the issues faced by sportsmen and sportswomen competing in different disciplines and in different environments.

The Fashion Design course will focus on clothes which reflect a modern lifestyle

The course in Fashion Design will focus on the creation of leisurewear, beachwear, streetwear and clothes which reflect a modern, relaxed lifestyle.

Students will be prepared for the industry by acquiring several skills, such as trend spotting—

According to the university, students will be prepared for the industry by acquiring several skills. These include:

- trend spotting;

**—fashion illustration and
pattern cutting and styling**

- fashion illustration; and
- pattern cutting and styling.

**The organisers of the
course have said that its
location in Falmouth will
add to the creative
inspiration for students**

Commenting on the course, Jane Gottelier said: “The wonderful thing about this course is that the location in Falmouth adds so much to the creative inspiration for our students. Together with our links to the commercial world there will be plenty of live projects to help them master their skills ready for their first job on the international fashion stage.”