

The German Master School of Fashion Munich





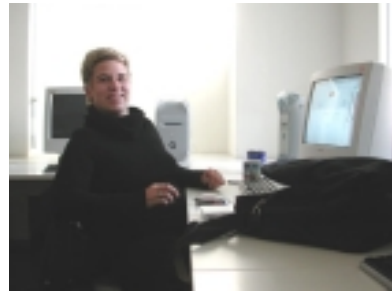
Three schools in Munich, capital of Bavaria:

Fachschule für Modellistik (modelling
school, 2-year studies)

Fachschule für Schnitt und Entwurf
(style and design school, 1-year studies)

Berufsfachschule für Mode- und
Kommunikationsgrafik (fashion and
communication graphics school,
3-year studies)

A total of 250 students and 60 teachers



Motto

For us, fashion is a key phenomenon that affects all parts of society and design. Our goal is a broad-based, practical education with a focus on design without neglecting the technical, arts, graphical and marketing-related aspects.

Our starting point

What can textiles do?

»Form follows function«

Special requirements demand special solutions

What does fashion already offer today?

»Smart fashion«

Traditional functions of clothing are influenced by technological advances

What do we expect from tomorrow's clothing?

»Clothing that protects us from UV radiation offers clear advantages over later skin surgery« (Jette Joop)

Technology must try to be close to fashion

»Fashion creates the interface between clothing, technology, and the human body« (Lola Guldenberg, frogdesign)

We have only a reduced demand for conventional clothing

The results

We designed clothes for various life situations – while taking current fashion trends into account – which we believe will conquer the market due to their added functionality.

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