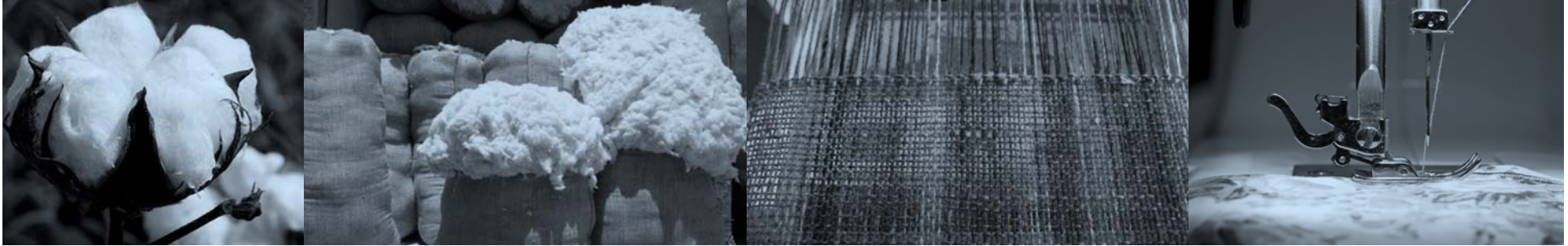


# Fashion Design Education & Promotion in Turkey

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CIIPR in Textile and Clothing  
Industry -24 -25 March 2014,  
Florence, Italy



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da

Fashion Industry in Turkey

Fashion Design Education

IUE Department of Fashion and  
Textile Design  
Future strategies

# Case of Turkey

production country

losing the competitive  
advantage

shift of labour intensive  
manufacturing

industries to Eastern  
countries for lower  
costs created problems in  
technological

investments, branding and  
the added value of design  
are





- The trend toward globalization has influenced the Turkish clothing industry, which showed a great growth in the 1970s. Throughout the 1970s and early 1980s companies worked on improving productivity and reducing costs.

Turkey has become one of the leading apparel exporters to European countries

- After 1980s, with the increasing demand of consumers, product lifecycles became shorter, the variety increased, with the reduced quantities, but the quality criteria increased.
- Today, organizations must constantly be searching for new ways to meet their customers' needs.
- The changing status of clothing industry in Turkey led to an increasing interest to textile and fashion design education.



# Examples of Textile and Fashion Design Departments in Turkey

University	Department	Faculty	Student acceptance	Foundation date	Language	student number		
Beykent University	Textile and Fashion Design	Fine Arts	Portfolio exam	1998	TR	75	Foundation	Istanbul
Halic University	Textile and Fashion Design	Architecture	Portfolio exam	2006	TR	44	Foundation	Istanbul
Istanbul Arel University	Fashion Design						Foundation	Istanbul
Istanbul Aydın University	Fashion Design						Foundation	Istanbul
Istanbul Commerce University	Fashion Design						Foundation	Istanbul
Istanbul Technical University	Fashion Design						State / tuition fee	Istanbul
	Textile Design						State / tuition fee	Istanbul
Işık University	Fashion Design						Foundation	Istanbul
Marmara University	Textile Design						State	Istanbul
Mimar Sinan Fine Arts University	Textile Design						State	Istanbul
Ökan University	Fashion Design						Foundation	Istanbul
Yeditepe University	Fashion Design						Foundation	Istanbul
Atılım University	Fashion Design	Architecture					Foundation	Ankara
Gazi University	Fashion Design	Arts and Design	central / portfolio exam	2010-11	TR	22	State	Ankara
	Textile Design					22	State	Ankara
Dokuz Eylül University	Textile and Fashion Design	Fine Arts	Portfolio exam	1977	TR	20	State	Izmir
Izmir University of Economics	Fashion and Textile Design	Fine Arts and Design	Portfolio exam	2001	ENG	20	Foundation	Izmir

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# Strengths of Textile and Fashion Design Education in Turkey

- The existence of a well-developed textile industry in Turkey (Internship, projects, etc.)
- A qualified, well-educated labour force and technical expertise derived from the historical aspects of textile and clothing
- A balanced combination of artistic, cultural, occupational and technical aspects
- Four-year bachelor degree program instead of three-year programs, as in some European countries
- Increasing number of private/foundation universities in the development of fashion education
- Some specific fields in the industry (eg Denizli- home textiles, Izmir - wedding gowns)
- Abundance in basic raw materials (as a creative factor such as organic cotton)
- Attempts to benefit from the Bologna Process in the creation of differentiation and standardization in Turkish education
- International exchange opportunities (Erasmus, dual degree etc.)



# Izmir University of Economics. Fashion and Textile<sup>6</sup> Design Department



# Promotional Activities

- Design Competitions
- Presentations in High Schools
- Organizations with external partners (Fashion Show in Agora Shopping mall)
- Contribution to Istanbul Fashion Week 2014
- ...
- ...





# Future Trends

- Accreditation
- Customization in education
- Contemporary trends in sustainable fashion design, slow fashion, intelligent textiles
- Innovation, creativity
- Interdisciplinary learning
- Global visibility (web presence, ...)
- Blended learning (face-to-face, digital, on-site, ...)
- Student mobility

