



Personalised English language training for the Fashion & Retail Industry

Develop your English skills with a target-driven immersion programme in London



A programme developed for the fashion industry: conception, design, retail, quality control and fashion trends

A media-specific course of Quatorial +10 Tutorials per week.

A tailored of 17.5 Quatorial classes (maximum 4 students in a group) + 10 Tutorials (one-to-one tuition focused on the fashion industry) per week, plus workshops aimed at developing students' critical thinking skills.

Students on this programme will:

- Gain fluency and confidence in oral production and presentations
- Learn techniques and vocabulary to help convey ideas and sell products more effectively
- Acquire the skills needed to present opinions and participate confidently in meetings and negotiations
- Learn techniques for communicating professionally during international fairs and professional visits
- Become familiar with the British fashion industry and Arts
- Have the opportunity to visit a London Fashion college or a local design studio

Key advantages of this OISE London programme

- OISE as a leading UK language group has more than 40 years of experience in the sector
- Personalised coaching programme tailor-made to the student's level
- Whether in a Quatorial or a Tutorial, each session corresponds to clearly defined objectives
- 32.5 hours per week of the Quatorial Programme including 10 hours per week of fashion-specific tutorials
- Accommodation available in a superior homestay, hotel or residence
- A flexible calendar: course programmes starting every Monday throughout the year



For any further information, please contact us:

OISE London, 10 Berners Mews, London W1T 3AP

Tel: +44 (0) 20 7631 0511 Fax: +44 (0)20 7323 1416 london@oise.com www.oise.com

English for Fashion & Retail sample course content

The importance of fashion: History of fashion & cultural differences

National stereotypes: how people dress in different countries and why
Written descriptions: consolidation of fashion vocabulary through written practice
Describing fashion
Presenting a national or traditional costume from one's country and explaining its origin and significance

Fashion in the workplace: Dress codes & professional image

The issue of dress code in the workplace
Making appointments and arrangements
Formal/informal emails; summarising in emails
Taking part in meetings
Expressing one's opinion

Fashion and Advertising: Developing Marketing Strategy

Taking part in meetings (continuation): agreeing and disagreeing, interrupting, compromising
Creating a marketing plan and budget
Pitching projects

Fashion in process : Taking an idea from sketch to finished article

Fashion and seasonal cycles
Giving a talk or presentation: describing the clothing production processes

Buying and selling: Negotiating a deal (e.g between a producer and a retail outlet)

Negotiations: language used in negotiations; practical tips and negotiating strategies
Persuasive language

HR & Recruitment : Jobs in Fashion

Job descriptions
Scanning and identifying key points from CVs
Short-listing candidates
Recruitment in the fashion industry
Producing a job description and an employee profile for HR
Job interviews: typical questions and strategies

For any further information, please contact us:

OISE London, 10 Berners Mews, London W1T 3AP

Tel: +44 (0) 20 7631 0511 Fax: +44 (0)20 7323 1416 london@oise.com www.oise.com