

FASHION .  
ART DESIGN INSTITUTE,  
DONGHUA UNIVERSITY

DEVELOPING CHINESE FASHION INDUSTRY TALENTS



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PROFILE

The Fashion. Art Design Institute, Donghua University was founded in 1984 in Shanghai's business center. Renowned as China's top one university in fashion design and technology, it offers 9 programs including apparel design and engineering, apparel art design, environmental art design, product design, art and technology, visual communication art design, digital media art, performance and animation. Offering a combination of industrial, academic and research courses, the Institute prides itself on having close ties with well-known companies all around the world.

LOCATION

Shanghai, China

HIGHLIGHT

The Fashion. Art Design Institute, Donghua University and Lectra have been partners since 1997. The school chose Lectra solutions to ensure that students receive training to prepare them for life in the fashion industry. After several years teaching Lectra's design, pattern-making and marker-making solutions - Kaledo, Modaris, and Diamino - the Institute is about to take one step further with the launch of a new Lectra 3D course for pattern-making students.

LECTRA SOLUTIONS

Kaledo Modaris Diamino  
3D

“China has long been a large textile and clothing manufacturer, but it is now moving towards becoming a key textile and clothing influencer. The country already possesses excellent processing capabilities; now we need to take our design and brand operations to the next level,” explains Professor Liu Chunhong, Dean of the Fashion Art Design Institute, Donghua University and Vice Chancellor of Donghua University. “China needs talent that is plugged into the international industry and the fashion market. Most urgently, we need talented designers, pattern makers, visual merchandisers and fashion planners,” she continues.

## A PROFESSIONAL DESIGN CURRICULUM

“We first chose Lectra because they are the leader in innovative solutions for fashion and apparel. We want the best training for our students who will be entering the Chinese apparel industry. Lectra is a good choice. It opens our students’ minds and encourages them to imagine the future,” explains Fangfang, Deputy Professor, Department of Apparel Engineering, Fashion Art Design Institute, Donghua University.

The school uses Lectra’s design solution in its Apparel Style Design CAD and Apparel CAD Application Technology courses, which explore knit fabric and print fabric design as well as the history of fabrics. “We have been able to build a comprehensive curriculum which greatly facilitates our teaching,” adds Fangfang. “Lectra’s color management system, for instance, meets the production requirements of apparel companies. This standardization makes it much easier to work with companies, and the style library is practical for teaching.” Students also enjoy Lectra’s easy-to-use solution. “They can work on different fabrics to make various design effects,” she adds.

## A NEW 3D PATTERN-MAKING COURSE

The school has decided to offer its pattern-making students a new 3D course at the beginning of May 2014. “3D prototyping saves a lot of time and costs. I plan to use it in many courses related to flat pattern making, such as apparel CAD, apparel stereo structure design and garment design,” explains Fangfang.

She believes Lectra’s 3D solution represents great added-value to help future pattern-makers work more intuitively while checking patterns and understand the transformation from flat pattern making to a 3D garment. “Lectra’s strengths lie in its systematic and comprehensive nature. It integrates key areas such as design, layout, color management, and 3D design. It is also a great source of motivation for students because they know professionals are looking for these skills: most of them are willing to learn new technology and this training will enhance their competitiveness on the professional market,” she continues.



### Lectra in Fashion

With 40 years’ experience in fashion and apparel, Lectra’s mission is to provide a complete spectrum of design, development, and production solutions to confront 21<sup>st</sup>-century challenges. From first creative spark to final product, our professional services address an end-to-end process. We support the day-to-day operations of our customers in over 100 countries for around-the-clock process optimization. From fast fashion to luxury to ready-to-wear, Lectra’s 23,000 customers in markets as diverse as casual, sports, outdoor, denim, and lingerie represent every development and sourcing model imaginable. Beyond suppliers and manufacturers, they are the brands you love and the stores where you shop.

## STUDENT CORNER



With three other graduates of Apparel CAD Application Technology, Duan Wei produced her own mini-collection called Roseberry using Lectra’s design solution. “Lectra technology has helped me fully understand the whole garment development process, from design to production. With the benefits of these solutions and my skills, I am confident it will not take a long time for me to find a good position,” she says.

## TRAINING TALENTS FOR THE CHINESE INDUSTRY

The Institute’s goal is to train young professionals in the fashion industry and art design with an international perspective, innovative spirit, well-grounded academic theories and market expertise. “Donghua University was China’s first specialized higher education institute for fashion. The school places real emphasis on developing the internationalization of fashion education,” says Professor Liu Chunhong.

The school believes Lectra can help students improve their chances of future employment. “Using Lectra’s solutions really helps students develop a well-rounded understanding of clothing production, as well as the relationship between production and the market. They help students to solve practical problems quickly, open their minds and get a good grasp of the creative process, all of which is of great help to their future career development,” says Professor Li Jun, Vice Dean Responsible for Laboratory Management and International Communication. “We have always worked hard to develop talent in the Chinese fashion industry, and Lectra’s position as a global leader in technology for fashion is in line with our desire to foster industry talent,” he concludes.