



# FIRST MEDIA PROFESSIONAL LEARNING CENTRE

## Accessories Design (Handbag)

Certificate of Attendance conferred by  
**FIRST MEDIA PROFESSIONAL LEARNING CENTRE**  
In collaboration with First Media Design Integrated Marketing Communication Group

### Objectives of the Workshop

Handbag design is one of the fast growing areas in fashion. This course introduces students to the creative and practical aspects of putting together a range of bags, with coordinating purses or wallets, for a particular customer.

### Profile of First Media (FM)

First Media is Singapore's leading player in the marketing communications business. FM comprises 10 creative studios with specialised disciplines, experience and qualifications, offering a seamless chain of integrated marketing communication services.

Over the decades, FM studios have been successful in providing creative services to a broad spectrum of industries covering small and medium enterprises (SMEs), multinational corporations, Temasek-linked Companies (TLCs), government ministries and statutory boards.

FM has established a strong presence in regional markets. It has physical studio presence across 5 Asian markets staffed with qualified and experienced design practitioners.

### Course Leader

Farah Jones is a Singapore born fashion designer who has been working in the international fashion industry for over 12 years. She has a first class Honors BA Degree in fashion design from the Royal Melbourne Institute of Technology (RMIT). Farah's list of professional accomplishments range from designing a wide array of women's and children's wear for many new boutiques and large design companies around the world, to managing, buying, marketing and merchandising for retail giants like Esprit, Laura Ashley, Prada, Jean Paul Gaultier and Dolce & Gabbana.

Farah was previously employed by Raffles Design Institute (Shanghai), where she taught Fashion Design and Fashion Production courses to up and coming young designers in the industry. She combines her love for fashion and teaching by taking a hands-on approach to her classes, teaching new and innovative concepts to those who want to be part of the enticing fashion world. She is dedicated to teaching her students how to be true fashion professionals.

### What Will You Learn During the 2 Months?

Lesson 1 - Introduction to Handbags/History of Handbags

Lesson 2 - Mood/Color/Fabric Research

Lesson 3 - Market Research and Customer Profile

Lesson 4 - Sketching and Idea Development

Lesson 5 - Illustrations and Rendering

Lesson 6 & 7 - Handbag Production

Lesson 8 - Presentation of finished project

### Fees Applicable

Programme course fee - \$500

Registration and certification fee - \$50

All cheques to be made payable to 'First Media Design School Pte Ltd'

\* Fees shown are exclusive of GST.

### Course Materials

Students needs to bring:

Metric Ruler	Paper Scissors
Metric Tape Measure	Pins
Tracing Wheel	Unpicker
Tracing Paper	Bobbin
Tailor Chalk	Bobbin Case
Fabric Scissors	Sewing Machine Needles (DB1)

### Duration

This is a 3 hours once per week programme for a duration of 8 weeks.

Interested parties, please call 6 337 8663 or email [sc@firstmedia.edu.sg](mailto:sc@firstmedia.edu.sg) for more information.

## Nurturing Tomorrow's DesignPreneur