

A man and a woman are featured in a red-tinted fashion advertisement. The man, in the foreground, has curly hair, a nose ring, and is wearing a dark shirt with a chain necklace. The woman, behind him, wears sunglasses, a black blazer, a chain necklace, and has a tattoo on her arm. The background is a soft, out-of-focus red.

BACHELOR PROGRAM

Fashion Merchandising

Indonesia's biggest producer of
Fashion Professionals in retails.



**LaSalle College
Jakarta**

Sekolah Tinggi Desain LaSalle

LaSalle College Jakarta's Fashion Merchandising Program is highly reputable in cultivating future fashion professionals. Let it be a buyer at a leading fashion retail company or a fashionpreneur. This program facilitates your passion to pursue a professional career in fashion sector.

Our courses are designed to provide practical learning experience and industry's best practices, exploring the intersection of fashion and business. With a solid fashion business theory combined with practice-based courses, we encourage creative thinking as well as strategic planning.

Discover unparalleled access to the industry's top minds in Lasalle, as you will be given direct access to the industry through our industry-expert lecturers and high-profile guests speakers.

Curriculum:

BACHELOR DEGREE IN FASHION MERCHANDISING

In this bachelor program, you will learn several key competencies to build a fashion business from scratch or work professionally in established fashion companies.

These competencies are divided into five main pillars, such as business management, research, product development & production chain, marketing & branding, and portfolio development.

This program will get you to develop the practical application of the theories you learn. Project-based courses and group work will be the focus especially during your sophomore year.

The final year will be the year to learn strategic business skills and to develop your creative portfolio. This will allow you to decide which part of the industry suits you best. The final project will also be presented in front of industry experts.

BUSINESS MANAGEMENT TOPICS OF STUDY INCLUDE:

- Sales management
- Business presentation
- Negotiation techniques
- Basic accounting
- Business portfolio
- Fashion Law
- Jobs in the fashion industry
- Fashion stores
- Fashion stock management
- Human resource management
- Finance

PORTFOLIO DEVELOPMENT TOPICS OF STUDY INCLUDE:

- Fashion enterprise project
- Internship

PRODUCT DEVELOPMENT & PRODUCTION CHAIN TOPICS OF STUDY INCLUDE:

- Fashion history
- Textile
- Fashion trends
- Data gathering
- Fashion product development

MARKETING & BRANDING TOPICS OF STUDY INCLUDE:

- Basic fashion marketing
- Social Media
- Advertising
- Fashion brand development

RESEARCH TOPICS OF STUDY INCLUDE:

- Academic research





Collection by: ROOSY (Karin Goklani, Liony Carolin Liong, Patricia Anya Sutikno, Talitha Shafa Irintika)

FACULTY MEMBER

Cempaka Pansatya

Fashion Business Program Director

MA in Fashion Business Management from University of Westminster London United Kingdom. Landed her first job as a part-time shop assistant at 707 stores in Kemang, Jakarta, whilst pursuing her bachelor's degree in fashion. Back in Indonesia, after receiving her MA in Fashion Business, she went straight to work for a leading fashion retailer as assistant buyer and continued working at various fashion retailers for a few years. The end of 2016, she becomes an academic.

CAREER PATH

ENTRY LEVEL:

- Fashion Merchandiser
- Fashion Marketer

MID-LEVEL:

- Fashion Promotion Specialist
- Fashion Coordinator
- Fashion Store Manager
- Fashion Buyer

HIGH LEVEL:

- Fashion Manager
- Visual Display Artist
- Boutique/Brand Owner

Leading fashion retail companies that have our alumni



DIOR



SAPTO DJOJOKARTIKO



ZALORA
INDONESIA



Scholarship available*

International pathway (Bachelor & Master Degree)*

**tnc and specific program applied*

LASALLE COLLEGE JAKARTA

LaSalle College Jakarta is a member of the LCI Education network, whose mission is to connect our people to opportunity through quality education. Present today on 5 continents, the LCI Education network consists of 23 select higher education institutions, and some 2,500 employees offering instruction to over 15,000 students throughout the world each year. From one country to the next, LCI Education favors the harmonization of its programs, which makes for greater flexibility, better control over the quality of its services, and deeper respect towards the various cultures it works with.

SCAN HERE
TO START YOUR FUTURE!



JAKARTA

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