

Design is much more than just fashion, colour and style. Design has become all pervasive from the award-winning minimalism of Sir Jonathan Ive's product designs for Apple Inc, to the over-the-top fantasy creations of Jean Paul Gaultier- design has become the essence of our lives.

Today, design is way beyond just strokes of a pen on paper; it's a reflection of cultures and societies. It is a mirror to our individual personalities

and world economies. It's a multi-billion dollar business that affects every one of us.

ITM Institute of Fashion, Design and Technology is one of the most modern and cutting-edge design schools in Mumbai- a hub for aspiring designers to have a seriously fun and challenging experience in the fields of fashion and interior design. ITM IFDT offers programs in partnership with the renowned international design center- Birmingham Institute of Art and Design (BIAD) of the Birmingham City University, UK.

ITM IFDT's flagship programs are its B.A. in Fashion Design and B.A. in Interior Design, both in collaboration with BIAD. These programs are designed for those who dream to become a part of the fashion design, fashion business, interior architecture and décor industries.

BIRMINGHAM INSTITUTE OF ART AND DESIGN

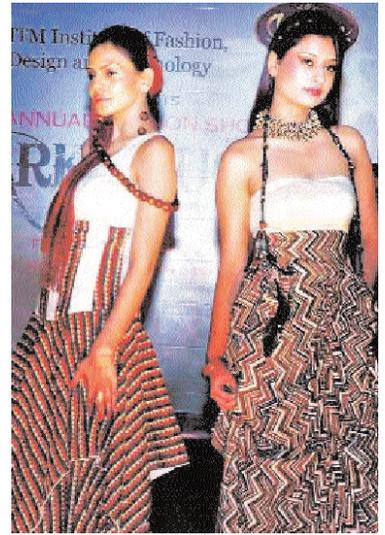
Founded in 1843, Birmingham Institute of Art and Design, UK (BIAD) is one of the most established, largest and most significant center for art, design and architecture education in the world. BIAD is one of the global centers of excellence in the study of the arts, design and creative industries with around 23,000 students spread across eight city campuses.

ITM IFDT is a part of the ITM Group of Institu-

tions, established in 1991. Through 15 campuses across India, ITM Group educates over 6,000 students a year in diverse streams. Through its collaboration with BIAD, ITM IFDT gives students the choice to transfer to BIAD/BCU in the third year and graduate in UK, or complete the three-year program with ITM IFDT in India.

FASHION DESIGN

The ITM IFDT: BIAD fashion program focuses on creating an environment in which students can build on their design sense, individuality and personal innovation, realise their full potential evolve into highly skilled designers who are attuned to the needs and understanding of design and its



BEHIND THE SEAMS

PRESENTING A GLOBALLY RESPECTED FASHION & DESIGN EDUCATION

Global Fashion and Interior Design programs come to Mumbai, from BIAD, UK and ITM IFDT

interaction with the society we live in.

The program is designed to reflect and respond to contemporary practice in the fashion industry. Upon graduation from this program, students will be fully prepared for a variety of careers in the Indian and global fashion industry.

INTERIOR DESIGN

The ITM IFDT : BIAD Interior Design program considers the range of factors that affect spatial development - such as psychology, technology and tactility. Students will be exposed to different design techniques including drawing and model-making, concept modeling, computer simulation and experimentation using the latest digital techniques. A truly cutting-edge curriculum, developed by BIAD and delivered at the highest quality by experienced faculties, the Interior Design program will make students ready to build their careers in this lucrative and high-style industry.

*Admissions to ITM IFDT is currently open.
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