

Neo-Chinese Fashion Styling (short course)

COURSE

SIFEC Neo-Chinese Fashion Styling (short course)

PROJECT INTRODUCTION

This course is designed for learners interested in Chinese culture and fashion. It aims to connect traditional Chinese aesthetics with contemporary fashion practice.

Over two weeks, students will experience a structured journey from understanding to creation. The course begins with an introduction to the history of Chinese dress and key aesthetic symbols. Through hands-on activities such as pattern drawing and Chinese-style accessory making, students develop a practical understanding of Eastern aesthetics. The second stage focuses on application. Students learn personal style analysis and Neo-Chinese styling techniques, supported by research visits to museums and buyer stores. The course concludes with a complete styling project. Under professional guidance, students independently create a Neo-Chinese fashion editorial, covering concept development, makeup and hair, styling, and photoshoot execution.

TARGET AUDIENCE

Chinese & international students interested in Chinese culture and fashion. No prior experience required.

LEARNING OBJECTIVES

- KNOWLEDGE -

- 1 Understand key silhouettes and styles from different periods of Chinese dress history.
- 2 Recognize the meaning of traditional Chinese patterns and their use in modern design.
- 3 Gain insight into the work and design approaches of leading contemporary Chinese designers.



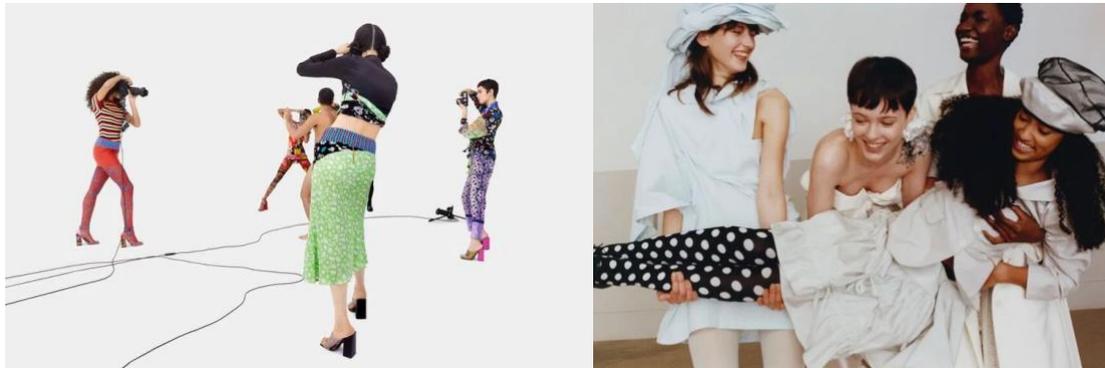
- SKILLS -

- 1 Apply basic personal style analysis and styling techniques.
- 2 Experience traditional accessory-making processes.
- 3 Learn core techniques in modern makeup and hairstyling.
- 4 Plan and execute a complete styling project from mood board to final editorial.



- OUTCOMES -

- 1 Develop a clear personal fashion aesthetic.
- 2 Produce one high-quality fashion editorial.
- 3 Receive a course completion certificate.



COURSE ADVANTAGES

1. **Project-Based Learning:** No professional background required. Students learn through a clear structure of theory, practice, and creation.
2. **Immersive Cultural Experience:** Includes museum-based learning and research visits to local buyer stores and fabric markets.
3. **From Concept to Final Editorial:** The course emphasizes the full creative process, guiding students from inspiration to final photoshoot.
4. **Small-Class Teaching:** Small groups ensure individual guidance and a focused learning environment.



COURSE SCHEDULE

周 Week	天 Day
第一周 根基 - 解码中国风 Week 1 Foundations	第一天 Day 1 开营与东方美学初探： 中国美学主题讲座、崛起的东方时尚力量 Orientation & Initial Exploration of Eastern Aesthetics: Chinese Aesthetics themed lecture, The Rising Force of Eastern Fashion.
	第二天 Day 2 中国服饰简史与符号： 了解中国服饰简史与符号、中国纹样工坊 Brief History & Symbols of Chinese Attire: Understanding Chinese clothing history and symbols, Chinese Pattern Workshop.
	第三天 Day3 中国传统工艺workshop：完成一件独一无二的配饰 Chinese Traditional Craft Workshop: Complete a unique accessory.
	第四天 Day4 个人风格诊断基础：找到你的风格 Personal Style Diagnosis Basics: Find your style.
	第五天 Day 5 调研：纺博物馆参观学习、新中式店铺调研 Research: Visit and study at the Textile Museum, New Chinese Style boutique research.
第二周 创造 - 你的造型大片 Week 2 Creation - Your Styling Editorial	第六天 Day 6 从灵感主题：创造你的情绪板 From Inspiration to Theme: Create your mood board.
	第七天 Day 7 妆容与氛围：学习如何打造干净有质感的底妆以及盘发技巧 Makeup & Ambiance: Learn how to create a flawless, textured base makeup and updo techniques.
	第八天 Day 8 造型深化与准备：最终造型打磨日 Styling Deepening & Preparation: Final styling refinement day.
	第九天 Day 9 造型实战与拍摄 Styling Practice & Photoshoot.
	第十天 Day 10 毕业典礼与成果展示 Graduation Ceremony & Results Showcase.

TUTORS



Lumy

COLORO Color Center Consultant
Japan COLOR TOP Personal Image Consulting Advisor
Certified ACI International Registered Senior Etiquette Trainer
PAT (China Ministry of Human Resources) Certified Senior Etiquette Trainer

A senior lecturer with 20 years of frontline teaching experience. Has collaborated with numerous Fortune 500 companies on employee internal training and served as an image coach for entrepreneurs in renowned domestic high-end clubs, combining solid teaching skills with fashion sense. Training service clients include: IBM (China), Ford Motor (China), Johnson Controls (US), Dun & Bradstreet (China) Huaxia, Bricosec SINE (China), Kodak (China) Co., Ltd., SAIC Volkswagen, General Motors, China Mobile, Agricultural Bank of China, China Construction Bank, Taiping Asset Management, Pacific Insurance, AIA Insurance, Shanghai Shendi Group, Shanghai Huangpu District Youth League Committee, Shanghai Huangpu District Youth Center White-collar Home, etc.



Myung Ri

Industry Veteran Stylist and Visual Merchandising Expert

As a stylist, I began my career in China and have accumulated approximately 16 years of experience in the fashion distribution industry, VMD (Visual Merchandising), and as a styling director. Currently, I work in China as a personal color consultant and also as a Korean personal color stylist. With rich experience in both the Chinese and Korean fashion industries, I have a deep understanding of market trends, consumer behavior, and sales management. I excel in visual merchandising, fashion coordination, image consulting, and staff training. Drawing on my extensive and diverse experience, I am committed to providing professional support to partners to help them achieve exceptional results that exceed client expectations.



Vennis Ma

Founder & Image Director of VENTIQUE Image Styling Training Institute
Partner, MISURINO Lifestyle Group
Partner, MISURINO Bespoke Tailoring
Co-founder, MISURINO Ladies Professional Women's Wear Brand
Image Consultant, BOHAN Financial Communications (for entrepreneurs)

Originally from Hong Kong, with nearly 20 years of experience in corporate image training, brand management, and event coordination. Has served over 200+ large enterprises across China's Mainland, Hong Kong, and Macao in brand image building, university education, and image crafting for well-known celebrities, entrepreneurs, and government officials as an image consultant, and has conducted a series of corporate image/etiquette training and personal image/makeup courses. Past celebrity collaborations: Angelababy, Moses Chan, Fala Chen, Kate Tsui, Stephy Tang, Pace Wu, etc.

Past corporate clients: Shanghai Media Group, Shanghai United Family Hospital, Cushman & Wakefield (Shanghai), DeHeng Law Offices (Shanghai), China Merchants Bank, Bank of China, China Everbright Bank, Hang Seng Bank, Bank of Communications, Hong Kong Kwai Chung Hospital, Roche Diagnostics (Hong Kong), Hong Kong Wharf T&T, Hong Kong Economic Times, AIA, Prudential UK, Ping An Insurance, Changjiang Pension Insurance, AXA, Manulife, FWD Hong Kong, Cartier, Porsche, Mercedes-Benz, University of Hong Kong, Open University of Hong Kong, Hong Kong Shue Yan University, University of Macau, Miss Universe, Chengdu Yanlord Land, Chengdu Renhe Spring, Chengdu Ginkgo College of Hospitality Management, etc.



Yi

Master of Arts in Fashion Media
Senior Image Designer

Graduated from Birmingham Institute of Creative Arts, UK, with an MA in Fashion Media. A Senior Image Designer.

Possesses rich experience in clothing coordination and actively applies this expertise in practice. As a fashion enthusiast, she has served as a clothing stylist for multiple projects, presenting clients with personalized, meticulously planned styling solutions.

With a 7-year professional background, she has taught at Shanghai Jiao Tong University Continuing Education College, Shanghai International Studies University Xianda College of

Economics and Humanities, L'Oréal Paris Training Center (Shanghai), and Istituto Marangoni Shanghai. In the classroom, she is adept at using professional knowledge and practical experience to actively guide students in developing fashion sensitivity and professional skills, stimulating their creativity, showcasing their fashion potential in different fields, and providing support and guidance for their growth and development.



Echo

Fashion Design Teacher
Craft Artisan, Master of Arts in Art Design

Holds a Master's in Art Design from Donghua University and a Master's in Fashion Design from Istituto Europeo di Design. Has 10 years of experience in style design and product development for domestic and international fast fashion brands and knitwear brands. For the past two years, has been teaching fashion design courses at East China Normal University, Shanghai Sanda University, SIFEC Fashion College, and Istituto Marangoni. Teaching focuses on cultivating students' divergent design thinking, combining woven or knitted fabric structures with clothing design styles. Students experience firsthand through hands-on machine operation how changes in stitch types, density, yarn composition, and structure affect fabric surface effects, enhancing their ability to express design works through knit and weave techniques while stimulating creativity and improving aesthetic appreciation.



Fei

Knitwear Design Teacher
BA, Knitwear Design, University of the Arts London
MA, Textile Design, Royal College of Art, UK

Skilled in using knitwear as a medium for material innovation and product R&D. Deeply involved in knit textile design for 8 years with a forward-looking perspective in the design field. Focuses on cultivating students' knitting techniques and technology, design capabilities, and aesthetic appreciation through creative teaching.



Fandy

Garment Technology Tutoring Teacher, Shanghai Textile Industry Workers' University
Specialized Technical Teacher, SIFEC Fashion Training Workshop; Garment Patternmaker (Level 2/Technician)

Over 20 years of deep experience in the garment field. Has worked in Sino-foreign garment companies and studios developing and producing various garments including uniforms, casual wear, down jackets, ski wear, fashion, and formal wear, mastering various techniques and accumulating rich garment technology knowledge and practical experience. Long-term service includes tutoring students applying to prestigious international institutions (e.g., Central Saint Martins, London College of Fashion) on portfolio making and assisting graduates from these institutions with their final project production. Primarily responsible for daily management of the training workshop and garment technology support, involved in 3D garment technology exploration, providing high-quality professional technology tutoring.

COURSE DETAILS

Duration: 10 days

Intakes: Year-round

Learning Mode: On-campus

Language: English, supplemented with Chinese

Location: 652 Changshou Road, Putuo District, Shanghai, China

Tuition Fee: RMB 18,800

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