

SUGINO FASHION COLLEGE

# 杉野服飾大学



# About Sugino Fashion College



Founder  
Yoshiko Sugino 1892–1978

Sugino Fashion College has provided fashion education in Japan for almost a century. Yoshiko Sugino, the founder of Sugino Fashion College, honed her dressmaking skills and sense of style in the United States before returning to Japan in 1926 to establish the Dressmaker Women's School. As a pioneer of fashion education in Japan, she made significant contributions to the development of Japanese fashion culture, including arranging the country's first fashion show organized by a Japanese in 1935. Sugino Women's College was founded in 1964. In 2002, the college became Japan's first coeducational fashion institution, changing its name to Sugino Fashion College and executing several reforms to establish an environment conducive to 21st-century fashion education. In April 2023, a new department, the Department of Culture and Costume Studies, was established, increasing the number of departments from two to three; the other two departments are the Department of Fashion and the Department of Fashion Presentation and Communication. Sugino Fashion College has evolved powerfully as a college where you can study any subfield of the field of fashion, with four areas of focus: business, expression, fashion creation, and cultural heritage and development.

Sugino Fashion College offers a four-year bachelor's degree program through which you can study all aspects of fashion. But that is not all. Here are some other excellent reasons to choose Sugino Fashion College.

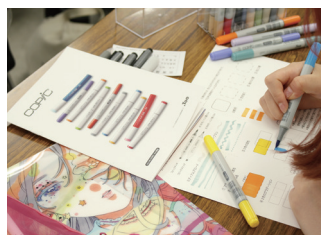
## Small class sizes for more individual education

Careful guidance from our faculty and the presence of friends with similar goals will soothe away your anxieties.



## Comprehensive education for first-year students

The first step is to build your foundation. In a classroom setting, you will learn fundamental crafts, such as clothes making and market research.



## Work-integrated courses bridge industry and academia

Engage in research and development or product development with real-world companies, collaborating on projects from their inception. This real-world experience improves your professional thinking and equips you with practical skills.



# Faculty of Fashion **Department of Fashion**

What factors influence a person's clothing choices? Trends, functionality, silhouettes, materials, and pricing, as well as the setting in which the clothing is to be worn and the store at which it is purchased. Research on these topics can be divided into two streams: technology and business. The Department of Fashion has designed six courses: four on the first of these two disciplines and two on the latter, with the goal of developing well-rounded talent for the fashion industry.



## Mode Creation

With this course, you can aim to become a globally impactful fashion creator. Through an extensive curriculum, you will acquire a range of skills, from planning and design to pattern making, sewing, and presenting. This course is designed to nurture specialists such as designers, pattern makers, and dressmakers, equipping you with essential knowledge for success in the fashion industry.



## Industrial Pattern

In this course, you will learn to design patterns (drafting) based on individual body shapes using CAD and 3D technology. To learn skills appropriate to the ready-to-wear apparel sector, you will study a variety of procedures theoretically, such as CAD pattern making, industrial patterns, body type categorization, size setting, and grading.



## Textile Design

In this course, you will learn about the wide-ranging realm of textile design, including processes such as dyeing, knitting, and weaving. You will learn the fundamentals of textiles that underpin fashion development, from designing garment materials to creating artistic works. The curriculum aims to develop individuals who can freely conceive unique concepts in textile design.



## Fashion Product Design

In this course, fashion design is inextricably linked to art, architecture, and design. With wearable products as the central theme, the curriculum is intended to develop creative thinking and the capacity to produce designs that are practical in the real world. The goal is to cultivate individuals who can come up with new ideas and turn them into feasible designs.



## Fashion Business Management

The Fashion Business Management course curriculum is consistently updated to reflect the rapid developments in the fashion industry. The curriculum is designed to develop professionals capable of succeeding in the fast-paced world of fashion by covering a wide range of academic subjects in a well-balanced manner.



## Fashion Business Distribution Innovation

In this course, you will learn emergent distribution and sales technologies in the fashion and apparel industries that combine online (e-commerce) and offline (physical stores) elements. The curriculum is designed to develop individuals who can take on the fast-changing fashion industry with flexible, creative thinking that extends beyond conventional ideas.

# Department of Fashion Presentation and Communication

The Department of Fashion Presentation and Communication specializes in media and entertainment, aiming to bring the expression of creators' and performers' imagination to life through fashion. This department is committed to nurturing innovative professionals with a passion for their crafts.



## Costume Expression

Costume design is the process of portraying the viewpoint and individuality of characters in stage plays and films in such a way that the players' movement is enhanced. Starting with the fundamentals of costume design, students will learn to use their skills in a variety of sectors, including opera, ballet, traditional Japanese performing arts, and idol costumes, acquiring practical skills in making clothes for show—as opposed to everyday usage.



## Styling

A stylist's goal is to conceive ways to make models and talents look particularly appealing and well suited to the needs of photographers and filmmakers, and to add fashion to the world of photography and video. Students learn to understand trends while also developing professional skills and knowledge for careers in industries such as television, publishing, and advertising.



## Visual Merchandising Display (VMD)

Visual merchandising is the process of generating spatial presentations in stores and at event venues using show windows and racks to reflect a brand's essence, seasonality, and trendiness. VMD focuses on grabbing the customer's attention and graphically conveying the brand's vision and product attractiveness. In this course, you will also develop skills in visual communication.



## Media Expression

Short films distributed via video-sharing sites and social media are gaining popularity in the fashion industry. The goal of this course is to train highly skilled filmmakers who can generate high-quality videos, as well as directors capable of devising distinctive media strategies that involve web platforms, in anticipation of a future in which their skills will be in even greater demand.

# Department of Culture and Costume Studies

Discover history and tradition, comprehend the present, and shape the future.

The Department of Culture and Costume Studies prioritizes sustainability, blending modern practices with the history of Japanese and global fashion to inspire sustainable yet rich fashion creations.



## History

### Learn the history of fashion to uncover new ideas for fashion

Employing pictures and archival materials, we expand our knowledge of the development of European and Japanese fashion. By studying history, we gain insight into the diversity of fashion culture and the foundations upon which contemporary fashion is created.



## Replication and Restoration

### Learn how to reproduce and restore historical and ethnic costumes

We learn about the materials, stitching processes, and clothing construction techniques used to make the clothes exhibited at the Sugino Costume Museum, and then we create half-size reproductions. Handling these historically significant items provides inspiration for future fashion.



## Traditional and Modern Clothing Products

### Learn weaving and dyeing traditions and pass them on to future generations

We explore the characteristics of textile weaving and dyeing procedures, as well as their connection to design. With this course, we hope to develop your ability to provide realistic ideas for how the traditions and history of craftsmanship might be used in future fashion.



## Sustainability

### Designing fashion that is good for both people and the environment

In this course, we focus on developing practical skills for proposing and creating fashion ideas that are environmentally friendly and respectful of diversity, and we discuss sustainability challenges in the context of garment production.

# CONTESTS

Participating in contests not only provides opportunities to evaluate your talent but also helps you improve your skills as a designer. Our college encourages students to participate in the various contests and fashion events that we host.

## JAPAN FASHION DESIGN CONTEST

We host this esteemed competition, which has tremendous authority and a long history. Since 1963, it has ushered many young people into the fashion industry, serving as a stepping stone for ambitious designers.

### Winners of the 2023 Awards



**Daikoku Sanshikai Award**  
Mode Creation Course, Year 3  
Riho Okano



**Sanyo Shokai Award**  
Mode Creation Course, Year 4  
Banlin Wu




**Honorable Mention**  
Mode Creation Course, Year 4  
Ayaka Ono

## WORLD WIDE — International Exchange —

In pursuit of our purpose of developing artists who can flourish across national boundaries, we actively promote global interactions with our partner institutions. We also provide students with countless opportunities to acquire a global perspective through a variety of educational programs, including international study excursions.




 Paris Prêt-à-Porter  
Collection Study Tour



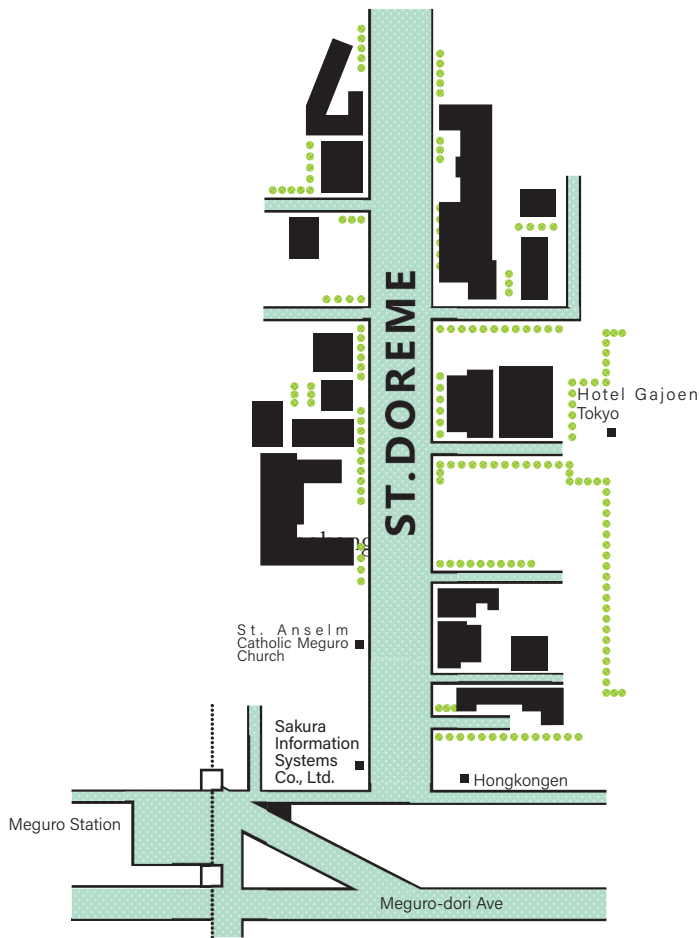
 Antwerp Study Tour



 Zhejiang Sci-Tech  
University Graduation  
Project Presentation

# Facility Introduction

## MEGURO CAMPAS



### Costume Museum

Japan's first costume museum opened in 1957.



### Library

A resource-rich facility with around 80,000 fashion- and culture-related volumes, including works by alumni, all available for use.



### SUGINO HALL

This campus hall can hold up to 600 people and is equipped with state-of-the-art video, audio, and lighting equipment.



## HINO CAMPAS



### VISUAL STUDIO

A fully equipped film production studio, ideal for photography and videography.



### DESIGN WORK STUDIO

A creative hub with a 6-meter-high ceiling, perfect for a variety of artistic pursuits.



その好きを、かなえます。



4-6-19, Kamiosaki  
Shinagawa-Ku, Tokyo  
141-8652

TEL: 03-3491-8152/FAX : 03-3491-8136

E-mail: [kouhou@sugino.ac.jp](mailto:kouhou@sugino.ac.jp)

<http://www.sugino.ac.jp/gakuen/>

ACCESS

JR Yamanote Line, Tokyu Meguro Line, Toei  
Mita Line, Tokyo Metro Namboku Line,  
3-minute walk from Meguro Station



Access the digital brochure via this  
QR code (Japanese version only)