FASHION PORTFOLIO COACH

Helping emerging and working designers to prepare and update well-edited portfolios that artfully represent their unique story and design vision.

David has reviewed and critiqued hundreds of fashion designers' portfolios throughout his design career. Being an instructor at various fashion design institutes, and teaching "Fashion Portfolio" classes, he has guided students and fashion designers to conceptualize, create, improve and update their portfolios.

He believes any fashion designer should have an impressive portfolio to represent one's taste and style, skills and talents, work and experience. To communicate and make connections by telling one's own emotional stories and design sensibilities, and in the direction that is current and relevant. He understands the design and thought process, the necessary and creative portfolio contents that would led to represent the kind of designer one is, and ultimately getting one's dream job in the fashion industry.

A Portfolio is a collection of work that shows:

- Interest, style and taste of the designer.
- Research abilities from historic to current fashion to lifestyle trends.
- Conceptual abilities and insight of research, implementation into the design development and thought process.
- Design style and sensibilities, from silhouettes, color, fabric and prints.
- Knowledge of fashion history and clothing construction.
- Exploration, experimentation on fabrics and forms,
- Design and technical skills: illustration, flat sketches, computer skills.

The objective of the Fashion Portfolio Coaching process:

- Develop a portfolio that is storytelling, creative, focused and professional.
- Facilitate "Soul Searching" process to discover one's interest, inspiration, taste and style preference.
- Guide historic and creative research from primary, secondary, to pop culture, current fashion and lifestyle trends
- Empower and strengthen conceptual abilities
- Assist in development and implementation of design concept and inspiration into compelling collections throughout the design process.
- Facilitate the editing process of the contents and the flow of the portfolio.
- Enhance communication with effective layout and overall portfolio aesthetic and
- presentation.
- Aware of the Dos and Don'ts of what should be presented in a portfolio.
- Refine presentation of customization and digitalization to meet changing demands of the fashion industry or competitive career search.