

# EMPL OYAB ILITY

## REPORT 2022

## MISSION STATEMENT

To serve as a centre of excellence for tertiary fashion education, by fostering an in depth and holistic understanding of the principles that underpin the fashion business process in an environment conducive to the optimal personal development of every student.

## ABOUT FEDISA

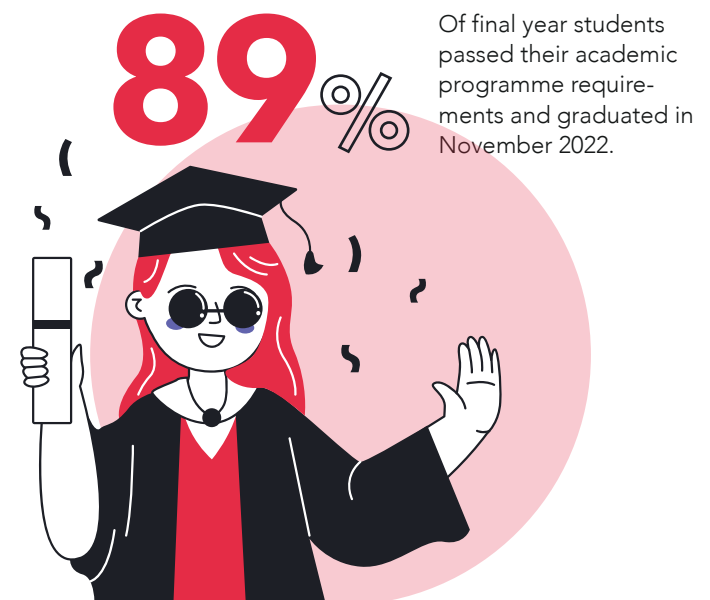
Founded in 2005, FEDISA has two campuses, including Cape Town and Sandton, and is South Africa's leading higher education provider in Fashion Education. Highly regarded for its premium academic offering in the field of fashion, design, and retail, FEDISA has state-of-the-art learning environments including computer labs, versatile fashion studios, photographic studios, technology labs, and a research library. It holds strong affiliations with the fashion industry through several annual collaborations including Cape Union Mart, K-way, Markham, The Foschini Group, and Truworths.

**FEDISA is a proud member of Honoris United Universities since 2022**

## WHAT IS EMPLOYABILITY & AND WHY IS IT IMPORTANT?

Employability at FEDISA is a continuous process of building technical and behavioural skills through real-life market participation and industry collaborations.

A FEDISA student graduates with the necessary skills, knowledge, and competencies required to succeed in both the local and international fashion markets, as well as being able to adapt to changes and trends.



## HOW HAS FEDISA PREPARED ITS STUDENTS FOR A SUCCESSFUL CAREER?

FEDISA provides students with a well-rounded education that combines both theoretical knowledge and practical skills with critical thinking. This includes not only traditional coursework such as fashion design.

**Robust teaching methods where students have rated the institution highly for:**

- Practicality and usefulness of the modules.
- Organization of projects for hands-on learning.
- Development of soft skills.
- Innovation in course content and delivery
- Stimulation and development of student creativity and curiosity.
- Creating a culture of innovation.
- Instructor's willingness to provide individualized attention and feedback.

FEDISA ensures clearly defined pathways for students to transfer from study to the work environment:

- All programmes are aligned to expose students to industry standards that enable them to work locally and internationally.
- One-on-one support is provided to students through academic counseling and career exploration opportunities.
- World renowned industry partners are involved in various sections of student work and assignment of specific tasks and challenges.

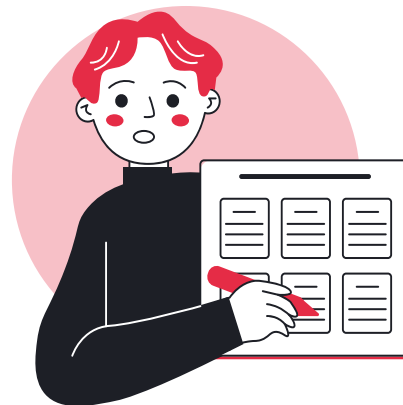
## COSMOPOLITAN

"FEDISA is unlike any other fashion academy in South Africa. The students are groomed to conquer all areas of the fashion industry. FEDISA's coursework and training is on par with international schools such as Central St Martins and Fashion Institute of Technology (FIT)."

**Bev Nates, Fashion Director,  
Cosmopolitan**

# 76%

The employment rate for 2022 graduates 6 months after completing their studies is 76%



# 2.1

MONTHS

The average time taken for students to find a job post graduation is 2.1 Months

FEDISA is a preferred partner for industry to source talent from and FEDISA graduates are highly sought after.

- FEDISA students that score highly in tasks are connected to industry through winning competitions and accessing internship opportunities.
- All students showcase their work at fashion shows, on campus and in-store installations; and participate in key industry events such as South African Fashion Week (SAFW).

### Entrepreneurship focused learning outcomes with business soft and hard skills

FEDISA's Business, Communications and Social Studies modules include entrepreneurship as a staple component of fashion education.

- All students participate in the Work Integrated Learning (WIL) modules and career exploration opportunities at pre-approved companies and established industry partners.
- A practical assessment to develop a branded company from start to finish, including garment design, labelling and pricing is a large part of the curriculum of the BA Fashion Degree.
- Students' work for their sub-brands are assessed by leading industry partner Cape Union Mart's K-WAY team annually. A fashion show, known as a "Fashion Flash", displaying their works is also held. The top sub-brands are displayed in partner stores and the winning team is





Both FEDISA campuses are equipped with sewing labs with machinery provided by The Foschini Group in Cape Town and Cape Union Mart in Sandton.

The machinery provided is world class and exact to the professional tools used in industry.

# 40%

Of 2021 graduates have started/grown their own business after graduating.



## MARKHAM

"Many young FEDISA students have come into The Foschini Group and have grown not only in business and design roles but have gone on to form their own businesses and built opportunities with retailers internationally."

**Jenny Lee, Markham, Head of Business**



"FEDISA helps grow its students and bring an understanding of the entire fashion industry. FEDISA graduates have the opportunity to launch their own brand and businesses or take up roles such as fashion buying, visual merchandising or design with major retailers locally and internationally."

**Brenden Le Riche, Cape Union Mart, Buying Manager.**



## OUR GRADUATES

Where are our Graduates now? The FEDISA Fashion School alumni span a wide variety of careers, here are just a few.



**AIMEE PULLEN**

**Snr Product Manager, Adidas**  
Hamburg, Germany



**JOSHUA MYBURGH**

**Fashion Buyer, Truworths**  
Cape Town, South Africa



**TEMITOPE WILLIAMS**

**Product Strategist, #elearning**  
New York, USA





**DALI NGCEBETSHA**

Head of Sales, David Tlale  
Johanessburg, South Africa



**KAYLA PRETORIUS**

Trend Forecaster, BDA London  
London, UK



**ALIYAH ENOUS**

Fashion Designer @ Woolworths  
Cape Town, South Africa



**MEGHAN EDWARDS**

Aftersales Coordinator, Jimmy Choo  
London, UK



**JADE MANSFIELD**

Fashion Manager, Louis Vuitton  
Cape Town, South Africa



**GARY GODER**

Product Developer, Mauricienne de Textile  
Black River, Mauritius



**THANDO NTULI**

Fashion Designer @ MUNKUS  
Johanessburg, South Africa



**ROSANA CARVALHO**

Project Manager, Authetic AO  
Lisbon, Portugal

## WHERE ARE OUR GRADUATES WORKING?



## WHAT'S NEXT FOR FEDISA IN TERMS OF STUDENT EMPLOYABILITY?

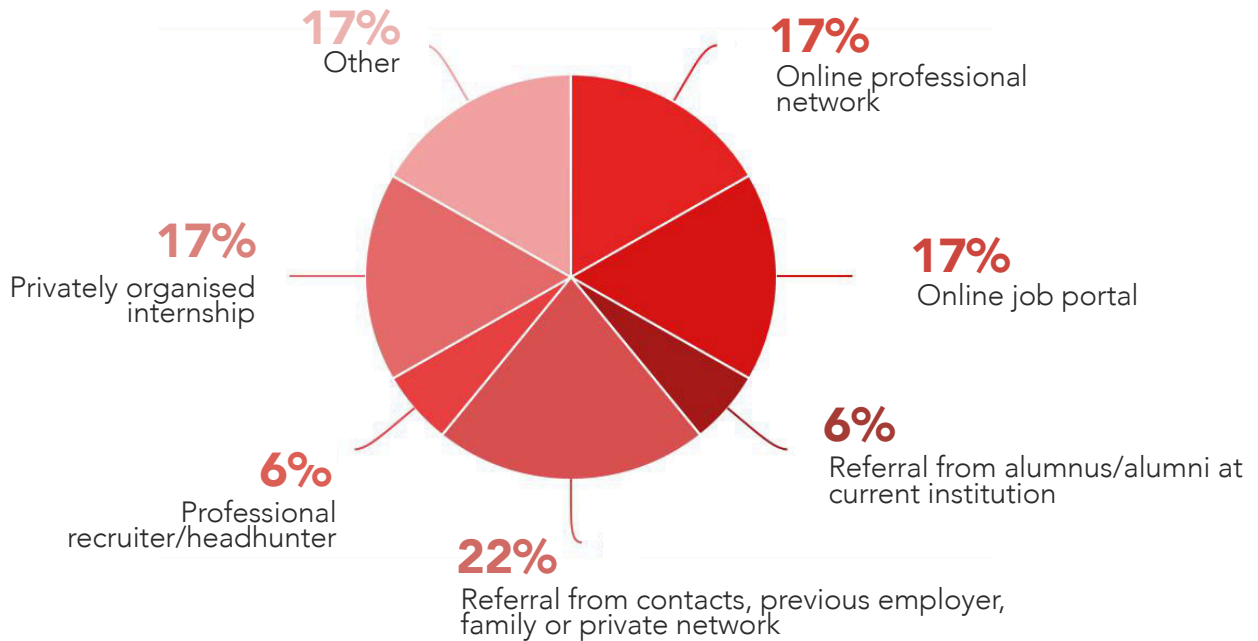
**FEDISA Careers Connect**, an online platform, has been launched to expand the FEDISA career services and to ensure that students have access to career resources whenever and wherever they need. Employers are able to post fashion industry career vacancies, internships, and opportunities for industry collaborations. Career information related to the fashion industry, webinars by fashion industry experts and other career development virtual events will all be available on the platform.



FEDISA has also launched the FEDISA Fashion Education Advocacy initiative #WHATSNEXT? to bring real meaning to the growth opportunities that fashion studies can open to our youth and to illuminate the power of fashion to build a better future.

## WAYS IN WHICH OUR 2021 GRADUATES FOUND THEIR JOBS:

With the implementation of the FEDISA Careers Connect platform the above means of finding suitable job opportunities will be centralised and easily accessible.



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22%

Used the assistance of CV advisement by our staff

22%

Used staff assistance for interview preparation.

## 8 TOP REASONS STUDENTS CHOOSE TO STUDY AT FEDISA

- The overall reputation of the institution.
- Meets the challenges of the job market with competitive edge.
- Better course content and curriculum as opposed to other fashion institutions.
- Potential students noticed that top fashion creatives studied at FEDISA.
- The broad spectrum of job opportunities local and international that students get exposed to at FEDISA.
- They wanted to obtain an internationally recognised fashion qualification.
- FEDISA is seen as the best possible option in South Africa in terms of Fashion qualifications.
- They wanted to have the skills to start/grow their own business.





"One thing Fedisa gave me is work ethic and the ability to see beyond what is in front of me. I have been able to push myself and my brand because of that notion. I learnt that being in the creative industry is just as impactful as any other career direction and going against the norm is more fulfilling when you reach any milestone. I am set apart not because of just talent or love of what I do, but consistency and drive."

Thando Ntuli, 2019 BA Fashion Degree Graduate and creator of 'MUNKUS'

"FEDISA has taught me great skills in regards to design and illustration and I was able to apply those skills in the workplace, which resulted in positive feedback from the manager and clients of Vukani Range Creations. This experience gave me motivation to envision myself becoming a fashion illustrator."

Realeboha Hlaele, 2022 BA Fashion Degree Graduate on her Work Intergrated Learning experience

## CONTACT US



AMBER THEUNISSEN

Contact **Amber Theunissen, HR Officer and Student Employability Lead** to hear about student employability initiatives and to sign up to our FEDISA Careers Connect mentorship programme

# 74%

Of 2021 graduates cited their programme as being great value for money.



GET IN TOUCH  
WITH US

Contact [info@fedisa.co.za](mailto:info@fedisa.co.za) | 021 424 0975 | [www.fedisa.co.za](http://www.fedisa.co.za)

