

CLASS SCHEDULE - IN PERSON & ONLINE - WINTER 2021



Classes for fun. Classes for careers.
We are all things fashion.

SEWING, PATTERNMAKING, APPAREL & DESIGN CLASSES
With so many classes, we have something for everyone.

HIGHLIGHTS

IN PERSON

SEWING CLASSES, p 2-3

- Apparel Construction • Beginning Sewing • Conquer Zippers • Dresses • Embellished Knits • Industrial Machine Sewing • Leatherworking • Lingerie • Machine Knitting • Sergery • Shirts • Splendid Mending • Tailoring

PATTERNMAKING CLASSES, p 4

- Draping • Knock It Off • Pattern Intro • Pattern Manipulation • Pattern Design • Pattern Knits • Optitex Computer Patternmaking • BrowZwear 3D

READ THE COVID RULES ON PFI'S WEBSITE

ONLINE

DESIGN CLASSES, p 5-6

- Adobe Illustrator • Fashion Illustration • Flats & Techs • Graphic Design • Computer Print Design

BUSINESS CLASSES, p 6-9

- Branding • Strategic Marketing • History of Fashion • Inside the Fashion Industry • Textiles • Color Theory • Apparel Entrepreneur Saturday Morning Business Seminar Series

Page 10 SPECIAL EVENT: Digital Illustration
GIFT CERTIFICATE****REGISTRATION FORM

IN-PERSON CLASSES

SEWING CLASSES



Lingerie

Beginning Sewing

Apparel Construction

Conquer Zippers

Leatherworking

BEGINNING SEWING \$319 FOR SERIES; \$109 each level (includes patterns & handouts)

Mon, Jan 11-March 29, 6-9 pm OR Thurs, Jan 14-April 1, 5-8 pm OR Sat, Jan 16-April 3, 10 am-1 pm

Learn basic stitches, techniques and how to use your machine while making an apron (Level 1), robe (Level 2) and pjs (Level 3). Step up your skills with each level. Learn to use commercial patterns, layout and cut fabric. Each level 4 weeks.

APPAREL CONSTRUCTION \$319 FOR SERIES; \$109 each level (includes patterns & handouts)

Wednesdays, January 13-March 31, 10 am-1 pm OR 6-9 pm

Upgrade your skills. Start making clothes. Make an A-line skirt or man's Henley shirt with a zipper (Level 1), beach pants (Level 2) and camp shirt or dress (Level 3). Make garments fit. Unlock the secrets of elastic, interfacing. Sew buttons, buttonholes. Each level 4 weeks.

CONQUER ZIPPERS \$75 (includes handouts and kit of zippers and fabrics)

Saturday, March 27, 2-5 pm

For anyone wanting to make or fix zippers. You'll sew samples of five kinds –centered, lapped, invisible, mock fly and faced fly – and learn which to use where.

INDUSTRIAL MACHINE SEWING \$289 (includes kit)

Tuesdays, January 12-February 16, 6-9 pm

Learn how to control these fast machines then come back and use them for your projects.

LEATHERWORKING \$289 or \$519 for series; includes patterns & kit

Wednesdays, January 13-March 31, 6-9 pm

Widen your sewing skills. *Leather 1: Jan 13-Feb 17.* Learn to select, cut, bevel, edge and stitch real leather. Make a belt & tote. *Leather 2: Feb 24-March 31.* Use your skills to make a bag or backpack.

EMBELLISHED KNITS: SLOW FASHION SEWING \$249. Includes kit.

Saturdays, January 16- February 20, 10 am-1 pm

Learn the principals behind the American made brand Alabama Chanin. Create your own garment using their feminine patterns, stenciling methods and time honored hand sewing and appliqué techniques on organic cotton knits. Make a treasure you'll wear with pride.

SEWING CLASSES, continued

CLASSIC SHIRTS \$249 or \$473 with Dresses (includes patterns)

Tuesdays, January 12-February 16, 10 am-1 pm OR 6-9 pm

Women: Choose from one of four styles. Men: Make a dress shirt. Learn techniques from the garment industry for perfect cuffs, collars, collar bands and pockets. *Prereq: Apparel Construction*


DRESSES \$249 or \$473 with Classic Shirts (includes patterns)

Tuesdays, February 23-March 30, 10 am-1 pm OR 6-9 pm

Choose from one of four vintage styles to make a flattering fitted or flared dress. And, yes, it will fit YOU. Learn about surplice, fisheye darts, bias, binding, lingerie straps, combination facings and linings – everything to make your dress your favorite go-to garment. *Prereq: Apparel Construction*

LINGERIE \$249 each or \$473 for the series. Includes pattern & handouts.

Fridays, January 15-April 2, 10 am-1 pm OR 6-9 pm

Here's an advanced class so you can work with difficult fabrics. *Lingerie 1*, Jan 15-Feb 19 : Make a camisole, tap pants and slip from silks & charmeuse. *Lingerie 2*: Feb 26-April 2: Work with fine knits, stretch lace, plush elastic and findings while you make panties, a bodysuit, and a bra that fits you! *Prereq: Apparel Construction*

SERGERY \$189 (includes patterns, handouts, sample fabrics)

Saturdays, February 27-March 27, 2-5 pm

Find out all your serger can do. Learn parts of a serger, how to thread and manage tensions and fix problems. Make a stitch notebook, tote bag, knit top and flatlock table runner. *Prereq: Sewing Experience*

TAILORING \$449. Includes pattern & handouts.

Wednesdays, January 13-March 31, 6-9 pm

Learn contemporary tailoring techniques to achieve stellar results while you tailor a jacket or coat. prepare the fabric, choose the right interfacing, shape collars and lapels, make notched collars, set in sleeves, and a bagged lining with a jump hem. *Prereq: Apparel Construction*

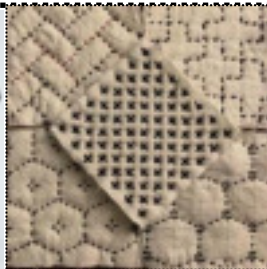
SASHIKO! SPLENDID MENDING \$249

Saturdays, February 27-April 3, 10 am-1 pm

Renew your clothes! Discover methods to repair both knits and wovens in a beautifully visible way. Techniques include Sashiko, creative patching, darning, re-knitting, needle felting and more. Let's make mending fun, not a chore!



Dresses



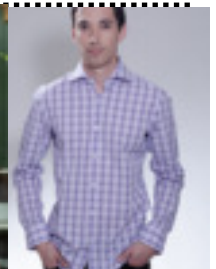
Splendid Mending



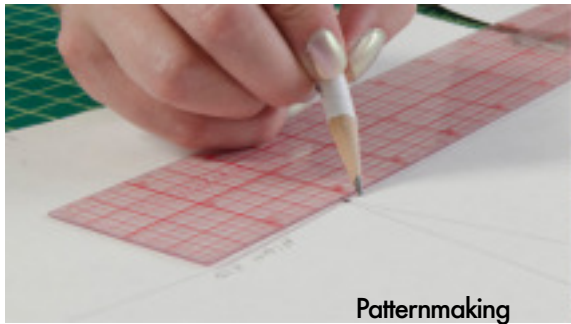
Tailoring



Classic Shirts



PATTERNMAKING CLASSES



Patternmaking



Draping



Computer Pattern

DRAPING \$519 for series, \$289 for each 6-week class (includes pattern paper)

Mondays, January 11-March 29, 10 am-1 pm OR 6-9 pm

Shape fabric 3D on a professional dress form to turn your ideas into garments.

PATTERN INTRO (Pattern 1) \$628/series; \$349/level (includes pattern paper; *Building Patterns* book with series)

Series: Thursdays, January 14-April 1, 10 am-1 pm OR 6-9 pm

Level 1, Jan 14-Feb 18: Learn the basics of patterning. Draft slopers made to your measurements: torsos & sleeves. *Level 2*, Feb 25-April 1: Draft skirts and pants. Unlock the mysteries of fit. Apply your slopers to commercial patterns to make them work for you!

PATTERN MANIPULATION (Pattern 2) \$349 or \$628 with Pattern 3 (includes pattern paper)

Tuesdays, January 12-February 16, 10 am-1 pm OR 6-9 pm

Want to be a fashion designer? Here's where it happens. See how to manipulate your woven fabric slopers into various styles for bodices, sleeves, skirts and pants.

PATTERN DESIGN (Pattern 3) \$349 or \$628 with Pattern 2 (includes pattern paper)

Tuesdays, February 23-March 30, 10 am-1 pm OR 6-9 pm

Bring in a picture or a sketch and make a pattern for that garment – just like the pros do.

PATTERN KNITS (Pattern 4) \$628 (includes pattern paper)

Wednesday, January 13-March 31, 10 am-1 pm OR 6-9 pm

Make patterns for tops, dresses, sweaters, activewear, bras, swimsuits, yoga pants & underwear. For men too!

KNOCK IT OFF \$189 (includes pattern paper)

Saturdays, January 16-February 6, 2-5pm

Bring in your favorite garment; we'll help you make a paper pattern and coach you through making new versions.

ONLINE CLASSES

PATTERNMAKING CLASSES

OPTITEX COMPUTER PATTERNMAKING \$649

Thursdays, January 14 - February 18, 2-5 pm

Go from flat pattern to CAD (computer-aided design) – the industry way. Learn the most popular, easy-to-use computer pattern program.

BROWZWEAR 3D PATTERNMAKING \$649

Thursdays, February 25 - April 1, 2-5 pm

Go 3-D. Learn VStitcher. Design garments from drawing through size ranges, graphics, fabrics, trims, colorways, styling and photorealistic 3D rendering without cutting + sewing. Create patterns digitally from first draft to tech pack.

DESIGN CLASSES

ADOBE ILLUSTRATOR \$449

Wednesdays, January 13-March 31, 6-9 pm

It's the standard for any apparel business. See and draw garments using a computer and your Adobe program. Know Adobe like a boss.

FASHION ILLUSTRATION \$229 each. Mondays, 10 am-3 pm with a 1-hour lunch break

Fashion Illustration 1 - January 4, 11, 25

Fashion Illustration 2 - February 8, 15, 22 (Pre-req: *Illustration 1*)

Fashion Illustration 3 - March 8, 15, 22 (Pre-req: *Illustration 2*)

Become a fashion artist & start thinking like one from day one. Start with a pencil and sketch book and learn to draw the fashion figure. Add color, texture for hair, clothing and create a portfolio-worthy illustration.

FLATS & TECHS \$449

Thursdays, January 14-April 1, 6-9 pm

A must for anyone wanting to enter the apparel profession. Each week, you'll translate an illustration to a flat with a spec package – just as you would do on the job or to get your garments sewn.



Fashion Illustration



Adobe Illustrator



Flats & Techs

DESIGN CLASSES, continued



Graphic Design



Computer Print Design



Machine Knitting

GRAPHIC DESIGN \$249 for this class; \$473 if with Computer Print Design

Tuesdays, January 12-February 16, 6-9 pm

Explore type fonts, artwork creation, image editing, and layout. Learn how to use digital design tools to incorporate these elements into fabric, apparel and brand collateral that stands out!

COMPUTER PRINT DESIGN \$249 for this class; \$473 if with Graphic Design

Tuesdays, February 23-March 30, 6-9 pm

Use analog and digital tools to design patterns, logos ready to print on fabric. Last class takes you to a production house where you can print your design. End class with yardage ready to cut and sew.

MACHINE KNITTING \$449 (includes swatches) NOTE: THIS CLASS IS IN-PERSON

Thursdays, January 14-April 1, 6-9 pm

Use our single bed machines to make garments in a few hours instead of months. Learn to cast-on, bind-off, do simple shaping, cables, ribbing, lace and 2 color patterns in Level 1. In Level 2 go on to complicated shaping and contouring, linking, and make a sweater.

BUSINESS CLASSES

BRANDING \$249 for this class; \$473 if with Strategic Marketing

Mondays, February 22-March 29, 6-9 pm

Set yourself apart. Find the right name and tagline, social media content and sales pitches that fits you. Then find out how to keep true to your brand and build lasting and profitable relationships with current and potential customers. Your second step to a business grant.



Branding



Strategic Marketing



History of Fashion

BUSINESS CLASSES, continued

COLOR THEORY \$249 or \$518 if combined with Textiles

Tuesdays, February 23 - March 30, 6-9 pm

Study ideas of space and the use of color to solve spatial problems. Look at color harmony and the way colors interact, as well as color qualities and combinations. At the end of class, you will know the essential traits of color, how to choose colors for the highest impact, color systems such as Pantone (PMS), RGB, CMYK, CIE, how to use color in apparel design, social media and your website.

HISTORY OF FASHION \$249 or \$473 if combined with Inside the Fashion Industry

Mondays, January 11 - February 15, 6-9 pm

Where do designers get their ideas? How do they make these ideas a reality? History of Fashion gives you the answers. Meet who-is-who in the fashion world and do a little name-dropping.

INSIDE THE FASHION INDUSTRY \$249 or \$473 if combined with History of Fashion

Mondays, February 22 - March 29, 6-9 pm

Get an overview of all the kinds of jobs available in the industry. Discover career opportunities both locally and farther afield. Speak the jargon of fashion.

STRATEGIC MARKETING \$249 for this class; \$473 if with Branding

Mondays, January 11-February 15, 6-9 pm

Find your place in the highly competitive business of apparel. You will define product, pricing, promotion and distribution strategies that are effective and compelling in the marketplace. Your first step to a business grant.

TEXTILES \$294 (includes textile & swatch kit) or \$518 if combined with Color Theory

Wednesday, January 13 - February 17, 6-9 pm

There are more than 100 different fabrics out there and more coming every day. Learn to recognize fabric types as you are given swatches of fabrics to examine and test. Find out which fabrics to use, when, where and how.



Color Theory



Inside the Fashion Industry



Textiles

Apparel Entrepreneur Saturday Morning Business Seminar Series

Saturdays, 10 am-1 pm \$65/class; \$680/series [Online]

Take these classes and get what you need to know to price and sell your apparel and accessories. All taught by industry professionals who love to share what they know with you.

January 16

Start an Apparel Business

with Karen Spencer, business strategist/ MercyCorps NW + Sharon Blair, Portland Fashion Institute

Learn the basics of setting up your apparel business: How to protect your name, set up your infrastructure, deal with the city, state and taxes, do business with other apparel businesses, get into textile and trade shows, find out about EIN, RN other acronyms, rules and regulations. Get some ideas about getting financing.

January 23

Future of Fashion

with Jena Nesbitt, product strategy director, PCF

How are fashion trends spotted and forecasted months and even years ahead? Learn about the multitude of tools that are utilized in spotting trends way before they hit the runways and store shelves. Learn to identify sources of research, analyze past trends and apply the findings to predict the future.

January 30

Get Noticed! PR techniques

with Kim Bedwell, sr vice president, FLM Harvest Public Relations

Get coverage from bloggers, and the news media while learning the four basic tips for visibility. Eden will guide you through how to make contact with media and when they would like to hear from you. Then she'll talk about how to get ready for your conversation.

February 6

Excel for Apparel Professionals

with Dana Ditto, sourcing manager, Nike

You must know Microsoft Excel to manage your costs, track your business and to create a spec sheet. In this class, you will learn how to create formulas & calculations, spreadsheets, cost sheets, tech packs and measurement charts.

February 13

Costing & Pricing

with Dana Ditto, sourcing manager, Nike

What do things really cost? How much should you spend on fabric? Notions? Tools? Learn a costing strategy that will allow you to plan what you can afford. Find out how much to charge for your product. *Pre-req: Excel*



February 20

Sourcing 101

with Dana Ditto, sourcing manager, Nike

Where will you get your fabric and labor? Answer your questions about where to buy locally, regionally and nationally plus the the pros and cons of going overseas. Discuss duty, quota, agency fees, customs, NAFTA/CAFTA/WTO and going to textile markets. *Pre-req: Costing & Pricing*

February 27

Contracting Basics for Apparel

with Owen Schmidt, contract attorney

Interpret such phrases as "satisfaction guaranteed," "best efforts" and more. Know what you are reading before you sign a contract with a manufacturer, sales rep or buyer. Know what *should* be in a contract. Prepare your own contracts to use when acquiring services you need to run your business.

March 6

Working with Production Houses

with Jason Calderon, product developer, IVL Collective

There are 25 production houses in the Portland area. But independent designers can't find them or get them to return calls. That's because quality production houses are busy and won't waste time with you if you don't know how to talk to them. Find out what you need in order to get your product sewn at the right time, right way and right price.

March 13

E-Commerce Concepts

with adidas USA

Get the basics of successfully selling online. Learn the concepts behind creating a successful online and direct-to-consumer (DTC) business. Explore how to buy and sell goods or services using the Internet and AI data to execute these transactions with success. Make choices in shopping cart software and fulfillment.

March 20

Selling Wholesale

with Jena Nesbitt, product strategy director, PCF

Learn how to approach stores and enter a wholesale relationship. If you've never sold to a store before, this class will help you make your first impression a good impression. If you've been trying to sell without success, you will learn tips for turning it around. End the class with a game plan.

March 27

Social Media Marketing

with Rebecca Russell, social media strategist, Wieden + Kennedy

Get the secrets of how to use Instagram, Facebook, Pinterest and Google+ to get you noticed. Engage potential customers and build a brand. Discover the words, tags and new rules of marketing plus various advertising techniques to promote your business.

REGISTER ON LINE www.pfi.edu OR BY CALLING (503) 927-5457

SPECIAL EVENT: DIGITAL ILLUSTRATION \$132

Saturday, February 27, 9 am-3 pm with Phil Padilla, senior designer, Columbia Sportswear
 It's the future. Grab your I-pad & learn to create beautiful fashion illustrations. Turn your hand sketches into a finished digital concept sketch. Get ready to join the ranks of professional illustrators. NOTE: THIS CLASS IS IN-PERSON

GIFT CERTIFICATES: Give the gift of creativity!

Oh no! Is it the holidays already? Have someone who wants to learn how to sew? Finish a project? Have fun with fashion? Order below or visit our on-line shop and buy a gift for the fashion designer in your life.

Gift for You: _____
 Amount: _____
 From: _____
 Authorized: _____

Register on line at www.portlandfashioninstitute.com or use the form below.

*Make checks payable to **Portland Fashion Institute**. Send to **P.O. Box 18147, Portland OR 97218***

Minimum # students per class: 4; maximum: 8. Payment due with registration.

--- Register by 24 hours before class. Supply list sent upon registration. No refunds 48 hrs before class.--

Class title:	Class title:	Class title:
Start date/time:	Start date/time:	Start date/time:
Fee \$	Fee \$	Fee \$

TOTAL _____ (check enclosed)

Your Name _____

Phone # _____ e-mail _____

Street Address _____

City _____ State _____ Zip _____

DON'T HAVE A SEWING MACHINE? RENT ONE FROM US.