

P O R T L A N D
F A S H I O N
I N S T I T U T E

Register:
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4301 NE Tillamook, Portland OR

CLASS SCHEDULE

WINTER 2024



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

SEWING, PATTERNMAKING, DESIGN, BUSINESS

With so many onsite and online classes, we have experiences for everyone.

HIGHLIGHTS

SEWING CLASSES, p 2-4

- Beginning Sewing • Apparel Construction • Industrial Machine Sewing • Activewear • Corsets & Bustiers • Couture Jackets • Coveralls + • Dresses • Knits • Mending w/ Sashiko • Petticoats • Embellished Knits • Sergery • Shirts • Tailoring

PATTERNMAKING CLASSES, p 4-6

- Advanced Pattern • Pattern Intro • Pattern Manipulation • Pattern Design • Pattern for Knits • Fit & Pattern Alteration • Knock It Off • Optitex 2D Patternmaking • Browzwear 3D Patternmaking

DESIGN CLASSES, p 6-7

- Adobe for Fashion Design • AI & Fashion Design • Fashion Illustration • Flats & Technical Packages • Footwear Design • Gender & Fashion Design • Machine Knitting • Portfolio

BUSINESS CLASSES, p 8-10

- Branding • E-Commerce Marketing • Fashion Buying & Merchandising • Visual Merchandising • **Saturday Morning Business Seminar Series**

SEWING CLASSES

Skills to last you a lifetime



BEGINNING SEWING \$365 FOR SERIES; \$135 each level (includes patterns & handouts)

Series dates Check the website for dates for individual levels. Six sessions from which to choose: Mondays, January 8-March 25, 6-9 pm OR Tuesdays, January 9-March 26, 2-5 OR 6-9 pm OR Fridays, January 12-March 29, 10 am-1 pm OR Saturdays, January 13-March 30, 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.

APPAREL CONSTRUCTION \$499 FOR SERIES; \$176 each level (includes patterns & handouts)

Series dates Check the website for dates for individual levels. Six sessions from which to choose: Wednesdays, January 10-March 27, 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 day dress or camp shirt (Level 3). Make garments fit. Unlock the secrets of interfacing. Sew buttons, buttonholes.

INDUSTRIAL MACHINE SEWING \$289 (includes kit)

Thursdays, January 11-February 15, 6-9 pm Learn how to control these fast machines then come back and use them for your projects.

KNITS \$269 or \$492 with Activewear (includes patterns)

Fridays, January 12-February 16, 2-5pm OR Saturdays, January 13-February 17, 2-5 pm Make a whole wardrobe as you learn to sew with confidence any knit from tops to dresses to cardigans and sweaters.

ACTIVWEAR \$269 or \$492 with Knits (includes patterns)

Fridays, February 23-March 29, 2-5 pm OR Saturdays, February 24-March 30, 2-5 pm Sew and fit high-tech stretchy fabric to make a complete ensemble, ready for action. Start with hoodies. Move on to yoga pants or leggings. Finish with a sports bra or top.

CORSETS & BUSTIERS \$269 or \$492 with Petticoats (includes pattern)

Thursdays, January 11-February 15, 10 am-1 pm Create a beautiful multi-layered coutil and fashion fabric corset from the pros at Portland Opera. Choose from an over bust or under bust corset. Either has multiple panels, spiral steel boning, front busk closure, waist stay, back lacing closure and bias bound edges.

SEWING CLASSES, continued

COUTURE JACKET \$492 (includes handouts, samples)

Saturdays, January 20-March 30, 2-5 pm

Be like Chanel and learn how to turn wool tweed into a vintage jacket using all those secret techniques, details and trims (including a hidden back chain). No interfacing or shoulder pads. Balanced, beautiful, sturdy yet supple, it's the perfect jacket whether you're dressing up or wearing jeans. Learn hand stitches and couture sewing techniques as used in Paris!

COVERALLS, JUMPSUITS & OVERALLS \$269 (includes patterns)

Wednesdays, January 10-February 14, 2-5 pm

Tall, short. High bib, low bib. Sleeved or sleeveless. Silk or cotton. Male, female, whatever – they all have lots of pockets. It's your favorite go-to garment with six styles from which to choose. All fit approved for you.

DRESSES \$269 or \$492 with Shirts (includes patterns)

Tuesdays, January 9-February 13, 10 am-1 pm OR 6-9 pm

Choose from one of four vintage styles to make a flattering yet comfortable dress – including the AltarPDX Aurelia. Learn about surplice, fisheye darts, bias, binding, lingerie straps, combination facings and linings – everything to make your dress your favorite go-to garment.

CLASSIC SHIRTS \$269 or \$492 with Dresses (Includes pattern & handouts)

Tuesdays, February 20-March 26, 10 am-1 pm OR 6-9 pm

Make a classic button-up. Learn to adjust patterns to fit. Then learn techniques from the garment industry for perfect cuffs, collars, collar bands and pockets. Two styles. Your choice: #4510-Man's Dress shirt, #4520-Woman's Perfect Shirt.

SERGERY \$199 (includes patterns, handouts, sample fabrics)

Saturdays, March 2-30, 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, flatlock table runner and knit top. Prereq: Sewing Experience



Sergery



Couture Jacket



Coveralls



Dresses



Classic Shirts

SEWING CLASSES, continued

EMBELLISHED KNITS \$269 (includes handouts, samples)

Saturdays, January 13-February 17; 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.

MENDING W/ SASHIKO \$269 (includes handouts, samples)

Saturdays, February 24-March 30, 10 am-1 pm

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

PETTICOATS \$269 or \$492 with Corsets & Bustiers (includes pattern)

Thursdays, February 22-March 28, 10 am-1 pm

Learn how to layer organza, tulle, net and batiste and eyelet properly to make a petticoat for your wedding dress, party dress, costume or to wear as a skirt.

TAILORING \$492 (includes pattern)

Thursdays, January 11-March 28, 6-9 pm

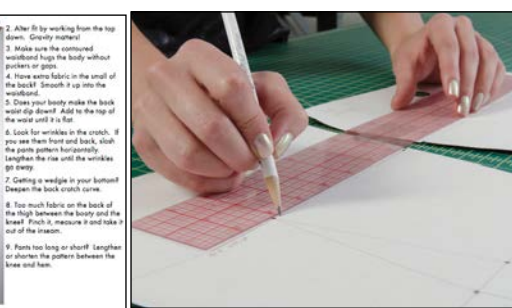
Learn contemporary tailoring techniques to achieve stellar results while you tailor a jacket or coat to fit you or a client. Find out how to prepare the fabric, choose the right interfacing, shape collars and lapels, make notched collars, set in sleeves, and a bagged lining with a jump hem



Draping



Fit & Alteration



Patternmaking



Computer Patternmaking

PATTERNMAKING CLASSES

Hands on, taught by experts

DRAPING \$349 each level, \$628 for series

Mondays, January 8-March 25, 6-9 pm

Work with fabric in three dimensions on a dress form to turn your ideas into garments just like major designers. Arrange to create dresses, tops, skirts, coats and daring necklines. We provide professional dress forms during class so you can start designing your ideas!

PATTERNMAKING CLASSES, continued

PATTERN INTRO (Pattern 1) \$685 for series OR \$359 each 6-session level (includes pattern paper)

Series: Thursdays, January 11-March 28, 10 am-1 pm OR 6-9 pm

Here's the professional way to make patterns for personal use or to start life as a fashion designer.

Pattern Basics: Take measurements and use pattern rules to make tops for dresses, shirts, blouses.

Pattern Fit: Draft skirts, pants, sleeves. Unlock the mysteries of fit. Make your patterns work for you!

PATTERN MANIPULATION (Pattern 2) \$359 or \$685 with Pattern 3 (includes pattern paper)

Tuesdays, January 9-February 13, 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) \$359 (includes pattern paper)

Tuesdays, February 20-March 26, 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) \$685 for series OR \$359 each 6-week class (includes pattern paper)

Wednesdays, January 10-March 27, 10 am-1 pm

Make patterns for tops, dresses, sweaters, activewear, bras, swimsuits, yoga pants & underwear.

For men too!

OPTITEX 2D COMPUTER PATTERNMAKING \$559 (includes license use during class + weekly extra tutoring session)

Saturdays, January 13-February 17, 10 am-1 pm

Go from flat pattern to CAD (computer-aided design) – the industry way. Learn the most popular, easy-to-use computer pattern program. Then come back to use our equipment to plot your patterns.

BROWZWEAR 3-D PATTERNMAKING \$559 (includes license use during class + weekly extra tutoring session)

Saturdays, February 24-March 30, 10 am-1 pm

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.

ADVANCED PATTERN & CONSTRUCTION \$628

Saturdays, January 13-March 30 16, 2-5 pm

Bring your ideas and your patternmaking skills and take advantage of our guided lab. Design, develop and produce the garments of your choice. Tackle more difficult projects. Resolve fit issues. Master tricky construction issues. Produce your next clothing line. Show it on the runway.

Prerequisites: Pattern 3 & 4; Draping

PATTERNMAKING CLASSES, continued

FIT & PATTERN ALTERATION \$359 (includes pattern paper)

Wednesdays, January 10-February 14, 6-9 pm

Learn your common fit issues and the tricks for adjusting your commercial patterns from here into eternity from a pro who shares your pain on making patterns work for you.

KNOCK IT OFF \$269 (includes pattern paper)

Wednesdays, February 21-March 27, 6-9 pm

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

DESIGN CLASSES

Live your best creative life



Adobe



Fashion Illustration



Flats & Techs

ADOBE PREP [ONLINE] \$167

Wednesdays & Thursdays, January 3&4, 6-9 pm

A pre-requisite for Adobe Illustrator for Fashion Design. This course introduces you to the program, the tools and the workspace. Receive practice files and templates.

ADOBE ILLUSTRATOR FOR FASHION [ONLINE] \$573

Mondays, January 8-March 25, 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 [ONLINE] \$573

Mondays, January 8-March 25, 10 am-1 pm

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

FLATS & TECHNICAL PACKAGES [ONLINE] \$573

Mondays, January 8-March 25, 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.

DESIGN CLASSES, continued



Footwear Design



AI & Fashion Design



Gender & Fashion



Portfolio

MACHINE KNITTING \$469

Thursdays, January 11-March 28, 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. Then go on to complicated shaping and contouring, linking, and make a sweater.

AI & FASHION DESIGN [ONLINE] \$304

Wednesdays, February 21-March 27, 2-5 pm

Artificial intelligence is quickly becoming a game-changer in the fashion industry. With AI you can expand your world and create ethical and innovative designs that appeal to your customers.

FOOTWEAR DESIGN \$328

Thursdays, January 11-February 29, 6-9 pm

Get ready to design and create functional and stylish footwear. Get to know the anatomy of the foot and a sneaker. Engineer patterns. Understand shoe structure, trend research, design inspiration, materials selection, physical and wear testing. Know the importance of internal pieces and the wide variety of materials that make up a shoe: from the outer layers to the foams and fabrics for the inside of the shoe.

GENDER & FASHION DESIGN [ONLINE] \$304

Tuesdays, February 20-March 26, 10 am-1 pm

Break down the notion of "menswear" and "womenswear" in favor of more gender-fluid designs. Express yourself, design a collection and be part of this new direction.

PORTFOLIO [ONLINE] \$573

Thursdays, January 11-March 28, 6-9 pm

Create a hard copy and digital portfolio suitable for applying for an apparel industry job or a major fashion design school. Use it to enter competitions.

BUSINESS CLASSES

Launch your fashion dreams



Supply Chain Mgmt



Marketing & Branding



Buying & Merchandising

BRANDING [ONLINE] \$304 or \$573 if combined with Strategic Marketing

Tuesdays, February 20-March 26, 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.

OVERSEAS PRODUCTION [ONLINE] \$304 or \$573 if combined with Supply Chain Mgmt

Wednesdays, February 21-March 27, 6-9 pm, 6-9 pm

Sooner or later, all apparel companies look into manufacturing some or all of their products outside of the United States. But if you're going to do it, better know how to do it right. Manufacturing offshore can reduce the cost of production, help get a product to market faster and reduce delivery costs. End this class with a game plan for yourself or your employer.

STRATEGIC MARKETING [ONLINE] \$304 or \$573 if combined with Branding

Tuesdays, January 9-February 13, 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.

SUPPLY CHAIN MANAGEMENT [ONLINE] \$304 or \$573 if combined with Overseas

Wednesdays, January 10-February 14, 6-9 pm, 6-9 pm

If there ever was a time to talk about supply chains, this is it. Learn how the real world works: How modern global supply chains and logistics networks operate. How to make changes that work for you. How to steer clear of import/export regulations. How to manage legal, ethical, economic and social implications in your sourcing decisions and get your product into your hands on time.

FASHION BUYING & MERCHANDISING \$304 or \$573 if combined with Visual Merchandising

Thursdays, February 22-March 28, 6-9 pm

Get into the business of fashion apparel retailing online and in-store. Examine forecasting and purchasing techniques and buying methods. Create a merchandise assortment plan complete with store layout and a supporting a six month financial plan and a marketing plan. You will learn to manage profitability and have a solid understanding of retail math.

VISUAL MERCHANDISING \$304 or \$573 if combined with FASHION BUYING

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

Tell the story of your store - whether online or bricks & mortar. Present your merchandise at its best. You will solve problems while you design a storewide promotion for an upscale retail environment. See how to bring together logos, advertising, and other marketing secrets to give overall impact and increase sales – even in this digital economy.

BUSINESS CLASSES: Apparel Entrepreneur Series

Saturdays, 10 am-1 pm \$75/class; \$775/series

Take these online classes and get what you need to know to understand the business of apparel and accessories. All taught by industry professionals who love to share what they know with you.

January 13

Start an Apparel Business

with Karen Spencer, Fetch Strategies and 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 20

Get Noticed! PR Techniques

with Lance Heisler, Coates/Kokes

By the end of this class, you'll learn who (and how) to contact in the media. You'll know how to look at stories from the press' point of view, how to recognize a news peg and put it first in your e-mail to your contacts, plus find out the things fashion writers don't want. Most importantly, you'll know how to see media as friends and colleagues.

January 27

Future of Fashion

with Jena Nesbitt, 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.

February 3

Excel for Apparel Professionals

with Dana Ditto, 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 10

Costing & Pricing

with Dana Ditto, 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.

BUSINESS CLASSES: Apparel Entrepreneur Series

February 17 Sourcing 101

with Austin Lingelbach, 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.

February 24 Legal Basics for Apparel

with Talya Tapley, business attorney

This class is a must for anyone wanting to start an apparel business. In three hours, you will understand intellectual property rights and protection; what to consider when reviewing, drafting, and using contracts agreements; and how to operate and manage an LLC business entity with common pitfalls to avoid.

March 2 Working with Production Houses

with Corazon Reynolds, A&K Design

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 9 Social Media Marketing

with Courtney Key Jarecki, Yancey Red

Get the secrets of how to use Instagram, TikTok, Pinterest and Shopify 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.

March 16 Selling Wholesale

with Jena Nesbitt, PCF

Wholesale is the only way to make a living and have a long-term business. 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 23 Accounting Basics

with Christina Albert-Gallagher, Christina Olivia Business Consulting

In this class, students learn basic accounting terms such as revenues, expenses, assets, liabilities, income statement and balance sheets. Get the basics of QuickBooks: How to set up a business with a chart of accounts, make deposits and payments, create reports and do profit and loss statements
