

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

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4301 NE Tillamook, Portland OR

CLASS SCHEDULE

FEBRUARY-MARCH 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 2-3

Beginning Sewing • Apparel Construction •
Activewear • Mending w/ Sashiko • Petticoats
• Sergery • Shirts

PATTERNMAKING CLASSES, p 3

Pattern Design • Knock It Off • Browzwear
3D Patternmaking

DESIGN CLASSES, p 4

AI & Fashion Design • Gender & Fashion
Design

BUSINESS CLASSES, p 4-6

Branding • Overseas Production •
Saturday Morning Business Seminars

SEWING CLASSES

Skills to last you a lifetime



Apparel Construction



Sergery



Activewear



Classic Shirts

BEGINNING SEWING \$135 each level (includes patterns & handouts)

Check the website for dates for individual levels. Six sessions from which to choose:

Level 2: Mondays, Feb 12-March 4, 6-9 pm OR Tuesdays, Feb 13-March 5, 2-5 OR 6-9 pm OR Fridays, Feb 16-March 8, 10 am-1 pm OR Saturdays, Feb 17-March 9, 10 am-1 pm

Level 3: Mondays, March 11-April 1, 6-9 pm OR Tuesdays, March 12-April 2, 2-5 OR 6-9 pm OR Fridays, March 15-April 5, 10 am-1 pm OR Saturdays, March 16-April 6, 10 am-1 pm

Learn basic stitches, techniques and how to use your machine while making a robe (Level 2) and pjs (Level 3). Step up your skills with each level. Learn to use commercial patterns, layout and cut fabric. *Prerequisite: Level 1 or private lessons*

APPAREL CONSTRUCTION \$176 each level (includes patterns & handouts)

Check the website for dates for individual levels. Two sessions from which to choose:

Level 2: Wednesdays, Feb 14-March 6, 10 am-1 pm OR 6-9 pm

Level 3: Wednesdays, March 13-April 3, 10 am-1 pm OR 6-9 pm

Upgrade your skills. Start making clothes. Make beach pants (Level 2) and day dress or camp shirt (Level 3). Make garments fit. Unlock the secrets of interfacing. Sew buttons, buttonholes.

Prerequisite: Level 1 or private lessons

ACTIVEWEAR \$269 (includes patterns)

Fridays, March 8-April 12, 2-5 pm OR Saturdays, March 9-April 13, 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.

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

Tuesdays, February 27-April 2, 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*

SEWING CLASSES, continued

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 (includes pattern)

Thursdays, February 29-April 4, 10 am-1 pm

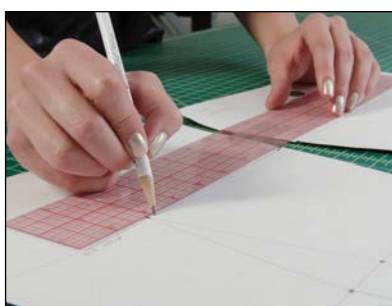
Learn how to layer organza, tulle, net and batiste and eyelet properly to make a petticoat for your wedding dress, party dress, costume or to wear as a skirt.

PATTERNMAKING CLASSES

Hands on, taught by experts



Knock it Off



Pattern Design



Browzwear

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.

PATTERN DESIGN (Pattern 3) \$359 (includes pattern paper)

Tuesdays, February 27-April 2, 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.

KNOCK IT OFF \$269 (includes pattern paper)

Wednesdays, February 28-April 3, 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



AI & Fashion Design



Gender & Fashion



Branding



Overseas Production

AI & FASHION DESIGN [ONLINE] \$304

Wednesdays, February 28-April 3, 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.

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.

BUSINESS CLASSES

Launch your fashion dreams

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

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.

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.

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.

BUSINESS CLASSES: Apparel Entrepreneur Series

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

Saturdays, 10 am-1 pm \$75/class; \$715/series

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