

BRIDGING EDUCATION & INDUSTRY

For Future Fashion Leaders









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FASHION ACADEMY

JCA | London Fashion Academy, founded in 2021 by renowned luxury shoe designer Professor Jimmy Choo OBE, is a boutique fashion academy dedicated to shaping the next generation of fashion entrepreneurs and innovators.

At JCA, the curriculum is carefully crafted to foster an entrepreneurial mindset, drive innovation, and facilitate connections with key industry professionals.

With a faculty made up of experienced fashion professionals who are also active academics, JCA offers students a learning environment grounded in both industry insight and academic rigour, preparing them for real-world opportunities in today's competitive fashion landscape.

Since opening in Mayfair in 2021, JCA has redefined fashion education, offering bespoke learning, personalised mentorship, and real-world industry exposure.



A MESSAGE FROM THE PRINCIPAL AND CEO



At JCA, we aim to equip you with practical skills, an entrepreneurial mindset and the real-world understanding needed to confidently transition into employment or self-employment. We hope that you'll commit to everything we offer and fully develop your creative and technical skills, knowledge and understanding so that you graduate sufficiently experienced, prepared and professionally connected to make an immediate impact in a rewarding but competitive and demanding fashion sector.

The whole team is here to go every step of the way on that journey with you, and as it's Chief Executive Officer and Principal, I'm proud of our students, staff and our industry and business network for their part in enabling and driving our collective success. Together we all play our part in helping establish JCA students as fully fledged fashion freelancers, luxury brand owners, and to pursue local, regional or global ambitions.

Andy Ginn

Principal and CEO, JCA London Fashion Academy





OUR CAMPUS LOCATIONS

MAYFAIR

Located in Mayfair's luxury fashion district, our Grade II listed campus at 20 Hanover Square is a creative hub for entrepreneurship and design. With state-of-the-art studios, specialist facilities, and proximity to top designers, business leaders, and prestigious fashion houses, students are immersed in the heart of London's fashion industry, gaining invaluable exposure and hands-on experience in a world-renowned creative environment

BOSTON MANOR

Opened in November 2022, JCA's Boston Manor House campus in West London is a creative hub for craftsmanship and sustainable design. Located on the historic Boston Manor estate, it offers atelier workshops, fabrication tools, and fully equipped studios, providing hands-on learning in garment construction and accessories design. To mark its opening, Her Majesty The Queen visited the site, celebrating JCA's dedication to nurturing new talent and its positive impact on the local creative scene.





CORE VALUES Education Pillars



- ENTREPRENEURIAL SPIRIT
- INDUSTRY INTEGRATION AND CONNECTION
- INNOVATION AND CREATIVITY
- CRAFTSMANSHIP
- SUSTAINABILITY

ACADEMIC PROGRAMMES





BA (HONS) FASHION: DESIGN & ACCESSORIES (BOSTON MANOR)



BA (HONS) FASHION: DESIGN, BRANDING & ENTREPRENEURSHIP (MAYFAIR)



MA FASHION ENTREPRENEURSHIP & BRAND INNOVATION (MAYFAIR)

SHORT COURSES









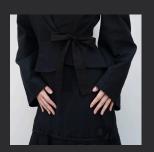
BRIDGING THE GAP

Between Education and Industry

JCA | London Fashion Academy delivers a holistic fashion education that integrates creative excellence with strategic business insight, empowering and preparing students to explore brand development, innovation, and entrepreneurship.

From the outset, students are immersed in design and brand-building through an industry-informed curriculum that cultivates both their creative vision and professional growth.









WHY JCA

- Fashion MeetsEntrepreneurship
- Industry-Led Teaching
- Industry Exposure and Career Acceleration
- Prestigious Campuses
- Globally Renowned Brand

 Personalised Mentoring
- Exclusive, High-Intensity
 Environment
- Hands-On Learning
- Exposure to High Profile Industry Experts



EXPOSURE OPPORTUNITIES

JCA Gallery

The JCA Gallery is a dedicated **retail and online space** designed to support and showcase emerging fashion talent, helping to bridge the gap between education and the fashion industry. Learn more at: **jcagallery.co.uk**

JCA Fashion Shows and Partnerships

JCA hosts end-of-year fashion shows during London Fashion Week and produced an additional show in partnership with the Berkeley Group, giving students multiple opportunities to present their collections to industry leaders.

Scarf Competition

JCA students participated in a scarf competition in collaboration with White City Living and Berkeley Group, with the winning design gifted to VIP guests at our fashion show.

University Merchandise

JCA hosted a competition for students to design merchandise for Oxford University's Saïd Business School, with the winning designs produced and displayed for sale.

Pineider Bags

JCA hosted a student competition to design bags for Pineider, with the winning designs later displayed in their flagship store.

JCA Sponsored Trip & Participation in International Fashion Week (Shanghai, London)

JCA MA graduates and BA (Hons) Design, Branding and Entrepreneurship students were selected to attend Shanghai Fashion Week, where they gained first-hand experience working backstage with Professor Jimmy Choo's clothing brand, The Atelier. In addition, JCA MA graduates showcased their talent through participation in London Fashion Week.



Pola Lupinska

MA FASHION ENTREPRENEURSHIP AND BRAND INNOVATION

JCA has not only helped me learn new skills about fashion design, but it has also helped me sculpt myself into the fashion industry and allowed me to meet new, interesting people. I'm excited to be progressing into the MA Course now and take my brand to the next level.

LAVINIA UDADEWA BA FASHION DESIGN AND ACCESSORIES

"I chose to study at JCA because of its strong connection with the fashion industry, which allows me to network and gain insights from professionals in the field. Their guidance not only helps to improve my creativity but also prepares me to face challenges."







PRESS COVERAGE

2025 Highlights



















APPLY AND CONNECT



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