



University of Zagreb Faculty of Textile Technology & AMCA TTF

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# LECTURE

entitled

## **Insights from teaching Fashion Design as an elective at an International University in Central Asia: A comparative perspective**

by

**Zhanel Mussakhanova**, senior lecturer

at the KIMEP University in Almaty, Kazakhstan

**on Thursday December 19<sup>th</sup>, 2024 at 14:00**

in lecture hall **A-201**, Prilaz baruna Filipovića 28a, Zagreb

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### **Abstract:**

The lecture aims to provide an insightful exploration of the experience of teaching Fashion Design as an elective course at KIMEP University in Kazakhstan, offering a unique comparative perspective on fashion education in a rapidly evolving global context. The discussion will focus on the intersection of cultural influences, educational practices, and the challenges and opportunities that arise when teaching fashion design in a region that is both rich in tradition and increasingly engaged with global trends. Central Asia, with its complex historical and cultural legacy, presents a distinctive environment for the study of fashion. As a region where traditional crafts and practices coexist with modern, globalized influences, it provides a fertile ground for the development of fashion design education that blends both heritage and innovation. The specific challenges encountered in the context of an international university in Central Asia will be discussed.

The lecture will explore the pedagogical strategies employed in teaching fashion design, with particular emphasis on the integration of theory and practice, the role of interdisciplinary collaboration with other fields, highlighting the importance of a holistic approach to fashion education that prepares students for the diverse demands of the fashion industry. Furthermore, the lecture will consider the opportunities presented by an international academic setting in fostering global networks of fashion designers.

In conclusion, this lecture will provide an in-depth look at the complex and dynamic experience of teaching fashion design in Kazakhstan, offering valuable insights into the intersections of education, culture, and global trends in the field of fashion. It will serve as a starting point for further discussions on the role of fashion education in shaping both local and global fashion landscapes.

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### **Short biography:**



Zhanel Mussakhanova is an educator, fashion designer, and entrepreneur with international experience in both teaching and the fashion industry. At KIMEP she teaches course Introduction to Fashion Design, as well as Drawing, Fashion Design, and the History of Fashion. She was an Educational Consultant for Taylor's University in Malaysia, and teacher at the ADS Vietnam Design Institute in Ho Chi Minh City.

She worked as a fashion designer and entrepreneur since 2011. She is the founder of JanElle, a brand that designs menswear and womenswear collections, as well as custom-made outfits. She has been recognized with awards such as the Open Way Fashion

Designers contest award, and she has participated in various art exhibitions.

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