

FASHION PSYCHOLOGY FIELD®

# WELCOME TO THE

FASHION PSYCHOLOGY INSTITUTE®



**Founded by:**  
Dr. Dawnn Karen

# INDEX

THE FUTURE OF  
EDUCATION



## INTERDISCIPLINARY DISRUPTION

The Fashion Psychology Institute® is the FIRST ever online institution in the world to offer courses on the new Fashion Psychology Field®.

The Fashion Psychology Field® is a newly applied academic discipline focused on the study and treatment of how color, beauty, style, image and shape affects human behavior while addressing cultural sensitivities and cultural norms.

The Fashion Psychology Institute® offers a wide range of courses as they relate to the fashion psychological aspects of dress, culture, design, business, politics and more!

Take Fashion Psychology Field® programs from anywhere in the world.

We offer distance synchronous learning and distance asynchronous learning to teach the global community to revolutionize industries through an innovative interdisciplinary approach.

International Applicants are greatly encouraged to apply!

Women's Health

NEW YORK POST

The Sydney Morning Herald

REFINERY29

the COVETEUR

teenVOGUE

The New York Times



NBC NEWS

THE SCOTSMAN

London Evening Standard

THE HOLLYWOOD REPORTER

THE OPRAH MAGAZINE

UN WOMEN

FT FINANCIAL TIMES VOGUE DEUTSCH

COSMOPOLITAN lifestyle wolipop

FASHIONISTA

# ABOUT THE INSTITUTION

A PLACE FOR THE  
WORLD'S FUTURISTS



The Fashion Psychology Institute® (FPI) is internationally acclaimed as the first-ever online institution in the world to offer courses in the new Fashion Psychology Field® in 66 languages.

Albeit the pioneering of the Fashion Psychology Field® began in 2010, FPI was founded in the fashion capital New York , New York in 2014, launched on June 30, 2015, and later incorporated on September 24, 2016.

Students have attended our programs from China, Australia, Canada, Belgium, Japan, Lebanon, Switzerland, Russia, Italy, Ecuador, The Netherlands, Sweden and the United States of America.

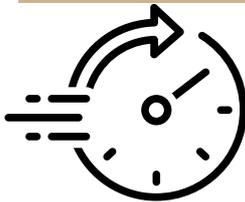
The institution exists to assist others through its motto "styling from the inside out, by bridging the gap between perception and reality"™.

Whether you are a practitioner or consumer, you will be able to gain knowledge to take your look -- and your life -- to the next level in order to fundamentally help others.

# BEHIND THE FASHION PSYCHOLOGY INSTITUTE® MENTALITY

## 4 DIFFERENT TEXTURES OF A PIONEERING EDUCATION

### Flexibility



A CURRICULUM OF CONVENIENCE. RECEIVE A CHANCE TO DESIGN YOUR SCHEDULE FROM ANYWHERE IN THE WORLD! THIS ALLOWS YOU TO COMPLETE YOUR EDUCATION ON YOUR OWN TIME TO MAINTAIN A HEALTHY WORK-LIFE BALANCE.



### Diversity

A CURRICULUM THAT CELEBRATES DIFFERENCES. WE EMPOWER STUDENTS BY RESPECTING AND APPRECIATING WHAT MAKES THEM DIFFERENT, IN TERMS OF AGE, GENDER, ETHNICITY, RELIGION, W/ DISABILITY, SEXUAL ORIENTATION, EDUCATION, AND NATIONAL ORIGIN. OUR CURRICULUM RESPECTS AND CELEBRATES UNIQUENESS.



### Neurodiversity



AUTOMATIC CURRICULUM ACCOMMODATION. THERE ARE KNOWN AND UNKNOWN VARIATIONS IN THE HUMAN BRAIN REGARDING LEARNING, SOCIABILITY, ATTENTION, MOOD, AND OTHER MENTAL FUNCTIONS. BRAIN DIFFERENCES ARE NORMAL. THEREFORE WE HAVE EMBEDDED OUR CURRICULUM TO AUTOMATICALLY ACCOMMODATE NEURODIVERSE INDIVIDUALS.

### Accessibility



A CURRICULUM WHERE IMPAIRMENT SHOULD NOT IMPEDE ACQUIRING AN EDUCATION. WE GIVE HEARING AND VISUALLY IMPAIRED STUDENTS THE CONFIDENCE THEY NEED TO ENGAGE WITH CURRICULUM ALONGSIDE THEIR PEERS ENSURING THAT EVERYONE IS EQUALLY LEARNING.



# FASHION PSYCHOLOGY INSTITUTE® MICRO CREDENTIALS

## OUR MOST POPULAR PROGRAMS

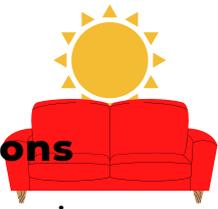
### Color Consciously



2 Courses or 11 Courses

STUDENTS WILL CREATE COLOR STORIES FOR DIFFERENT AREAS OF THEIR LIVES TO EMBODY OUR MOTTO "STYLE FROM THE INSIDE OUT™". UPON LEARNING, COLOR CAN BECOME A CONSCIOUS TOOL OF SELF-EMPOWERMENT.

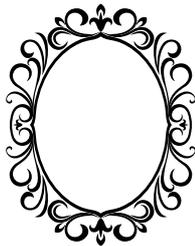
### Summer Couch Sessions



4 Courses + 2 Hot Topics

- EMERGENCE OF THE FASHION PSYCHOLOGY FIELD®
- A SOLUTION TO THE COMMONLY FELT ADAGE "I HAVE NOTHING TO WEAR".
- HOW TO PERFECT THE ART OF THE WORK UNIFORM
- GENDER NEUTRAL FASHION-TREND OR BECOMING A PERMANENT FIXTURE IN OUR SOCIETY TODAY

### Mirror Reflections



4 Courses + 2 Hot Topics

- EMERGENCE OF THE FASHION PSYCHOLOGY FIELD®
- A SOLUTION TO THE COMMONLY FELT ADAGE "I HAVE NOTHING TO WEAR".
- HOW ADDING BRIGHT COLORS TO YOUR WARDROBE CAN HELP YOU BEAT THE WINTER BLUES
- THE PSYCHOLOGY OF OFFICE FASHION CULTURAL NORMS AT WORK

### Closet Chronicles

6 Courses



- EMERGENCE OF THE FASHION PSYCHOLOGY FIELD®
- A SOLUTION TO THE COMMONLY FELT ADAGE "I HAVE NOTHING TO WEAR".
- WHAT YOUR MATCHING OR SEXY UNDERWEAR SAYS ABOUT YOU
- HOW TO DEVELOP SWIMSUIT CONFIDENCE
- WHY SOME WOMEN LOVE WEARING HEELS
- PRETTY AND STYLISH? THE CORRELATION BETWEEN GOOD AND LOOKS AND DRESSING WELL

# FASHION PSYCHOLOGY INSTITUTE®

## MICRO CREDENTIALS

### OUR NEW PROGRAMS

#### Psi- Key



1 Course, 4 Courses or 8 Courses

- LEARN THE FOUNDATION OF PSYCHOLOGY BEFORE LEARNING ABOUT THE FASHION PSYCHOLOGY FIELD®
- KEY TOPICS TO BE DISCUSSED AS IT PERTAINS TO PSYCHOLOGY ONLY: HISTORY, DEVELOPMENT, LEARNING, THE BRAIN, MEMORY, PERSONALITY, INTELLIGENCE & OBEDIENCE
- AVAILABLE FOR HIGH SCHOOL STUDENTS IN THE FOLLOWING TRACKS: 1 COURSE, 4 COURSES & 5 COURSES

#### Mood Matters: Dopamine Dressing



5 Courses

- AS SEEN ON TIK TOK, PINTEREST, INSTAGRAM FROM THE UNITED STATES TO AUSTRALIA AS THE BIGGEST TREND OF 2022
- LEARN HOW DOPAMINE DRESSING WAS COINED BY DR. DAWNN KAREN
- APPLICATION FOR PRIVATE OR PUBLIC USE
- LEARN HOW DOPAMINE DRESSING CAN EXTEND BEYOND COLOR, ITS SIDE EFFECTS AND TREATMENTS
- AVAILABLE FOR HIGH SCHOOL STUDENTS IN THE FOLLOWING TRACK: 3 COURSES

# FASHION PSYCHOLOGY INSTITUTE® MACRO CREDENTIALS

## THE LUMINARY LAB

### Fashion Psychology Coach

Level 1

5 Courses

TOPICS COVERED:

- DRESS
- COLOR
- RELATIONSHIPS
- BUSINESS
- ENTERTAINMENT

### Fashion Therapist

Level 2

12 Courses + Project

TOPICS COVERED:

- DRESS
- COLOR
- RELATIONSHIPS
- BUSINESS
- ENTERTAINMENT



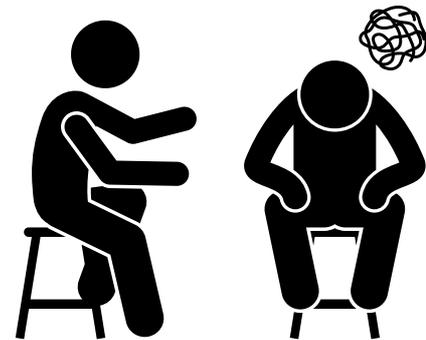
### Fashion Psychologist

Level 3

12 Courses + Internship +  
Project+ Dissertation

TOPICS COVERED:

- DRESS
- COLOR
- RELATIONSHIPS
- BUSINESS
- ENTERTAINMENT



# FREQUENTLY ASKED QUESTIONS

## WHAT IS A FASHION PSYCHOLOGIST?

A Fashion Psychologist utilizes the Fashion Psychology Field® a newly applied academic discipline that is focused on the study and treatment of color, beauty, style, image, and shape and its affect on human behavior while addressing cultural sensitivities and cultural norms.

## WHO IS THE FOUNDER OF FASHION PSYCHOLOGY FIELD® ?

Dawnn Karen is the Founder/Pioneer of the Fashion Psychology Field®. She has been declared as The World's First Fashion Psychologist by The Times and dubbed as The Dress Doctor by The New York Times after being followed by investigative journalists. Fashion Psychology Field® is also taught at the Fashion Institute of Technology, (under Color Psychology in the Social Sciences Department and Fashion Psychology under the Continuing Education Department). She is also the 1st Black Female Psychology Professor and the youngest at the acclaimed FIT.

## WHO INVENTED FASHION PSYCHOLOGY?

In 2010 while attending Columbia University, Dr. Dawnn Karen invented the Fashion Psychology Field®, after realizing the American Psychological Association nor the British Psychology Society recognized it as a field. See Ted Talk and read Dress Your Best Life for full story. Similar to APA which owns all 54 divisions of the psychology discipline, Dr. Dawnn Karen solely owns the 55th division through the United States Trademark and Patent Office. She has been a victim of academic theft for several years and has appeared in the Supreme Court (United States) and the Court of Appeals (United Kingdom) testifying to this, entering both into the legal systems for justice and vindication. See The New York Times investigative article.

## WHAT IS THE DIFFERENCE BETWEEN THE FASHION PSYCHOLOGY INSTITUTE'S PROGRAMS AND THE OTHER UNIVERSITY PROGRAMS?

We take pride in education disruption and upholding academic integrity. We are the first online institution dedicated to teaching the Fashion Psychology Field®. Unfortunately due to academic theft of the field by senior psychology professionals/institutions, we have had to contend with repeated plagiarism from the onset of its creation. To avoid the participation and the perpetuation of this age-old hazing practice, we suggest all prospective students to learn from the pioneer.

# FREQUENTLY ASKED QUESTIONS

## WHAT IS DISTANCE LEARNING?

Distance learning is synonymous with e-learning and online learning. Distance learning can be in two forms- synchronous and asynchronous. Synchronous learning occurs when students are engaging in learning at the same time (i.e. modules). Asynchronous learning occurs when information is shared outside the constraints of time and place among a network of people (i.e. Teleseminars).

The Luminary Lab program is both synchronous and asynchronous. Specialized Programs are asynchronous.

## APPLICATION PROCEDURE

Due to high demand, early registration is suggested. All program applications are reviewed in the order that they are received. Applications must be completed in full to be considered for admission. Once submitted our team meets to determine your eligibility to become a student. If applying for the Luminary Lab Program applicants for FPI must wait 2-3 weeks upon receipt of Certificate Application. All other applicants for the Specialized Programs automatically are accepted and will receive correspondence to select a start-date upon receipt of application.

## FEES

There are standard non-refundable application fees that must be met to receive consideration. All fees must be applied before course registration.

For Luminary Lab Program/Macro-Credential fees see below.

For Specialized Program/Micro-Credential fees scroll below their course description.

Please note payment plans are available for all programs.

US applicants can utilize the Paypal Buy Now Pay Later plan that allows payment in 4 interest-free installments. One-Time Payment must be selected to automatically display this option.

It is available to consumers upon approval for purchases of \$30 - \$1500. Pay in 4 is not currently available to residents of New Mexico, North Dakota, Missouri, South Dakota, Wisconsin, Nevada, Rhode Island, or any U.S. Territories. Loans to California residents are made or arranged pursuant to a California Finance Lenders Law License. PayPal, Inc. is a Georgia Installment Lender Licensee, NMLS #910457.

All international applicants can utilize the payment plans 3-Monthly Payments and 6-Monthly Payments.

# FREQUENTLY ASKED QUESTIONS

## WHERE IS THE RESPONSE TO MY INQUIRY?

Please check your spam folder. Also, add [info@fashionpsychologyinstitute.com](mailto:info@fashionpsychologyinstitute.com) to your contact list.

## I HAVE RECENTLY APPLIED TO A PROGRAM.

### WHY HAVE I NOT RECEIVED LOGIN DETAILS?

We do not utilize an automated system or platform in order to create and maintain rapport with each of our Fashion Psychology Institute's students. We will email you personally on details to begin your selected program. Please expect correspondence within 72 hours.

## WHAT PLATFORM DOES FPI USE?

We do not utilize a second-party website such as teachable, kajabi, thinkific, etc. Our customized platform is built into our student portals.

## I AM A PROFESSIONAL. HOW CAN I BECOME A FASHION PSYCHOLOGIST?

All professionals must hold a high school diploma, licensure in a field, a degree, or its equivalent. Schooling takes place all year-round. Titled-Certifications and Certificates of Completion will be awarded to all professionals after the program.

## I AM A PSYCHOLOGIST IN MY COUNTRY.

### WHICH PROGRAM SHOULD I STUDY?

All psychologists should show proof of credentials and are strongly encouraged to apply to Level 2 or 3 of the Luminary Lab program. Psychologists can apply to specialized programs as well.

## I AM A FASHION PROFESSIONAL IN MY COUNTRY.

### WHICH PROGRAM SHOULD I STUDY?

All fashion professionals should show substantial proof of credentials if applying to the Luminary Lab program. Fashion professionals can apply to only Level 1 or Level 2. Special circumstances can permit fashion professionals to apply to Level 3. Please inquire. It is strongly encouraged to apply to the specialized programs (where proof is not required) as well.

## I AM A HIGH SCHOOL STUDENT. CAN I TAKE COURSES?

All students must be enrolled as a high school student. Learning takes place on a rolling basis. Perfect for the high school student who is a dreamer and expects to feel inspired! Please note the pre-college enrichment program starts with its own Psi-Key™: Unlock Your Mind™ program.

# FREQUENTLY ASKED QUESTIONS

## WHO REVIEWS THE ASSIGNMENTS?

Dr. Dawnn Karen personally reviews each and every assignment regardless of where the students is located.

## I PURCHASED A PROGRAM. CAN I GET A REFUND?

There will be no refunds for any programs once login information has been sent.

## ENGLISH IS NOT MY FIRST LANGUAGE. CAN I TAKE COURSES?

All programs are available in 66 languages. The English utilized within programs are at an L2 or B2 language level. When applying to programs please indicate your preferred language.

## I AM DEAF OR HARD OF HEARING. CAN I TAKE COURSES?

All programs are created to incorporate neurodiversity for individuals with various learning disabilities. Captions or subtitles can be made available. When applying to programs please indicate your preferred language.

## WHAT CAREER OPPORTUNITIES ARE AVAILABLE?

The majority of our graduates go on to consult in private consulting to work with individuals. We do not guarantee students jobs.

## ARE PROGRAMS COURSES ADOPTED DIRECTLY FROM THE TEXTBOOK?

Although the book is required, we strive to avoid redundancy. We do not duplicate the textbook in each program's course.

## WHAT ARE THE SPECIALIZED PROGRAMS AKA MICRO-CREDENTIALS?

Beauty Baked & Naked, Closet Chronicles, Color Consciously, Knighted Armoire, Mirror Reflections, Mood Matters, Psi-Key and Summer Couch Sessions.

## WHO INVENTED DOPAMINE DRESSING?

Dr. Dawnn Karen coined the term Dopamine Dressing aka Mood Enhancement Dressing earlier in the pandemic after she prescribed a physician client to wear anything yellow while she was battling depression after most of her clients had died. See [Tatler Asia](#) article.

# FREQUENTLY ASKED QUESTIONS

IS THERE A COURSE ON DOPAMINE DRESSING?

Yes, the Mood Matters program teaches about the Dopamine Dressing phenomenon.

WHAT TYPE OF CERTIFICATIONS ARE GIVEN?

Graduates of the Luminary Lab Program receive a Macro-credential with title of Fashion Psychology Coach (formerly Fashion Aristocrat), Fashion Therapist or Fashion Psychologist plus a Certificate of Completion. Graduates of the Specialized Programs receive only a Micro-credential without a title.

ARE CERTIFICATIONS ACCREDITED?

All macro and micro credentialed certificates are accredited through the International Association of the Fashion Psychology Field®.

*The London Times*  
**WORLD'S FIRST  
FASHION  
PSYCHOLOGIST**



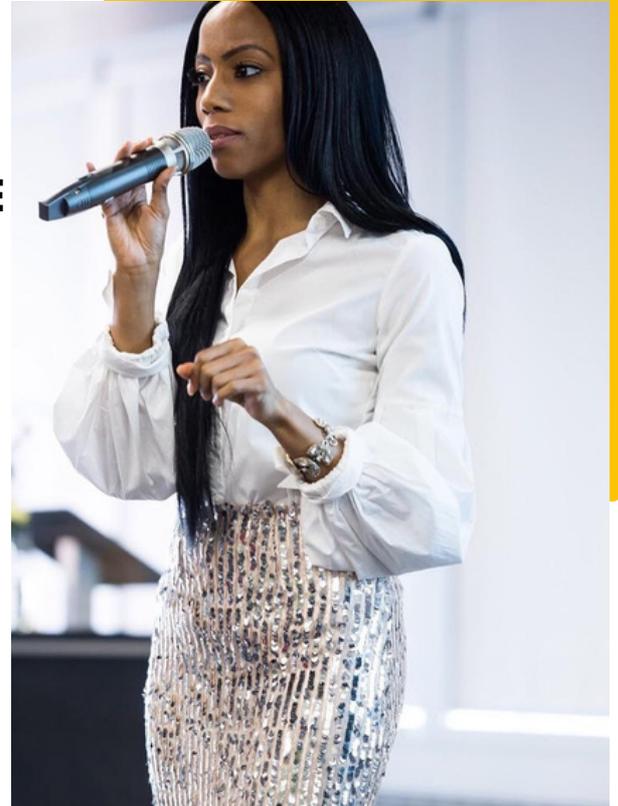
*The New York Times*  
**THE DRESS DOCTOR**

*The Guardian*  
**THE WARDROBE  
WHISPERER**

*The Face Magazine*  
**DOPAMINE DRESSING: BIGGEST  
TREND OF 2022,  
DR. DAWN KAREN COINED THE  
TERM EARLIER IN THE PANDEMIC**

*The Cut*  
**A MEDIA  
DARLING**

**PROFESSOR  
DR. DAWN KAREN**



**OVER 1500+ STUDENTS TAUGHT**

As a student at Columbia University in 2010, Dawnn Karen began pioneering and invented her Fashion Psychology Field®, after realizing the American Psychological Association nor the British Psychology Society recognized it as a field. See Ted Talk and read Dress Your Best Life for full story. Similar to APA which owns all 54 divisions of the psychology discipline, Dr. Dawnn Karen solely owns the 55th division through the United States Trademark and Patent Office.

She has been a victim of academic theft for several years and has appeared in the Supreme Court (United States) and the Court of Appeals (United Kingdom) testifying to this, entering both into the legal systems for justice and vindication.

See The New York Times investigative article.

She has been referred to as the "Mother of Fashion Psychology" and pioneering mind behind this global field since then, paving the way forward in fashion academia.

*The London Times*

# WORLD'S FIRST FASHION PSYCHOLOGIST



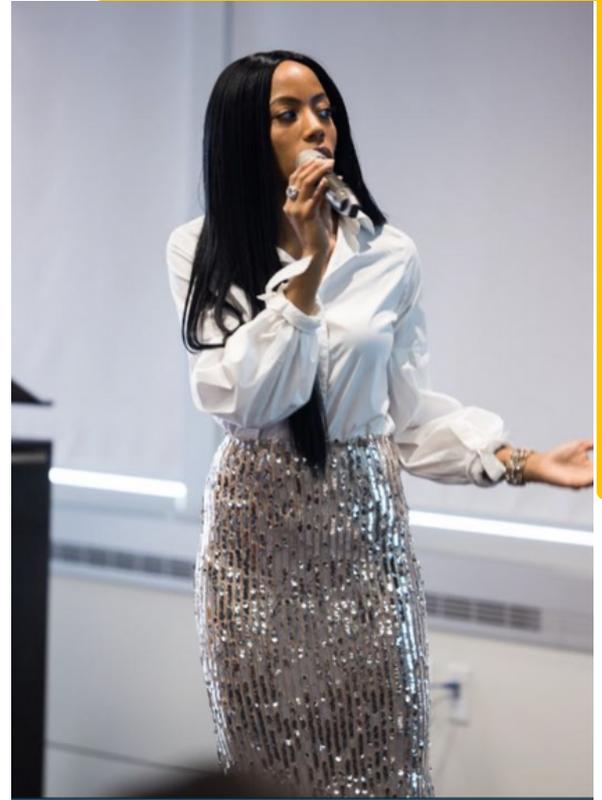
*The New York Times*  
**THE DRESS DOCTOR**

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*The Cut*  
**A MEDIA  
DARLING**

**PROFESSOR  
DR. DAWN KAREN**



She is a former model, fashion public relations representative, and designer, she has leveraged her education and talents contributing to media in 70+ countries.

Her most notable interviews include Vogue Business, Vanity Fair (Italia), Hello Mag (India), Damernas Vard (Sweden) Tatler (Hong Kong), Bazaar (Kuwait), The Globe and Mail (Canada), The Financial Times (United Kingdom), Talk Radio Europe (Spain), Style Rotate (South Africa), The Morning Show (Australia), Good Morning Britain, Good Morning America, The Doctors, etc. She has also received invitations to speak at various conferences and universities some of which include The United Nations, Ukrainian Kyiv Security Forum, Columbia University, Concordia University, Kent State University, etc.

Ultimately, she has made history as the pioneer of the Fashion Psychology Field®, as one of the youngest professors and the first black woman psychology professor in the Social Sciences Department at the Fashion Institute of Technology, by founding the first online institute Fashion Psychology Institute. As a traditionally signed author to Hachette Book Group and Penguin Random House, she has published the Fashion Psychology Field®'s first book Dress Your Best Life available in English, Ukranian, Czech, Spanish and Russian.

**WE LOOK FORWARD TO  
HAVING YOU AS A STUDENT TO  
FURTHER THE  
FASHION PSYCHOLOGY FIELD®**



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