

Fashion Entrepreneurship and Luxury Brand Management (Online)

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Course Overview

Luxury brands may project the solidity and permanence of an impenetrable fortress, but this contrived deceit masks the creative skill and business acumen of entrepreneurially spirited individuals carefully managing every aspect of their fragile industry.

In this course you will gain an understanding of the principles and practices behind luxury brand management including economic management, production and distribution channels of a brand.

This course is aimed at aspiring fashion entrepreneurs who dream of starting or managing a luxury fashion brand and want an overview of the development, planning, marketing and management involved. Gaining a comprehensive understanding of the current global luxury brand climate is key to this unit. You will research trends, gain an understanding of Trend Forecasting and consider who is the luxury consumer.

Through a combination of lectures, discussions and workshops you will gain knowledge of the techniques needed to develop, produce and market a luxury product. Topics covered will include sourcing strategy, production process, target market customer profiling, financially driven marketing strategies and the broad range of tools with which to present product from packaging to e-commerce.

Class contact hours:	30 hours
Class credit:	3 credits
Course level:	Open
Entry requirements:	This course is perfect for you if you are studying a practical design subject and want to learn more about the business side of fashion, or if you are a business student who wants to get a head-start in this fast-moving, exciting industry.

Course Aims and Learning Outcomes

Upon successful completion of this unit you will be able to:

- Demonstrate your ability to plan and implement a project of self-directed and systematic primary and secondary research into the market (Enquiry)
- Analyse the steps taken in launching a new fashion label, connecting theory with practice (Enquiry)
- Experiment with business ideas and concepts to create a unique brand proposition (Enquiry)
- Apply theoretical business models and tools to the development of a differentiated emerging fashion label (Knowledge/Realisation)
- Present your business concept with clarity, sharing your reflections on your learning and evaluating your business proposition (Communication/Realisation/Process)

Teaching and Learning Methods

You will study on the University's VLE system, developed specifically for the teaching and learning of creative practices, online.

- Lectures and discussions
- Group work
- Guided creative projects you can complete from home or your local areas
- Individual tutorials
- Project work and Presentations

Example Project Brief - Start Your Own Label:

Team Work

Working as a team you are required to research and develop a business strategy for a start - up label.

Your team will:

- Decide on the niche for the start - up label and create a brand
- Carry out market research and identify your competitors
- Identify the target customers, analyse their needs
- Identify how you will set up, finance and market your business
- Determine the product range and supply chain including fabrics and manufacturing
- Carry out thorough primary research in relevant stores and online and secondary research

Your team will use this research to produce 5 minute group presentations on your findings and proposals.

Individual Work

- You will develop a business plan based on your group work but you will include an executive summary that is your personal, entrepreneurial assessment of the business needs of your startup label
- The business plan will include all group and personal investigations, research and analysis of the fashion market
- The business plan is an individual, self-directed task and not a group activity. The plan to include detail under all the headings of the business plan format
- Ensure that the work is supported by relevant visuals, is correctly referenced and includes a full bibliography

Requirements for Assessment

You will be assessed on your contribution to classes and project work.

Materials Required

Please bring with you:

- Laptop/Computer
- Good internet connection
- Microsoft Word
- PDF reader

Reading/Resources List

Please note this list is indicative and you don't need to go out and buy any books until you have begun the course.

- Lowe, Alison (2019) How to Start Your Own Fashion Label, The Definitive Guide
- Gehlhar, Mary: (2005) Fashion Designers Survival Guide. Kaplan Business
- Posner, H. (2011) Marketing Fashion. London: Laurence King
- Jackson & Shaw: (2006) The Fashion Index Macmillan
- Wadell. Gavin: (2004) How Fashion Works: Couture, Ready to Wear and Mass Production. WileyBlackwell
- Burns, Leslie Davis: (April 1, 2002) The Business of Fashion, Designing, Manufacturing and Marketing. Fairchild Pubns; 2 edition

Websites:

www.businessoffashion.com

www.voguebusiness.com

www.fashionunited.uk

www.fashionnetwork.com

www.drapersonline.com

Tutor:

Alison Lowe is a serial entrepreneur with a successful background in profitable business growth, both through her own businesses and those she supports. Alison's quick understanding and industry knowledge of what fashion brands really need is impressive and effective. She works with many exciting emerging fashion designers and established creative businesses in London today and provides a great insight into how PR, Marketing and Business Management can work as part of a holistic approach to a brand's development.

Alison established her fashion agency Felicities in 2003, having discovered a gap in the market for business development, PR, marketing and sales support for emerging creative brands. During the last 12 years, Alison has worked with over 200 clients to break into new markets both in the UK and internationally and established a range of sponsorship, partnership and promotional opportunities for her brands. Felicities and its clients feature regularly on the International Fashion Week schedules. Prior to setting up Felicities, Alison had the kind of portfolio career that is a trait of many successful entrepreneurs. She has established, run and sold several businesses including RoadRunners, the international courier business and Chameleon, a promotional management company. In addition, Alison has worked in the public sector as a business support consultant for Business Link and established a large cross sector consortium for a voluntary sector project. Alison teaches on several business courses at London College of Fashion and is regularly asked to guest lecture at international universities and conferences.

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