



INSTITUTE OF  
LUXURY  
FASHION  
& STYLE —



# SUMMER SCHOOL FASHION ENTREPRENEURSHIP

# KEY INFORMATION

Certificate Course

Duration: 4 weeks, Part time

Live Tutored Sessions

Industry-relevant Learning



# WEEK ONE

# 1

- Creative Thinking Techniques
- Design thinking tools
- Innovations in the creative industry
- Analyzing forecasts

## Outcome

- A thorough understanding of how to generate creative ideas through varied techniques



# WEEK TWO

# 2

- Fashion & product lifecycle
- Product categories & range building
- Brand portfolio generation
- Pricing techniques

## **Outcome**

- Creation of an assortment mix for your brand



# WEEK THREE

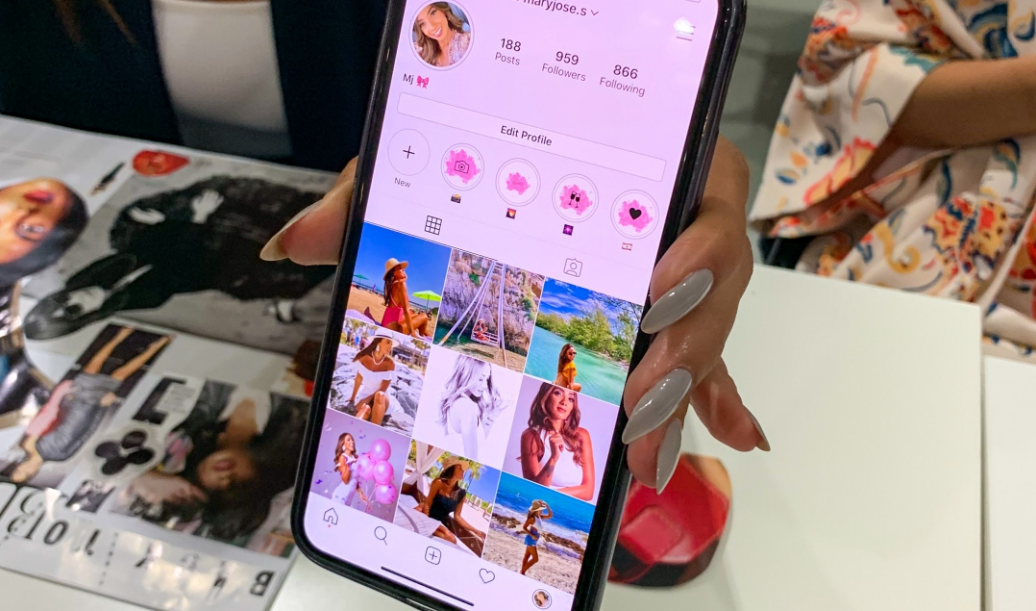
# 3

- Brand management
- Defining brand ethos, goals & vision
- SWOT analysis
- Competitor analysis
- Retailing in the new age

## Outcome

- Defining a brand board for your business





# WEEK FOUR

# 4

- Social Media & e-commerce for business
- Media platform selection & application
- Online Advertisements
- Setting up payment systems
- Content generation & management
- Influencer marketing

## **Outcome**

- Creation of a business profile on social media

# Additional Information & Enrolment Process

## **Why should you consider doing the Fashion Entrepreneurship course?**

- The course is developed with the intent of supporting students post 10th grade who have a keen interest in starting their own fashion venture. It will help you understand the key aspects of the fashion industry and how to enter & develop a creative business.

## **Who is the Fashion Entrepreneurship course for?**

- This short course is suitable for anyone interested and actively exploring a career in the field of fashion business. It is the perfect course for students who wish to kickstart their entrepreneurial journey with a small business and want to learn the process from ideation & execution.

## **Are you simply looking to develop a new skill?**

- If you are looking to simply gain new skills and knowledge Fashion Design this course is perfect for you. You will have a good foundation into the fashion design profession.

## **How long is the course?**

- The course is 4 weeks long and each week we will be covering some new learning within the programme. We have designed the course in a way that you will gain knowledge in a new area within the program of your interest as you pass each week. Details of the course are listed below week wise.

## **What will be taught in the courses?**

- You will be shown and taught the entire creative process through personal projects and carefully crafted assignments. You will delve into the process of going from ideation to final concept through key design principles.
- Details of the course are listed below week wise. Alternatively, please contact us by email, telephone or WhatsApp to get more details about your specific course of interest.

## **How will the courses be delivered?**

- The courses will be tutored online using live video sessions teamed with practical assignments and feedback sessions.
- You will also be given assignments and your submissions reviewed with concrete feedback enabling you develop skills further even after the course is complete.

## **What will be the benefit of studying on the online courses?**

- The big advantage is that you will be in live communication with a tutor / mentor who will give you personalized input.
- You will have complete access to all industry webinars and masterclasses that FAD is currently hosting.
- You will be given practical work and assignments which will be reviewed and feedback provided
- It is our goal to ensure you walk away with a basic portfolio at the end of the programme

## **Is it part time or full time?**

- The course is part time and requires up to 10 hours of your commitment per week plus some personal working time.



## **Can I speak to a counselor on a video chat or a call? -**

- Certainly, we always recommend that all interested students speak to our academic counsellor at least once to gain more insight. Our counsellors can also help you pick the right course and complete the application process. We are also happy to host video counselling sessions should you wish. Get in touch with us and we will set it up.

## **Can I request information by email & WhatsApp? -**

- Yes, please contact our admissions team on email and telephone as follows:
- **Mumbai:** counseling@fadacademy.com // 9819190904 | 9619300201 | 7506081899
- **Pune:** admissions@fadacademy.com // 8551910022 | 9970158726

## **What are the fees and how can I enroll?**

- Enrolment is easy you may either write to us at **admissions@fadacademy.com** or **counseling@fadacademy.com** or you can WhatsApp us on any of the numbers mentioned above confirming your interest. We will release a letter of acceptance. Once you pay the fee, you will receive the receipt and receive confirmation of your seat on the programme.
- Kindly reach out to our admissions team for Fee details.



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