



MODULE 3 – FASHION MANAGEMENT AND MEDIA MARKETING

ECOMODA Training Course - Introduction

Enoros Consulting

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Literature review

The fashion industry represents a business with an annual estimated turnover of €147 billions (EURATEX, 2022) employing over 1.5 million people (European Environment Agency, 2019) in the EU-27 region. At the same time, the global fashion industry uses more than 98 million tons of non-renewable resources annually, including oil to produce synthetic fibers, fertilizers for cotton plantations, and chemicals for producing, dyeing, and finishing fibers and fabrics. To these, 93 billion cubic meters of water are added, which contribute to worsening the events of drought, the emission of about 1.2 billion tons of CO₂, and 500 thousand tons of microplastic fibers poured into the oceans. Until the seventies, in a context where environmental concerns began to take on importance, fashion firms limited themselves to interpreting sustainability in a communicative key, mainly through green marketing initiatives. It was not until the 1990s when sensitivity towards environmental and social problems began to take on a new value; not only communicative, but above all, anchored to the actual productive and organisational capacity of companies. (Grant, 2009).

Nowadays, attention to sustainability, respect and protection of the environment, enhancement of human resources, safety of working conditions and protection of health, have become fundamental drivers for the development of the fashion industry, impacting the entire value chain, from the commercial proposal, to the relationship with the final consumer, up to the management of the end-of-life of a product. (Raworth, 2017). In a broader sense and in a strategic key, the concept of sustainability has evolved to embrace the search for well-being, a better quality of life and a sense of responsibility towards the community. (Ki, 2016).

In 2009, the **Copenhagen Fashion Summit (CFS)** launched the first sustainability program for fashion companies and the publication of an, at the time, pioneering sustainability report guide (CEO's Fashion Agenda), produced in collaboration with some of the world's top fashion brands and addressed towards fashion company CEOs. The CEO's Fashion Agenda identified Seven Priority Actions for achieving higher sustainability standards within the industry: **1. supply chain traceability, 2. saving water and energy, 3. workers' security and respect, 4. sustainable material mix, 5. circular fashion system, 6. better wage systems, 7. digital revolution.**

Its goal was to shift fashion leaders' priorities towards creating more durable products, favouring disassembly of fibers and realizing recyclable garments. On the other side, retailers were incentivized to increase the presence of collections of used garments, while leading fashion companies were encouraged to collaborate with governments to develop better circular systems, and develop innovative technologies to transform textile waste into high-quality fibers. (Cuc, 2011).

In 2018, under the auspices of UN Climate Change, fashion stakeholders worked to identify ways in which the broader textile, clothing and fashion industry can move towards a holistic commitment to climate action, resulting in the **Fashion Industry Charter for Climate Action** and the vision to achieve net-zero emissions by 2050. The Fashion Industry Charter was launched at COP24 in Katowice, Poland, in December 2018, and was renewed at COP26, in Glasgow, UK, in November 2021. The industry charter specifies the following overarching areas of work to be further developed by specific Working Groups: **Decarbonization pathway and GHG emission reductions, Raw material, Manufacturing/Energy, Logistics, Policy engagement, leveraging existing tools and initiatives, promoting broader climate action, Brand/Retailer Owned or Operated Emissions.** (Patrizia Gazzola, 2020).

In April 2020, McKinsey & Company conducted the 'Consumer Sentiment on Sustainability in Fashion' interviewing 2000 British and German consumers. Two-thirds of the interviewees affirmed the following issues: use of sustainable materials is an important driver for the final purchase (67%)

and brands should be totally transparent about sustainability (70%). The research also shows that Generation Z and millennials have a strong propensity to purchase second-hand items.

The new affluent generations are more socially and environmentally conscious, and so have higher expectations of fashion brands to be more sustainable and ethical in their production processes. This implies an important lesson for fashion brands that want to attract and retain this market segment: brands need to evolve towards new business models based on ethical, sustainable, and circular fashion. This change has also led large fashion companies to start following a greener path. Companies have understood how a sustainable model can produce a competitive advantage in reputation and differentiation.

During the pandemic period, this trend has greatly accelerated. The Kering Group, for example, to which Gucci, Bottega Veneta, Balenciaga and Yves Saint Laurent belong, was selected during the World Economic Forum as seventh out of over 8000 companies for its commitment to green production. **“Sustainability is the organizing principle on which to build the future of the fashion industry, more resilient than ever,”** declared Eva Kruse, CEO of Global Fashion Agenda. The pandemic period has caused severe socio-economic damage, but it is accompanied by environmental deterioration that can also affect economic opportunities and social equity. In the face of this double risk, future generations are ready to be resilient and make their contribution not only on the consumption side but also through their inclusion in fashion companies by bringing green and circular principles with them. (Idiano D’Adamo, 2021).

ECOMODA overall objectives

ECOMODA training course's goal is the creation of sustainable communities and flourishing ecosystems. It promotes environmental and social responsibility, aiming to help young fashion designers to adopt new ways of sustainable fashion.

“Sustainable fashion is defined as clothing, shoes, and other accessories that are manufactured and used in the most sustainable manner possible, taking into account both environmental and socio-economic factors.” (<https://greenstrategy.se/>, n.d.)

The course provides a theoretical framework for practitioners, but policymakers and educators may also find it useful in developing and promoting the acquisition of novel teaching/learning approaches.

More specifically, the ECOMODA Training Course will assist young talented people in the fashion industry in acquiring the ideal blend of creative and strategic thinking that the industry seeks, preparing them, as well as their professors, for a successful career in the fashion sector.

It identifies:

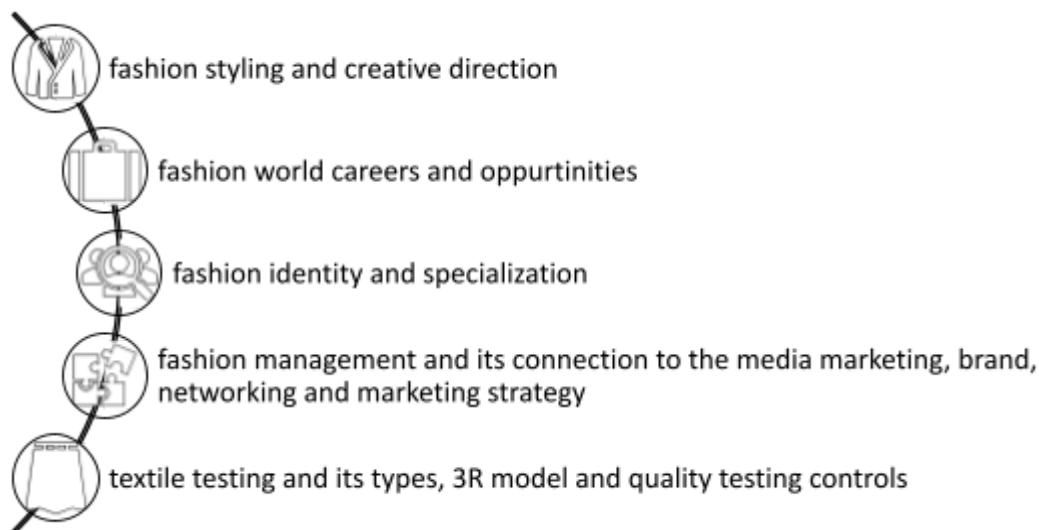
1. environmentally friendly textile and fashion materials
2. training and educational possibilities and pathways for each partner country
3. EU work experience opportunities and employment career growth in the fashion industry
4. best practices in textile and fashion industry businesses
5. ethical fashion

ECOMODA Training Course covers various areas, including legislation and practices, important information on sociocultural shifts and new frameworks for fashion trends. More specifically, the modules will cover topics such as:

- The history of the “Sustainable” fashion world
- The world of fashion and its careers
- Necessary skills for succeeding in the fashion industry
- How to start a career in fashion
- Sustainable development, technologies and products
- Linear vs. Circular economy and textiles
- Fashion Management
- How to promote and sell your brand

Learning outcomes

With the completion of the ECOMODA training course modules, young fashion designers would have acquired the basic **knowledge** of:



And the **skills** to:



Brief description of ECOMODA modules

Module 1 – Leave your mark in the Fashion World
Units UNIT 1 - The world of fashion 1.1 The history of the fashion world, in particular of the “Sustainable” fashion world 1.2 The world of fashion and its careers 1.3 How to start a career in the fashion world UNIT 2 – The Fashion world ‘Must-Haves’ 2.1 What skills are required in today's fashion world (and why?) 2.2 Essential theoretical and soft skills 2.3 Best Practices UNIT 3 – Communicate effectively in the contemporary fashion world 3.1 How to leave your impact on the fashion world 3.2 Effective communication 3.3 Secrets and tricks of the trade
Self-Assessment Quiz
Six multiple choice questions to assess the comprehension of the main topics of Module 1.
Module 2 – The road to green and digital transition
Units UNIT 1 - The fashion industry and its environmental impact UNIT 2 - Fashion and the COVID19 pandemic UNIT 3 - The Quest for Innovation 3.1. Fashtech 3.2. New business models 3.3 New services: Automation and Artificial Intelligence 3.4. New production models: Just in time and on-demand production 3.5. Traceability and blockchain
Self-Assessment Quiz
Four multiple choice questions to assess the comprehension of the main topics of Module 2.
Module 3 – Fashion Management and Media Marketing
Units UNIT 1 - What is fashion management? UNIT 2 - The fashion supply chain UNIT 3 - How to promote and sell your brand
Self-Assessment Quiz
Six multiple choice questions to assess the comprehension of the main topics of Module 3.
Module 4 – A new approach to quality perception of textile and its evaluation via testing
Units UNIT 1 - What is the circular economy and why has it been introduced in the textile industry? UNIT 2 - What is textile waste and - what types of textile recycling are there? UNIT 3 - Textile labeling and the responsibility of producers and consumers to minimise the environmental impact of textile products. UNIT 4 - Definition of textile product quality and its testing.
Self-Assessment Quiz
Five multiple choice questions to assess the comprehension of the main topics of Module 4.

Every module of the ECOMODA training course has the **following structure**:

Title of the module - Name of the partner	
Summary - Brief description of the topics and key terms	
Main goal of the module	
Learning Objectives (Knowledge, skills, attitudes)	
Main keywords of each module	
Units of the module	
Activities	
Self-Assessment Quiz	

Sources

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ECOMODA Training Course

Module 3

Fashion Management and Media Marketing

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Title of the module	Module 3 – Fashion Management and Media Marketing
Responsible Partner	Sc'Opara

Content

UNIT 1 - What is fashion management?

UNIT 2 - The fashion supply chain

UNIT 3 - How to promote and sell your brand

Summary

Module 3 aims to offer an introduction into the basics of fashion management, introduce you to the fashion supply chain and give you the tools to develop a good marketing strategy for managing your fashion brand.

Aim(s)

Introduce users to fashion management, fashion supply chain and media marketing.

Learning Objectives

Module 3: Fashion Management and Media Marketing		
Knowledge	Skills	Attitudes
<ul style="list-style-type: none"> • Basic knowledge of what fashion management is • Factual knowledge of how media marketing and fashion management are linked • Practical knowledge of promoting and selling your brand • Practical knowledge on how to expand your networking in the fashion world • Theoretical knowledge of fashion supply chain and fashion marketing strategy 	<ul style="list-style-type: none"> • Discuss the concept of fashion management • Explore how social media can be used effectively to grow your fashion business • Recognize the proper strategies of marketing in the fashion world • Identify new tools and techniques to use in promoting fashion product and services • Analyze every step of fashion supply chain 	<ul style="list-style-type: none"> • Awareness of how marketing can help in promoting your brand • Willingness to discover new tools to promote your brand • Openness to discuss with people who are in the fashion world about the beginning of the production, the selling, the advertisement, etc. • Willingness to manage every challenge in a fashion journey • Appreciation of the importance of connection and sharing with others

Key Terms

Fashion, Management, Media, Marketing, Branding, Promotion, Sell

UNIT 1 - What is fashion management?

A little history...

Before the mid-19th century, most clothing was made by order (i.e., for a particular customer). Clothes were either handmade and made at home or commissioned from tailors and seamstresses. The tailor was known for his ability to create clothes through the art of designing, cutting, fitting and finishing. Seamstresses, on the other hand, were mainly women and their job were to copy or adapt the latest clothing ideas from Paris, London or other fashion centres using printed illustrations called fashion plates.

It was not until the mid-19th century that the first fashion house was established by Charles Frederick Worth (1826-1896). Worth is generally considered to have invented fashion design, as he was the first to produce a collection of dresses and show them on live mannequins, with each model presented in a different style.

The designer Paul Poiret continued this concept and the practice of putting the designer's name on clothes was born, as was the fashion design industry as we know it today. Many designers have followed in Poiret's footsteps, including Coco Chanel, Elsa Schiaparelli, Cristóbal Balenciaga and Christian Dior.

Throughout the 19th century, with the advent of new technologies such as the sewing machine, the rise of global capitalism, the development of the factory production system and the growth of retail outlets such as department stores, clothes were mass produced in standard sizes and sold at fixed prices.



www.shutterstock.com/fr/editorial/search/directoire

Fashion management covers several professions for which you need to know how to combine passion and negotiation. From styling to commerce, let's discover some of the sometimes-unsuspected facets of fashion management.

Fashion management: specificity of the field

Halfway between creative decision-making and marketing, fashion management jobs are at the crossroads of these two fields. Indeed, companies in the sector need profiles with a passion for fashion who know how to sell clothing lines, brands, etc.

It is important to learn to:

- Manage customer relations

- Establish a marketing strategy
- Succeed in a commercial negotiation

The commercial part

For all the professions in this field, you need to know the basics of the sales profession. You must not lose sight of the fact that you have to know how to negotiate to lower the price of raw materials, how to sell your own products, etc. From the basics of the commercial profession, you need to know, for example, negotiating prices with suppliers.

This aspect also implies knowing the process of creating a garment so that the sales representative can easily talk about it to customers. Indeed, knowing the characteristics of a product makes it easier to sell. The Product Manager must be able to talk about their pieces, mentioning the quality of the fabric for example, and evaluate the return on investment.

Expected qualities

For example, to work as a Product Manager or Sourcer, it is essential to be able to speak English. Being bilingual is an undeniable plus as these professionals are obliged to deal with foreign companies or service providers. They also frequently have to travel to meet fabric suppliers or any other contact person. Other essential points include being passionate about fashion, knowing current trends, knowing how to identify fabrics, etc. It is an evolving sector of the fashion industry that focuses on the promotion of clothing sales, involving tasks that meet the needs of potential customers and designers.

Fashion marketing and management professionals work across the industry and focus on marketing collections for designers, creating fashion advertising campaigns and filling the ranks of merchandising and retail management. Whether they work for designers, advertising agencies, fashion newspapers or retail establishments, their responsibility is to drive fashion forward by developing campaigns, displays, advertising, directing the marketing of manufacturing and creating sales strategies.

The industry can be divided into three main manufacturing categories:

High fashion: The best of the best! High fashion is the professional sector in which luxury clothing designers work. Today, it is organised around "haute couture houses", some of which have a long history and have collaborated with many great couturiers over the years. It plays an avant-garde role, and its works prefigure fashion.

Ready-to-wear (RTW): Ready-to-wear is made up of pieces sold as a finished product and not made to measure. It refers to the transition from artisanal sewing and made-to-measure clothing to the standardisation of sizes that allows mass production. A few years after the success of the New Look haute couture, ready-to-wear clothing gradually spread in the West, helped by new materials, an image of modernity and a change in women's activities. It thus modified the distribution of clothing, moving from the neighbourhood dressmaker to the boutique. From the beginning of the 1960s, it was omnipresent and unavoidable and saw the creation of numerous new brands.



<https://unsplash.com/es/fotos/3Q3tsJ01nc>

Mass market: The mass market is a general trade term describing the largest group of consumers for a particular industrial product. It is the opposite of the niche market term. A product that is designed for the mass market is intended to be bought by as many people as possible, not just by people with a lot of money or a special interest. It is what we also call “fast fashion”

It is useful to know these three levels of production to understand the supply chain and the fashion industry as a whole.

UNIT 2 - The fashion supply chain

Although originating in Europe and America, the fashion industry is now an international and highly globalised industry, with clothes often designed in one country, produced in another and sold worldwide.

The supply chain, which is at the heart of this industry, is a complex system, operating on different levels. Each level is made up of many distinct but interdependent sectors, including textile design, production, fashion design, manufacturing, fashion retailing, marketing, merchandising, fashion shows and media. Each sector aims to satisfy consumer demand for clothing under conditions that allow industry participants to make a profit.

These levels can be outlined as follows:

1. Raw material production

2.

This is the 'harvesting' of the raw product, which is then used to make the clothes and accessories. This mainly concerns fibres and textiles, but also leather and synthetic leather. We will see later, with the example of cashmere, how the production of raw materials can impact the economy of a country.

Today's clothes are made from a wide range of different materials. Traditional materials such as cotton, linen and leather still come from plants and animals, but it is more likely that most clothes are made from materials and chemicals derived from fossil crude oil.

Today, there are nine main types of raw materials commonly used in clothing:

Cotton: Cotton is one of the oldest used fibres and the most important non-food crop in the world. Cotton is a plant fibre that surrounds the seeds of the "true" cotton plants (*Gossypium* sp.), shrubs of the Malvaceae family. This fibre, consisting of almost pure cellulose, is usually processed into yarn that is woven into fabrics.

Cellulosic/viscose fibres: These materials start as cellulose extracted from a natural resource (such as bamboo or trees) which is then ground, pulped and made into fibres. The most common cellulosic fabric is viscose, which is valued for its silk-like qualities

Wool: A traditional fibre, especially in colder climates, wool represents a small and decreasing share of the world market (about 1%).

Silk: An ancient and highly prized fabric, silk is derived primarily from the thread produced by the domesticated silkworm species *Bombyx Mori*. Silk is incredibly valuable and sells for about \$15 per kilo.

Leather: It is one of the oldest forms of material used by humans for clothing and remains an important fabric, especially for shoes and accessories. Approximately 3.8 billion cows and other cattle, sheep and goats are used in the leather production industry each year, or about one animal for every two people on the planet.

Bast fibres: Bast fibres such as flax (for linen), hemp and nettle have been a traditional source used by humans for thousands of years, although they currently account for a small proportion of total fabric use. Most bast fibres are used for other products such as paper, rope and carpets.

Experimental fabrics: There are various types of diverse fibres and materials, yet they represent a very small proportion of the total amount of fabrics used. Many are experimental in nature - for example, they may be made from materials originally derived from mushrooms, pineapples or milk.

Concepts and materials: Metals, plastics, wood and other miscellaneous materials are used to make the 'hardware' that is an integral part of many garments (e.g., zips, buttons, buckles, clasps, etc.).

3. The production of fashion items

This is the most “famous” stage of the manufacturing process as it is the one that is recognised by the final buyers. It is carried out by designers, manufacturers, subcontractors and others who transform the raw product (the raw material) into the finished product.

4. Retail sales

Retail is one of the final stages in the fashion supply chain. Retail is the sale of goods in the condition in which they are purchased (or after minor alterations) usually to final customers, regardless of the quantities sold. In addition to sales, retailing may also include delivery to the customer. This retail activity usually follows a wholesale sale (the shop buys large quantities of products to lower the unit price) except when the designer themselves sell the products they have transformed (haute couture, branded shops, etc.)

5. Advertising and promotion

Brand promotion is the final step in the fashion supply chain. It complements and precedes the retail stage. It serves to make the brand known to its target audience and even to extend its coverage to new audiences. There are many promotional tools in the fashion industry, which we will detail later.

The fashion industry is based on highly complex, interconnected global supply chains. Around **60 million people** work in the sector, almost half of them up the chain. Take the example of a cotton apparel, usually grown in one country, the cotton is shipped to another for spinning and dyeing, then transported to a third for processing, before being sewn into a garment that is then shipped and put on the shelf.

The example of cashmere

It is interesting to look at the evolution of cashmere in the global market to understand the impact that the fashion industry can have in a practical way. Until recently, cashmere was a relatively rare fabric in international markets. Sourced from a small number of countries in Asia, it comes from cashmere goats, which produce a soft, light undercoat during the winter months. When spring arrives, farmers comb the goats to remove the hair lost during molting, which is a very laborious process. The resulting fibre is then spun, woven and made into clothes.

In the early 1990s, the industry underwent a massive transformation. Mongolia changed its government and lifted the communist-era quotas that had previously limited the number of animals. In just 30 years, the herd has grown from 20 million to 61.5 million.

With increased global supply and lower prices, cashmere was suddenly thrust into the international spotlight, and cashmere items became a staple of fast fashion. Mongolia is now a major international cashmere producer (second only to China). However, on the ground, a real “tragedy of the commons” is taking place. Over 70% of Mongolia's grasslands are now degraded due to overgrazing. This phenomenon has a cascading effect on the fauna and flora, with at least eight major endemic species under threat.



<https://himmati.com/cest-quoi-un-pashmina/>

Some activist groups are calling for a total ban on cashmere, but such a measure would have devastating economic impacts; since Mongolia is a low middle-income country, at around \$12,000. Cashmere is the country's third largest export, and over thirty percent of the population depends on it.

The biodiversity crisis, a major challenge for companies

By 2030, the fashion industry will need to provide clothing for 8.5 billion people. With rising incomes, particularly in developing countries, experts predict that this will mean producing 63 percent more clothes than today. These predictions are worrying.

The industry currently emits 6 percent of total global greenhouse gas emissions and is responsible for 10-20 percent of pesticide use. Water pollution from washes, solvents and dyes remains a major concern, and the sector contributes almost a fifth of total industrial water pollution. In terms of end-of-life products, it is estimated that 20 - 35 percent of microplastics in the oceans are attributable to fashion items.

Although the reasons for the biodiversity crisis vary, habitat loss is one of the main factors. Over the last century, humans have decimated natural landscapes through agriculture, logging, fishing and mining.

In its 2020 Global Risk Rising report, the World Economic Forum identified five key risks to the global economy. For the first time in its history, all five risks were environmental (including biodiversity loss). This result is not surprising, given that \$44 trillion, or half of global GDP, is moderately or highly dependent on nature. Yet for companies - particularly those at the end of long global agricultural supply chains - it can be extremely difficult to take action on biodiversity. Unlike carbon, which can be measured with the same basic units regardless of geographical location, 'biodiversity' is a

much more complex concept. By definition, it encompasses the variety of all living things and the genetic diversity of species and ecosystems. In addition, there is often little direct visibility of what is happening on farms, fields and forests. This creates challenges for these companies in quantifying their impacts and then setting specific measurable targets over time.

UNIT 3 - How to promote and sell your brand

Promoting and “selling” your brand is an essential step that should not be neglected when creating your brand. It is this step that allows the brand to be known to the general public and consequently to generate more sales while making the brand's philosophy known. There are many tools available for brand promotion.

Although marketing is a constantly evolving field and it is essential to keep abreast of the latest developments, below you will find a number of tried and tested techniques whose effectiveness is beyond doubt:

Social networks

Social media platforms are essential for an effective communication strategy and can be considered as one of the main promotional vehicles for a fashion brand that is starting out. Social media platforms are free tools, which allow you to reach all types of users, all over the world. Promoting a fashion brand on social networks is not complicated, but there are codes to respect and producing regular content for various social networks is not easy. People communicate differently on Facebook, Instagram, Twitter, YouTube, Snapchat, Pinterest, LinkedIn, etc. Each social network is different, different contents should be posted on each one (e.g., pictures on Instagram, videos on TikTok, etc.).

The base of communication on the internet is regularity; meaning, you have to post several times a week to see your efforts rewarded. Most algorithms will highlight content that gets people to respond, but also that is posted at a regular rate. If you want to take your communication to the next level, it is important to learn the techniques, or to hire a social network professional. A Community Manager specialising in fashion can be a good investment.

Press relations

Press relations are open to everyone and are probably the best investment to make in promoting a fashion brand. Journalists are always looking for new subjects to present to their readers/viewers. Using a press officer is the best way to access the journalists you are interested in. You can of course contact them yourself but be aware that this is a full-time job.

Designer shops

Such shops can accommodate the designer for different or varying periods of time if one have an artisanal and responsible approach. For a small clothing designer, it is an opportunity to have a physical selling point, in the company of other designers. Thus, the promotion is done by all the manufacturers present in the shop.

The price for joining a designer shop varies. Some shops offer a fixed monthly fee, others charge a percentage of sales and some charge both. The designer may also be asked to work as a salesperson one or two days a week. This is the condition for this type of place, which is very popular with young and trendy people, to survive. It is a good idea to integrate into this type of shop quickly, because it allows the customer to better understand the quality of the final

product. This would not be possible if the designer only had an e-shop. And the costs are low compared to an actual shop.

Ephemeral shops

Having your own shop, for a limited time. Having a physical shop reassures customers, who can come and try out and admire the products. It is also an opportunity to talk to them and understand their expectations. But opening a temporary shop is an expensive operation, even for a very short time. You have to find a place, then decorate and furnish it. Finally, you have to promote it and issue invitations. Specialised companies have started to rent out such shops. Depending on the location, the size and the duration chosen, prices range from a few hundred to several thousand Euros.

Sponsoring/influencers

This is one of the methods that works best. Rather than promoting your brand based on your own community, you can use influencers. These are social media professionals who monetise their audience.

This is a very effective way to reach your target audience directly, through an intermediary who knows exactly how to sell your product to their audience. Popular people on social media (e.g., Instagram, Facebook or YouTube) build a loyal audience who see them as trustworthy. Product placements systematically trigger a wave of purchases and increase brand awareness. All this for a small fee. The only requirement is that you need to choose the people you want to work with carefully.

Fairs and exhibitions

Participating in a trade fair is a dynamic way of reaching out to your target group. Exhibition stands are usually affordable, and these events attract a lot of visitors. In doing so make sure to:

- Choose a trade fair that is relevant to your aesthetic
- Make a list of all the trade fairs, shows and markets where your brand could find a place
- Make a calendar for yourself so that you have a clear overview of what you can do to boost the promotion of your clothing brand.

Forums and Facebook groups

Another trick that always works is to participate in online discussions to promote your brand. By leaving useful comments on certain discussion topics, you will most likely get noticed. It's up to you to make a list of forums or groups that are interesting for your brand and your theme, such as for sportswear (sports groups, associations, clubs), children (many groups for mothers, parenting, advice for parents) etc. Try to think broadly - if you have an organic clothing brand, with an ethical approach, try to integrate Facebook groups of nature lovers, planet defenders, etc.

Marketplaces (Amazon, Cdiscount or Facebook)

All the marketplaces offer their platforms to sell your products. This will cost you almost nothing, except for a commission for each sale. The primary benefit of using these platforms is the power of their traffic. The number of people connecting to Amazon is unimaginable! The downside is that you will be 'captive' to these platforms, as they tend to control and manage everything. Yet, it can be an interesting way to get started, to get known and to make your first sales.

Sponsorship and word of mouth

If a friend tells you about a new brand they've just discovered and love, and offers you a discount, chances are you'll be interested. Remember: your customers are your best ambassadors! If they recommend you, your business will be a success. Sponsorship can be a very good way to engage your customers. Indeed, offering a discount coupon to both the sponsor and the person you are sponsoring not only helps to retain a customer but also to win over a new one.

Having a shop

If you intend to set up a shop, the solution is to rent commercial premises in an area where you will have maximum qualified traffic. The location will depend on your strategy and above all, on your budget. Setting up in a physical shop is not cheap, but it is a worthwhile investment. Some customers need to see and try on the merchandise, so it is important to offer them the opportunity to come and see your products directly in the shop. A shop "sets up" your brand and allows you to exist in the eyes of some people. But before doing so, weigh your options carefully and get advice. Investing in a business is not something to be taken lightly.

Activities

Imagine that you are a brand manager and that you need to promote your new clothing line with **only 2000 EUR**. What would be your strategy?

Self-Assessment Quiz

Read the question carefully and choose the correct answer. **There are multiple correct options!**

Check your answers below the test.

1. How were clothing made before the mid 19th century?

- a) Some pieces were made by the tailor and adjustments were made to suit the client.
- b) Clothing was made by order
- c) Some sizes already existed

2. The fashion industry is now an international and highly globalised industry.

- a) True
- b) False

3. Into which main manufacturing categories can the industry be divided?

- a) High Fashion
- b) Ready-to-wear (RTW)
- c) Mass market
- d) Homemade clothing

4. Cashmere is ...

- a) A fibre taken from Cashmere goats
- b) A rare product
- c) Mainly produced in Great Britain
- d) A region in South East Asia

5. What is one of the main factors of the biodiversity crisis?

- a) Hunting
- b) Habitat loss
- c) Bad reproduction

6. Social media channels

- a) Are essential in a communication strategy
- b) Are only made for young public

c) Need to be paid to be efficient

Correct answers: 1. b); 2. a) ; 3. a), b) & c); 4. a) & b); 5. b); 6. a);

Glossary

High fashion: It refers to the most luxurious, elegant, and expensive clothing and accessories from top fashion designers.

Ephemeral shops: It refers to temporary stores "pop-up" without notice, quickly attract crowds, then disappear or morph into something else.

Supply chain: It refers to the network of all the individuals, organizations, resources, activities, and technology involved in the creation and sale of a product.

Brand promotion: It refers to informing, reminding, persuading convincingly, and influencing the buyers to drive their purchasing decision in favor of a brand.

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Further Learning

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ECOMODA Training Course – Conclusion

Enoros Consulting

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Congratulations, you have completed the ECOMODA Training Course!
More specifically in this learning journey, you have learned:

How to leave your mark in the fashion world:

- By looking into the history of fashion
- Through an introduction into the different careers in the world of fashion
- Through tips on how to start a career in fashion
- By looking into the essential theoretical and soft skills for making it into the fashion industry
- By identifying the top qualities of successful fashion designers
- Through effective communication practices
- By learning secrets and tricks of the trade

About green and digital transition:

- Through key-facts about fashion's environmental impact
- By looking into the pandemic's impact on consumer habits
- Through an introduction into fashtech and the need to switch to more sustainable business models and services in fashion
- By looking into the traditional and new production models

About the Fashion Management and Media Marketing:

- Through the basics of fashion management, its brief history from the mid-19th century and its main manufacturing categories
- Through an introduction to the fashion supply chain and its different levels of operations
- By looking at the examples of cashmere and the biodiversity crisis
- Through tools to develop a good marketing strategy for managing a fashion brand

About textile quality and its evaluation via testing:

- Through a brief introduction to the terms related to sustainable development, technologies and products
- Through a presentation of the general data about consumption of textiles and textile waste and an action plan for circular economy in textile
- Through the introduction of the types of textile waste and its possible reuse, the basic procedures for textile waste recycling and the sustainable technologies in general with practical examples.
- Through information on selected topics such as:
 - What are standards and why is it good to use them?
 - How to find your way around the system of standards?
 - Who creates them and how and what they are used for?
 - Why and when is it necessary to follow them?
- Through an introduction to textile labeling and the responsibility of producers and consumers to minimize the environmental impact of textile products
- Through knowledge about eco-design and the life cycle of products, how to define the minimum criteria for different types of textile products and how and where the quality of textile and textile products can be tested.

You are now ready and confident to face the challenges of the sustainable fashion world with more:

Awareness

- of the principles of fashion styling and creative direction
- of the personal qualities to be cultivated for a successful career as a creative director
- of how to leave your mark in the fashion world
- of how marketing can help in promoting your brand
- of how to promote and provide information about textile testing

Willingness

- to develop and exercise new creative skills that will help you built your career and manage new challenges in the world of fashion
- to think about your long-term impact in the fashion industry, discover new tools to promote your brand and manage every challenge
- to be informed about the impact of textile testing and employ different approaches
- to devote time to learn about quality control testing and how it can help reduce the negative impact on the environment

Appreciation

- of practical approaches in styling and how it can help with staying competitive
- of the importance of connecting and sharing
- towards 3R model (Reduce, Reuse, Recycle) benefits
- of the importance of fashion communication

Openess

- to identify weaknesses and try to transform them into strengths for your personal career development and wellbeing
- to discuss production, sales, advertising, etc. with other people in the fashion industry

If you wish to learn more about sustainability and the fashion world, have a look at the following free online courses and articles:

Course 1: Sustainable Fashion
<p>Content: Business model theory as a foundation to look at how real-world fashion brands are adopting more sustainable ways of doing business.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> • Understanding the overall challenges and potential solutions for businesses to become more sustainable; • learn about the challenges and opportunities of circular business models; • introduction to the various tools that companies use to measure and report sustainability. <p>Offered by: Copenhagen Business School</p> <p>Course Link: https://www.coursera.org/learn/sustainable-fashion</p>
Course 2: Circular Fashion: Design, Science and Value in a Sustainable Clothing Industry
<p>Content: Provide designers, retailers, scientists, engineers, etc. in the industry with holistic insights of the complex challenges of circular fashion, while engaging you to start the transition towards circularity for your personal and/or professional practices.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> • The difference between sustainability & circularity; • Ecosystem circularity and closing the loop in fashion; • Biobased innovation and new materialism; • Business as crafting value. <p>Offered by: Wageningen university, Hague university</p> <p>Course Link: shorturl.at/iBMN5</p>
Course 3: Fashion's Future: The Sustainable Development Goals
<p>Content: Explore the fashion industry's impact on the people and the planet, Sustainable Development Goals, and the link between the two.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> • Assess brand's sustainability disclosure to better understand their efforts to improve their human rights and environmental impacts; • Develop an understanding of global clothing supply chains and their impact on the people and the planet; • Develop an understanding of Sustainable Development Goals and how they relate to the clothes you wear; • Debate how the fashion industry interlinks with the Sustainable Development Goals and how we can all help achieve them. <p>Offered by: Fashion Revolution - global movement campaigning for systemic reform of the fashion industry</p> <p>Course Link: https://www.futurelearn.com/courses/fashion-s-future-and-the-un-sustainable-development-goal</p>
Course 4: Fashion and Sustainability: Understanding Luxury Fashion in a Changing World
<p>Content: Introduction to issues, agendas and contexts relating to fashion and sustainability in a changing world.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> • Discuss the complex nature of sustainability through the introduction to materials sourcing for luxury fashion;

- Apply understanding of fashion & sustainability knowledge and reflection to your practice through manifesto creation and design thinking processes;
- Demonstrate a critical understanding of key sustainability agendas;
- Develop innovative approaches to fashion for ecological resilience and thriving societies.

Offered by: London College of Fashion's Centre for Sustainable Fashion

Course Link: <https://www.futurelearn.com/courses/fashion-and-sustainability>

Course 5: Who Made My Clothes?

Content: Discover who made your clothes, share their stories, and find out how you can influence global change.

Learning outcomes:

- Explain garment supply chains and explore the interdependence of places, resources, and the people upon which supply chains rely;
- Investigate your own clothing: its brand, where it was made, and from what;
- Identify and employ search techniques for investigating the policies employed by clothing brands, and the human stories behind them;
- Demonstrate empathetic writing about the stories of garment production;
- Reflect on how to use your findings to influence brands.

Offered by: Global movement Fashion Revolution

Course Link: shorturl.at/qIJW3

Articles/Reports:

[Effective Disclosure in the Fast-Fashion Industry: from Sustainability Reporting to Action](#)

[Key challenges for the fashion industry in tackling climate change](#)

[Making Resilient Decisions for Sustainable Circularity of Fashion](#)

[Sustainability and Resilience after COVID-19: A Circular Premium in the Fashion Industry](#)

[The environmental price of fast fashion](#)

[Trends in the Fashion Industry. The Perception of Sustainability and Circular Economy: A Gender/Generation Quantitative Approach](#)

[Sustainable fashion: New approaches](#)

[Innovative and sustainable business models in the fashion industry: Entrepreneurial drivers, opportunities, and challenges](#)

[Exploring the Relationship Between Business Model Innovation, Corporate Sustainability, and Organisational Values within the Fashion Industry](#)



**“Buy less. Choose well. Make it last”
-Vivienne Westwood**

Project Partners:

