

# Introduction to Fashion Business



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# Fashion Industry Overview

## Module 1



## Objective:

This module will provide an in-depth look into the global fashion industry, its key players, market trends, and consumer behavior.

## 1.1 The Scope of the Global Fashion Industry

- Size and Value of the Industry: The fashion industry is worth trillions globally. Learn about its economic impact and key global players.
- Industry Segments:
  - Apparel: The largest segment, including clothing and accessories.
  - Footwear: Understanding the footwear market's growth and trends.
  - Textiles & Fabrics: The production of textiles that support fashion.
  - Fashion Services: Design, consulting, fashion styling, and photography.

## 1.2 Key Players in the Fashion Industry

- **Fashion Houses:** Explore global brands like Louis Vuitton, Gucci, Prada, and Chanel, which dominate the luxury segment.
- **Fast Fashion Giants:** Zara, H&M, and Uniqlo, known for rapidly producing low-cost, trendy items.
- **Streetwear Brands:** Supreme, Off-White, and Fear of God that influence youth culture and fashion.
- **Online Retailers:** ASOS, Farfetch, and Boohoo represent the growing e-commerce landscape.

## 1.3 Fashion Industry Trends

- Sustainability and Ethical Fashion: A growing trend toward responsible sourcing, fair labor practices, and eco-friendly manufacturing.
- Technological Integration: The role of technology such as Artificial Intelligence (AI), 3D printing, and virtual fashion in shaping the industry.
- Customization: The shift toward personalized products and made-to-order clothing.
- Globalization: Fashion is increasingly being shaped by global cultures, especially in emerging markets.

## 1.4 Consumer Behavior

- Demographics: How age, gender, income, and geography influence purchasing decisions.
- Psychographics: How values, interests, and lifestyles affect fashion choices.
- Technology's Impact: The role of social media, influencer culture, and online shopping in shaping consumer behavior.
- Consumer Decision-Making: Understanding factors like brand loyalty, emotional connection, and trends.

# Module 2

# Fashion Cycle



## Objective:

This module will cover the fashion cycle, its key components, and how fashion seasons work from design to production and retail.

## 2.1 The Fashion Cycle Phases

- Introduction Phase: Designers present their collections during Fashion Weeks, setting the tone for the upcoming season.
- Growth Phase: The styles presented begin to appear in retail stores, with manufacturers responding quickly to consumer demand.
- Maturity Phase: The design becomes mainstream, and brands offer it in multiple variations. Fast fashion companies quickly adopt trends.
- Decline Phase: Trends begin to fade as consumer interest decreases, often due to oversaturation or changing preferences.

## 2.2 Understanding Fashion Seasons

- Spring/Summer (SS): Typically seen as the lighter, more colorful and vibrant collection, reflecting warmer weather.
- Autumn/Winter (AW): These collections tend to feature darker, richer colors and heavier fabrics suited for colder climates.
- Transitional Collections: Pre-fall and Resort collections, bridging the gap between primary seasons.

## **2.3 Key Fashion Weeks and Their Role in the Fashion Cycle**

- New York Fashion Week (NYFW), Paris Fashion Week (PFW), London Fashion Week (LFW), Milan Fashion Week (MFW): Understanding how these major events drive trends, influence retail, and dictate what consumers will wear in the upcoming seasons.
- Digital Fashion Shows: The rise of virtual fashion shows and their impact on how fashion is shared globally.

## **2.4 The Role of Designers and Manufacturers**

- Design Process: From inspiration and sketches to creating prototypes and final collections.
- Manufacturing: The role of manufacturers, factories, and supply chains in bringing a designer's concept to life.

# Module 3

# Market Segments



## Objective:

This module will cover the various market segments in fashion, examining how each segment differs in terms of target audience, pricing, and business approach.

### **3.1 High Fashion and Haute Couture**

- Haute Couture: Understanding the world of luxury fashion, the exclusive nature of high fashion, and the craftsmanship behind these one-of-a-kind pieces.
- Luxury Market: A focus on top-tier fashion houses (e.g., Chanel, Dior), exclusive retail strategies, and customer experiences that distinguish luxury from mass-market fashion.

## 3.2 Fast Fashion

- Definition and Characteristics: Fast fashion refers to brands that quickly produce high-volume, low-cost garments in line with the latest trends. Brands like Zara, H&M, and Forever 21.
- Production Speed: How fast fashion operates, from concept to shelf in as little as two weeks.

Ethical Issues: The environmental impact and labor exploitation concerns surrounding fast fashion.

### 3.3 Streetwear

- Definition and Roots: Streetwear has its origins in urban culture, particularly skateboarding and hip-hop. It's characterized by casual styles, hoodies, sneakers, and graphic tees.
- Brands: Key players include Supreme, Off-White, and Nike. These brands often leverage collaborations with artists, celebrities, and other brands.
- Streetwear as High Fashion: How streetwear has moved from niche to mainstream, with high-end collaborations (e.g., Louis Vuitton x Supreme).

### 3.4 Sustainable Fashion

- Eco-Friendly Fashion: The growing trend toward using organic, recycled, or ethically sourced materials.
- Slow Fashion: An alternative to fast fashion that focuses on quality over quantity and values long-lasting garments over seasonal trends.
- Certifications and Standards: Learn about certifications such as GOTS (Global Organic Textile Standard), Fair Trade, and others that define sustainability in fashion.
- Circular Fashion: The concept of designing products with the end of their life cycle in mind—reusing, recycling, and reducing waste.

# Module 4

# Fashion Business Models



## Objective:

This module covers the different business models used in the fashion industry, including direct-to-consumer (DTC), wholesale, e-commerce, and hybrid models.

## 4.1 Direct-to-Consumer (DTC) Model

- Definition: DTC refers to brands that sell directly to their customers, bypassing traditional retail channels. Examples include Warby Parker and Glossier.
- Advantages: Higher margins, greater control over brand messaging, and customer relationships.
- Challenges: Logistics, customer acquisition costs, and competition with established retailers.

## 4.2 Wholesale Model

- Definition: Wholesale involves selling products in bulk to retailers who then sell to consumers. Traditional luxury and mass-market brands operate this way.
- Advantages: Broader market reach and less responsibility for direct customer service.
- Challenges: Lower profit margins, reliance on retailer relationships, and less control over the customer experience.

## 4.3 E-commerce Model

- Definition: Selling fashion products online through websites or platforms like Amazon, ASOS, or Farfetch.
- Advantages: Global reach, convenience, and low overhead costs compared to brick-and-mortar stores.
- Challenges: High competition, the need for robust digital marketing, and logistics (e.g., return rates).

## 4.4 Hybrid Model

- Definition: A combination of online and offline retail models. Brands may sell both in physical stores and online (e.g., Zara, Nike).
- Omnichannel Strategy: How to integrate physical and online channels to provide a seamless customer experience.
- Challenges: Balancing inventory across multiple channels and integrating systems for online and offline sales.

# Module 5

Conclusion and Key Takeaways

## Objective:

Wrap up the key concepts learned throughout the course and emphasize the evolving nature of the fashion business.

## 5.1 Evolution of Fashion Business

- The rapid transformation driven by technology, sustainability movements, and evolving consumer expectations.
- Understanding the importance of agility in the fashion business, as trends, technology, and consumer behavior change.

## 5.2 The Future of Fashion

- Exploring the potential for further innovation in sustainability, e-commerce, and fashion tech (e.g., AI-driven fashion design, virtual try-ons).
- The continuing rise of online and hybrid business models and their importance for new brands.

## **5.3 Final Project/Assessment**

- Create a detailed business plan for a new fashion brand, including choosing a target market segment, defining the brand's business model, and designing a marketing strategy.

*Thank you*

