

Globalization in the fashion industry. Local concepts (solutions) in creating a successful global brand

Program structure

Section 1

Management of intellectual and human capital.
Leadership in a cross-cultural concept.
Identifying and creating opportunities on the local fashion market.

Section 2

Traditions and cultural codes in modern fashion design (successful cases + meetings with designers).
Diversity, inclusion and cultural diffusion as important factors influencing clothing and accessory design.
The first collection: from research, trend analysis and moodboard to design and first samples.
Product analysis and testing.

Section 3

Innovation in technology and production.
Possibilities of intelligent fibers and the latest materials in clothing and accessory design.
Choosing the most eco-friendly materials.
Zero waste production. Real opportunities and experience of brands.
Human rights in fashion production, ethical (including ethnic-racial) aspects in textile production.

Section 4

Industry mapping (classical and responsible production).
Brand positioning: strategy, mission, goals, segmentation, pricing.
Determining the target audience: methods of data collection and processing, market analysis.
Brand identity: storytelling, visual content, merchandising, packaging.

Section 5

Global trends in fashion marketing and their adaptation to local market conditions.
Customer communication: digital and traditional content from blogs to TV programs.
Results analysis of advertising campaigns and sales.
Communication and globalisation in the fashion industry: influence of ethnic, cultural and racial aspects. Cultural experience in the era of information and image.