

5th edition

FASHION PRODUCT MANAGEMENT

Summer Courses 2018

Professional Level

Two-week course

Calendar: from July 2nd to July 13th, 2018

Timetable: Monday to Friday, from 4.40 pm to 9.40 pm

Language: English

Some of the complementary activities might be organized out of school schedule, to agreeing before with students.

For courses taught in English, an intermediate level is required, corresponding to TOEFL 450 (PBT) or IELTS 5.0.

Introduction

The Fashion Product Management summer course is a potted version of the postgraduate course of the same name.

The key points of product strategy and management are taught in two weeks in a shortened, more theoretical format.

The topics range from product branding to point of sale product management via definitions of the ideal collection and of style, collection analysis and editorialising a product in its communication.

The course focuses on giving a strategic vision of how a fashion product works, while taking into account positioning and brand values. It also shows how to optimise collections from the initial idea to the end consumer. In addition, it looks at how to build market differentiation by providing an overview of product processes (efficient direction and management), product marketing and communication strategies and mechanisms for inspiring and creating trends that have a creative, cultural basis.

Objectives

- Learn to develop a collection strategy that is market-oriented and creative.
- Know and use the necessary tools to implement a product strategy in tune with target and brand positioning; an integral project for a fashion product where the priority will be to define a brand style to give it a stand-out position in the market.
- Define the structure, breadth, depth and merchandising plan of collections by analysing their sales and efficiencies, the competition and trends in order to develop a collection with the optimum final value, time and costs.
- Develop the processes of collections, purchases, vendor management and product logistics.
- Understand the level of involvement of each player (design, product, commercialisation and communication) in a successful collection.
- Understand the team integration methodology as applied to the entire product development process.
- Qualify students to face up to real situations in the field of fashion coherently and with a professional attitude.

Learning Outcomes

The course focuses on giving a strategic view of how fashion products operate, taking into account positioning and brand values.

- . It uses brand analysis tools to build the brand through the product.
- . Examples are given of managing the process from the idea to the shop for fashion products from various brands and the essential tools that have made various products succeed or fail.
- . It emphasises the importance of cooperation between the design, marketing, sales and production teams to carry out the strategy that has been defined.
- . It introduces the main types of suppliers, materials, outsourcing and logistics that surround a fashion product.
- . It uses trend analysis and product editions to communicate and focus the collections from the creative, conceptual and stylistic point of view.
- . It uses mystery shopping exercises to show how we can deduce the competition's product strategy.
- . It uses category management merchandising plan exercises to place and move the product at the POS and the role of the product director in the retail strategy.

Methodology

The presentation of the content will be divided into classes, modules and exercises that mimic the process and management of a professional fashion project.

The course will therefore be organized into different types of classes:

Theoretical classes

These provide up-to-date, professional information and the basic knowledge needed to tackle the projects planned for the course. A bibliography and supplementary reading lists will also be provided.

Experimental classes: case studies

A basic part of learning is to analyze in depth the experience of companies in the sector in a professional setting. It is not so much a question of imitating the strategies of other companies but of analyzing their rationale, applications, repercussions and market in order to extract the knowledge and analysis needed to permit us to face challenges with security and knowledge.

Workshops

Some of the subjects with a strong practical content will be taught as workshops in order to practice basic elements, such as properly planned teamwork, following a specific briefing for each session.

Talks by professionals

The course curriculum will be complemented by talks by professionals that bring the students into contact with professionals from important companies in the sector. These talks will doubtless give them a unique opportunity to learn from and make contacts with professionals from different areas of fashion.

Exercises

A variety of practical exercises will be done throughout the course to emphasize that the dynamics of the course is to develop a 'work in progress'. These exercises are an important way of making contact with real-life case studies from the professional world.

Student profile

Fashion designers who wish to acquire a knowledge of collection coordination and product management

Product managers who wish to expand their knowledge of product development

Marketing professionals who wish to gain an in-depth knowledge of fashion products

Communications professionals who wish to gain an in-depth knowledge of products and product processes in order to make their campaigns more efficient

Professionals working in fashion companies who wish to gain an in-depth knowledge of everything relating to products and collections and their integration with other departments.

Human resources personnel who wish to understand how all the departments related with a fashion product operate within an organization.

Professional applications

Depending on the entry-level of each student, the career options for this type of course could be:

- . Integrated design and product departments or independent studios.
- . Marketing departments.
- . Product development.
- . Product management department.
- . Branding.
- . Product marketing.
- . Showrooms.
- . Purchasing and supplier management.
- . Quality control.
- . Logistics.
- . Production.
- . Entrepreneur with own business.

Admission requirements

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- ID (Spanish students) or Passport (international students) scanned
- University Diploma (Bachelor, Undergraduate Degree or equivalent) scanned
- Professional experience related to the course area/subject
- Motivation Letter in the course's language
- CV in the course's language specifying languages level and computer skills
- Advanced knowledge of Spanish or English as appropriate. For courses taught in English requires an intermediate level, corresponding to a paper TOEFL 550 or IELTS 6,5. For courses in Spanish requires a level B2. In case you don't have any qualification, it will be necessary to assess your level through an in-person or Skype interview
- Portfolio for creative courses

Course program

The fashion system

In this course a 360° view will be given of the world of fashion, taking the product as the focal point.

Trend analysis and styling

By analysing different sources (shows, trendy sites, street style, bloggers, films, art, etc.), fashion trends for different seasons and different brands will be forecast in order to develop the students' creative and market-adaptation ability.

Editorialising fashion products

A review of the main present-day and historical references in films, music and contemporary life styles as style catalysts and sources of inspiration for editorialised product communication.

Critical history of fashion

A journey through the different eras in which cultural movements have produced an iconic style that has lasted over time.

Strategic Area

The market, segmentation and positioning

Tools for understanding consumers and how to use the product to make our brand different from the rest.

Strategic marketing

An analysis of different brands and the strategies that have made them successes or failures. The keys to building a good brand strategy.

Product strategy

Tools for building a product style and collection range that fit the brand strategy.

Efficiency analysis

Tools for analyzing the collection's range and the response from the market.

Style codes

Exercise in creative product differentiation.

Viewpoint of individuality

Analysis of brands from different internal and external viewpoints.

Sustainable fashion products

Master class on sustainable fashion products and how brands are incorporating sustainability into their value chain right up to the end consumer.

Technical Area

Design

From the idea to the shop: the role of the designer.

Product processes

From the idea to the shop, a breakdown of the different stages: preparation, creative phase, pre-industrialization,

selection and an analysis of the different roles of the product team.

How these roles and processes interconnect in different models of distribution and alternating collections, repeats, replacements and capsules.

Purchasing, logistics and suppliers

Purchasing and supplier management to optimise the product for market.

Calendars, timing, integration of the specialised chain.

Merchandising plan

From the collection grid to the merchandising plan.

Product analysis and guidelines.

Based on an external and internal analysis, developing a quantitative product structure versus a collection briefing.

Product retailing and product management

Category management, sales planning, shipments and rotation.

Product communication

The latest fashion product communication techniques and tools.

Project Area

Product mystery shopping

A real-life practical exercise analyzing shops using an outline and objectives to deduce the product strategy of the selected brand.

Trends analysis

Practical exercise in analyzing trends for a season.

Definition of style

A practical exercise in analyzing the style codes of a brand selected by the student.

Strategic product project

A project in which a case study brings together all the knowledge acquired during the course. The objective is to develop a 360° product strategy that is totally in line with the brand, communication and distribution strategies.

Course coordinator

Each postgraduate course has the advice of a specialist in the field, who plays an active role in developing the study plan and the content of the course in cooperation with the Masters' teaching methods department. The coordinator also assists in the hiring of specific teachers from the sector, as well as relations with companies and institutions in the course's knowledge area.

Anna Sabater Casas

Business Studies (UAB), DAF Marketing (ESADE), Fashion Design (IDEP), Tissue Design (Central Sant Martins School of Art), Relationship Marketing (IESE) and Project Management (IESE).

Anna began her career in fashion as a team member of Nicolas Bosch textile design department.

Later on, designed textile collections for Michele Solbiati Sasil and Textile Dobert developing special fabrics for Paul Smith, Vivienne Westwood, Nicole Farhi, Giorgio Armani, Yohji Yamamoto, Inditex, Banana Republic, Hugo Boss, Max Mara Group... among others.

In 2000 she joined the Antonio Miro team as Collections manager, completing her vision of the product from the "idea" until garments are at the point of sale, developing innovative methodologies to incorporate the trends to the processes.

In parallel, Anna began collaborating and teaching at the Istituto Europeo di Design IED, lecturing and teaching innovation in fashion product and coordinating courses of Fashion Marketing and Communication, in both, Masters and Degrees.

In April 2005 Anna founded her strategic consultancy Lab specialized in branding and fashion product, It's about product.

Currently Anna advises textile and clothing companies in Europe and Latin America in developing its product strategy, methodologies, tools and processes through collection structure, the construction of the product style and the brand definition through product development.

Anna also collaborates with various universities and organizations both in Spain and Latin America giving lectures and seminars in creative differentiation in fashion product.

Among its clients are: Ailanto, BonAge, Carmel, Composite, Escada, Fuera de Serie, Inexmoda, Mario Hernandez, Pacifika, Pepe Revolution, Surkana, Tucano Urbano.

www.ltsaboutproduct.com

Teachers of the previous edition

Jose A. Guerrero

Jose Antonio Guerrero studied Design at both Granada and Barcelona Universities and he completed his skills in Image and Contemporary Processes at Escola Massana (Barcelona). After being awarded as Year Young Artist (1996) by the city of Barcelona.

Jose continued his studies achieving a CED in Production and Image Management at Bournemouth and Poole Art and Design College (UK). After an education period which focused in art, image and management, he started his professional career collaborating in the creative departments of various companies: Fulkrum (UK), Dcco-Levi's Europe, Ufo Denim (Italy) y Women'ssecret (Spain). Within the communication world, he directed trends and arts projects such as magazine 50_easy, curated image festivals (Photo España) and exhibitions at fashion festivals (Circuit Barcelona). Nowadays, he is involved in many strategic projects, leading international marketing and branding fashion projects - mostly fully working for Gisela intimates brand. He is also developing an educational career, actively collaborating with some fashion professional schools.

Emiliano Altamirano

A senior menswear designer with 10 years' experience in men's clothing.

He worked at Antonio Miró from 2004 to 2008, at Desigual from 2009 to 2013 and at Inditex from 2013 to date.

Teresa Buhigas

Degree in Business Administration and an ESADE MBA. Since 1990 she has been involved in strategic marketing consultancy projects in very different sectors for private companies, being fashion design among them. Along her career she has been collaborating in institutional and international projects, among others, with the Barcelona Olympic Games Committee, the World Bank Group, Spanish Government, the Barcelona city hall, FAD (Fostering Arts & Design) and Inexmoda. Teresa has been member of the ESADE Business School Faculty during twelve years in the Marketing Management Department. Teresa joined IED in 2002 focusing with in strategic marketing subjects and Major Project tutorials. Since 2011 she is leading Westminster's Marketing Strategies and Techniques Module at the BAH Westminster's Fashion Marketing and Communication Program offered in Barcelona.

Yolanda Capdevila

BA in Economic Sciences from UAB, Company Management at ESADE 2006, Strategic Marketing and CRM at Foment del Treball and Master in Digital Marketing and Strategic Marketing from Inesdi. She worked in various fashion-related positions since 1990: purchasing manager, product, branding and retail manager. Eight years as brand manager at Venca, S.A. In 2001 she joined Sarah Lee Branded Apparel, where she developed the international business leading international marketing, sales and logistics teams for the brand's European rollout. Since 2009 she has worked as a strategic product, marketing and retail consultant for various brands and textile companies.

Elena Salcedo

Degree and master's in Business Management from the ESADE in Barcelona. CEMS master's in International Management from the Wirtschafts universität of Vienna, Austria. She has worked for the Regional Government of Catalonia as Managing Director of the Bressol Project, the first fashion design incubator in Spain, and has also worked as an advisor on various entrepreneurial projects in the fashion world through her company IdeasUpart. For more than ten years she has worked as consultant for both national companies (Sita Murt, Escorpion, Nice Things, Lydia Delgado, Mireia Bisbe, Giménez y Zuazo, GN Design among others) and international ones (GURU/Italia, StudioF/Colombia, millecollines/Ruanda) and has long been researching and working on sustainable fashion projects. Co-founder of BeCo (becoolbeconscious), a platform for promoting and spreading sustainable fashion in Spain. An instructor and tutor at a variety of academic institutions. Co-author of "Moda y Empresa" (Editorial Granica) and author of an upcoming book on sustainable fashion for Gustavo Gilli publishing (published in October 2013).

Tatiana Valoira

Her career has been in market consultancy and education. She took part in courses and seminars at ESADE after completing a master in marketing and sales management at the EAE Business School. She worked on various freelance collaborations in 2004. She is currently helping to create "TeamUp strategic consulting". TeamUp's core business focuses on fashion and design.

Jaume Vidiella

A fashion and beauty editor with a BA in fashion design. He combines his activities as a fashion and trend editor with styling and window-dressing, as well as teaching topics to do with style and trends. Mr. Vidiella works constantly with big companies such as El Corte Inglés, Armand Basi and Colcci, publications such as b-guided, style web sites such as Centro moda on line, and emerging designers such as El Delgado Buil and artists such as Carles Congost, as well as with institutional projects such as O80 and Modafad.

The Management of the Istituto Europeo di Design reserves the right to change the Course Program according to the didactic aims requested.