



IESEG International Fashion Business Summer Program **1-16 July 2017, Paris**

Introduction to Fashion Management 20 contact hours / 3 ECTS credits

Course Description

The course will expose students to socio-culturally-inspired analyses of fashion consumption, addressing the apparel consumer culture from multiple perspectives – marketing (primarily), economics, communication, history, and sociology, in high-, middle-, and low-income countries. The course will engage in a critical analysis of luxury consumerism based on readings from industry and from popular culture sources. One goal of the course is to determine how apparel consumers and aspirational consumers navigate and negotiate their status identity within a framework of a powerful, dynamic, and omnipresent fashion-brand culture.

Course Objectives

The primary objectives of the course are to:

- Identify the basic elements of fashion management
- Develop a “working knowledge” of fashion branding and retailing
- Develop an understanding of fashion market segments and of the luxury consumer culture
- Link marketing and management theories with fashion practice in the process of developing successful strategies for fashion brands

Course Outline

- A History of Fashion
- Premium Brands vs. Luxury Brands
- Laws of Marketing: Why Many Do not Apply to Luxury Brands
- Fashion Consumer Segments
- Building and Flexing the Fashion Brand
 - Examples from Fashion, Art, Charity
 - Strategies for Building Brand Equity in the Fashion industry
- Fashion Branding Strategy
 - Brand Management
 - Pricing Fashion
 - Distribution Channels
- Fashion Business Models

Teaching Method

Classes will be conducted in a lecture and discussion format promoting extensive student participation. Throughout the course students will be exposed to different teaching styles; class discussions and business examples will be alternated throughout the course.

Assessment

20%	Consumer Research (Group)
20%	Brand Analysis (Group)
30%	Participation (Individual)
30%	Final Exam (Individual)

Suggested Readings:

Marketing: An Introduction. by Rosalind Masterson and David Pickton (SAGE, 2nd Edition, 2010, 497 pages, ISBN: 978-1-84920-571-9

Consumer Behaviour : I Fashion. Solomon, M. R. (2009, Pearson, 2nd edition) –
Starting your own fashion business, Sandra Burke, 2008 –

Fashion Entrepreneurship: Retail Business Planning, Granger and Sterling, 2012 –

Retail Management: a Strategic Approach, Barry Berman and Joel R. Evens -

And various articles – a sample provided below:

Glyn Atwal and Alistair Williams, "Luxury brand marketing – The experience is everything!" *Journal of Brand Management* (2009) 16, 338–346.

Christopher M. Moore, Grete Birtwistle, "The nature of parenting advantage in luxury fashion retailing – the case of Gucci group NV", *International Journal of Retail & Distribution Management* (2005), 33 (4), 256 – 270.

Uché Okonkwo, "The luxury brand strategy challenge," *Journal of Brand Management* (2009) 16, 287–289.

Yann Truong, Rod McColl, and Philip J Kitchen, New luxury brand positioning and the emergence of *Masstige* brands, *Journal of Brand Management* (2009) 16, 375–382.

Class Structure

Type of Course	Number of Hours
Face to Face	
Interactive Class	20
Independent Study	
Estimated Personal Work Load	10
Readings	12
Total Student Workload	42