

WHAT REALLY MATTERS IN GLOBAL FASHION BUSINESS

Especially in the fashion industry, which, generally known, is affected by a comparatively high economic risk through its fast-paced development and complexity in respect of content, a market-oriented thinking and action is indispensable. The strategic planning, realization and control of business objectives on the basis of the rules and cycles of the sector, are the essential

parts, which guide brands, independent designer, as well as designer in leading positions to a long-dated success. Whether still in the middle of study, postgraduated with concrete intended careers; our coaching and workshop offer does not only support in entrepreneurial issues, but integrates components of international industry development, such as cross-cultural administration and the topic Corporate Social Responsibility.

FASHION BUSINESS SUPPORT FOR INDEPENDENT BRANDS

In collaboration with our industry partners we have established a support system, which bundles our experiences and our know-how regarding fashion and also the consultation and education of fashion designer in a gradual way. The start-up entrepreneurs will be attended and advised by us across a season in all founding duties which are relevant. At the same time they are able to revert to our experiences, specialized knowledge and indirectly to our networks, which especially pays off in the range of finance and the identification of

several supporting measures. This program is tailor-made for young designer, who dare the way into independence after completion of their study, with or without professional experience. By means of a timed schedule the designer are working on all important indicators of their establishment and in collaboration with practice-oriented experts they develop strategies in the field of branding, distribution, press, production, legislation and marketing. The result is a solid business plan, as well as the accompanied entrance in the market.

Location: Berlin
Time: at any time
Complexity: 43 personal consultations hours with our partners out of industry and trade within approximately six months
Costs: one-time 1.900 euro (intensive program across two months: 2.500 euro with the same amount of hours/ across one month: 3.500 euro)
Contact: contact@fashionpatrons.de // +49.30.32 29 61 686

FASHION PATRONS SUMMER ACADEMY

In July 2009 we offer a program for the first time, which leans on "Fashion Business Support for Independent Brands" as regards content, but will be absolved compacted within one month. The Summer Academy combines the one-on-one interviews, which are customary in the coaching, with group workshops into comprehensive topics such as cross-cultural administration, fashion journalism, brand development, legislation in design, new technologies in fashion, fashion communication and sociology. The focal point here is to convey existential know-how and working tools for the working life and to

discover new tendencies in the international fashion industry. In the one-on-one interviews individual questions are answered, as well as concrete ideas bespoken and visualized. This program addresses to our foreign prospects and those who are not yet in the business start-up, but have already developed first ideas for their career. During the workshops the participants experience background information about the latest developments in the industry and learn their profession from the point of view of the market. The designer become aware of their personal competences and talents and take the first step in a occupational specification and/or in the self-employment.

Location: Berlin
Time: Course 1: 27.07.2009 – 21.08.2009 // Course 2: 24.08.2009 – 18.09.2009 // 30 workshop hours and 24 personal consultation hours
Costs: one-time 2.500 euro
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BERLIN FASHION RESEARCH TOUR

As launch event for the programs "Fashion Business Support for Independent Brands" and "Summer Academy" Fashion Patrons are organizing a four-day-tour visiting the essential places of the fashion metropolis Berlin. We are visiting designer's workrooms, internationally operating distribution agen-

cies, manufacturers, current shops and flagshipstores of the city. We are looking behind the scenes of a department store and are visiting relevant museums, galleries und actual exhibitions. The participants of the tour will get the chance to exchange with the actors of the fashion scene in Berlin directly and to establish contacts for the first time.

Location: Berlin
Time: Tour 1: July 20th, 2009 – July 23rd, 2009 // Tour 2: August 17th, 2009 – August 20th, 2009 // 4 days at a time // appointments for special bookings after arrangement
Costs: 500 euro/person (tickets inclusive, except travel costs)
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