

# WHAT REALLY MATTERS IN GLOBAL FASHION BUSINESS

The fashion business is known for its many risks through its fast-paced development and complexity. A market oriented concept and strategic planning are indispensable for a successful label.

Knowing the market is what guides brands, independent designers, as well as designers in leading positions to long term success. Communication skills, human relations, merchandising, self-promotion and salesmanship are all essential. If your goal is to start your own business this course is perfect for you. Regardless of whether or not you have finished your degree. Our coaching workshop will offer support in entrepreneurial issues, integrate components of international industry development, administration and prepare you for the challenges you will face as a start-up.

## FASHION ACADEMY IN BERLIN

The Fashion Academy, organised by Fashion Patrons, is a 12 day workshop specialised in coaching for creative start-ups. The focus of the Fashion Academy in August and October focuses on helping young fashion designers in all aspects of setting up their own business. We concentrate on current themes and help start-ups in areas such as consumer awareness, sales, production, and marketing. Our coaches are highly experienced in their fields and can provide insight on the many opportunities and challenges that start-ups face. Our experts will help you in the commercialisation and implementation of your ideas, designs, products or concepts. Join us on unique creative journey for two weeks. Meet other visionary individuals with a love for design and passion to do something exciting on their own. Berlin offers a perfect environment not only to develop your own ideas but to be inspired by others' as well.

Discover new tendencies in the international fashion industry. During the workshops the participants will receive background information about the latest developments in the industry and learn about fashion from a market point of view. You will become aware of the level of your personal competences and this course will facilitate and prepare you for the fashion business.

LOCATION //	BERLIN
LANGUAGE //	ENGLISH
DATES //	COURSE 1 // 16 - 28.08.2010 COURSE 2 // 04 - 16.10.2010
COSTS //	1000 € FOR 12 FULL DAYS OR 100 € PER DAY COURSE

### COME TO BERLIN AND JOIN OUR WORKSHOP:

Not only is it a chance of a life-time to come spend some time in one of the most creative European cities, but also a valuable chance to network, gather inspiration and meet new people with great ideas.

To view the detailed program please visit our website. [www.fashionpatrons.com](http://www.fashionpatrons.com)

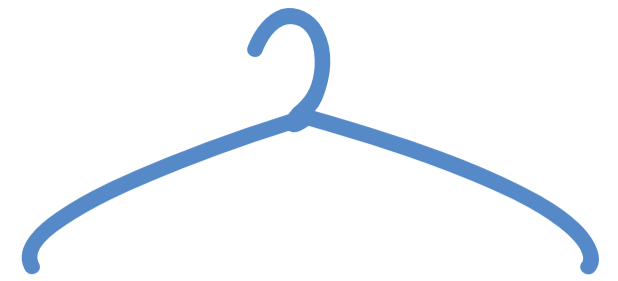
The course is limited to 15 people.

FASHION PATRONS  
GÖRLITZER STR. 51  
10997 BERLIN

Call us: +49 30 61 65 10 06 - 0  
[www.fashionpatrons.com](http://www.fashionpatrons.com)  
[info@fashionpatrons.com](mailto:info@fashionpatrons.com)

**FASHION  
PATRONS**

# FASHION PATRONS START-UP WORKSHOPS FOR FASHION DESIGNERS



DATES: 04.10 -16.10.2010

LOCATION: FASHION PATRONS, GÖRLITZER STR. 51, 10997, BERLIN

COURSE BEGINS DAILY AT 10:00 AM

COURSE ENDS DAILY AT 4:30 PM

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Workshop // Monday, 16.08.2010

Building a Sales Road map Using Virtual Communities

Coach // Samantha Garfield

The course will focus on business models based on social online communities. In the context of Web 3.0, the Internet has once again become a vibrant platform for entrepreneurial activity. This course aims at pointing out both the opportunities and threats for Entrepreneurs in this field. How sustainable are business models in the field of Social Media? Which actions can be taken to keep customers around?

CV // A lifelong interest in merging aesthetics with academia led Samantha to create a major in Convergence Media and Metropolitan Anthropology at New York University's Gallatin School of Individualized Study. In 2009, her freelance work as a Trend Scout and Photographer for Stylesight, WGSN, and RAREculture brought her from her native New York City to Berlin. As Public Relations and Social Media Manager at TribaSpace, Samantha accessed the massive, raw potential of Social Media, and now shares what she knows as a Consultant in the field. Also an enthusiast of aesthetic, linguistic and culinary matters, Samantha is the cofounder of brand new supper club Krauted Haus. // [www.samanthagarfield.com](http://www.samanthagarfield.com)

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Workshop // Tuesday, 17.08.2010

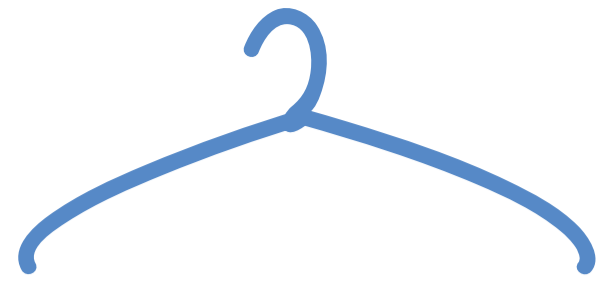
Strategy Safari

Coach // Adalbert Kurkowski

This interactive workshop teaches the essentials of strategic company management as well as training communication and cooperation skills for dealing with financial service providers. Working in networks, entering new markets, understanding competition and integrating stages of net product are the main focuses. How to tackle borrowing requirements and possible effects of the economic crisis is discussed in the second part of the workshop. Participants are given concrete advice on how to acquire loans and equity capital for their business and shown practical guidelines for dealing with the financial side of a start-up.

CV // Adalbert Kurkowski is bank manager (MBA) at Berliner Bank, whose main areas of responsibility are product management for company and business clients, communication and quality management. With his focus of interest on target group marketing, fostering and financing small businesses and foundation research, as well as his commitment to the economic juniors' initiative "Ich mach' mich selbständig" (I am starting my own business) and his involvement in the design network "Create Berlin". Adalbert Kurkowski is among those who were instrumental in establishing a new level of communication and cooperation between the financial system and the creative economy. // [www.berliner-bank.de](http://www.berliner-bank.de)

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Workshop // Wednesday, 18.08.2010  
PR Basics for Startups  
Coach // Monika Dagree

This workshop, will describe and interpret the experience of PR work for new designers. The course will deal with the PR basics which helps young labels breaking into and competing in the market. Besides looking at how to write solid marketing texts and how to use images to establish a label's visual identity, the workshop will also involve some interview training.

CV // Monika Dagrée has an international background having lived in Poland, Sweden and Germany. She studied international Business with a focus on PR and Marketing. She worked for several years in New York for Estée Lauder as PR coordinator as well as for International Labels such as Skechers USA, Falke, Gien France in charge of their international PR. Her speciality lies in Product launching, PR strategies, and global Public Relation consultation as well as planning and executing the press aspects of successful labels. Since 2000 he is the founder and owner of a highly successful fashion and lifestyle agency in Berlin: On Time PR. She has taught at the Fashion and Design Academy AMD. // [www.ontimepr.com](http://www.ontimepr.com)

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Workshop // Thursday, 19.08.2010  
Trend- and Market Research to Develop New Business Opportunities  
Coach // Karin Leiberg

How are trends created? How can they be analysed and the findings put to use? What role do trends play for me as a designer and which of them should I work with? This workshop will look at the definition and development of trends and at the places where and tools with which they can be discovered. The workshop will deal with visualizing trends, e.g. by means of mood-boards, and using these insights to develop new design strategies.

CV // After studying Fashion Design, Karin Leiberg worked as Trend Coordinator for the Otto Group in the US and today corresponds as journalist for fashion trade publication Sportswear International Magazine. Based in Berlin, she also works as a freelance fashion consultant and press advisor as well as lecturing at the Fashion Department at University of the Arts, Berlin. Karin Leiberg has given various talks on subjects including current trends in the fashion and design industry internationally. // [www.karinleiberg.com](http://www.karinleiberg.com)

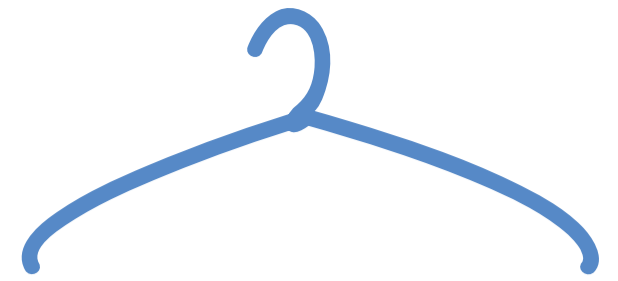
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Workshop // Friday, 20.08.2010  
How to Prepare a Business Plan  
Coach // Sylvia Hansen

The course will provide insight on writing a business plan. It will touch on different types of business plans, the most important components and why it is important. The intent of the course is to help you choose the format which best suits your concept and kick-start the creation of your own business plan.

CV // Sylvia has gained an MSc in Organisational Innovation and Entrepreneurship, background in the entrepreneur communities Venture Cup Denmark – a business plan competition for students, and Startupbootcamp – a mentor-based accelerator, affiliated with Techstars, that turns 10 tech-enabled ideas into 10 startups in 3 months. Avid modern media user and contributor, beta-tester and always on the look out for new community-driven organisations with innovative business models. She would rather inspire people than motivate them. // [www.startupbootcamp.dk](http://www.startupbootcamp.dk)

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Workshop // Saturday, 21.08.2010

Showcase your Brands

Coach // Katharina Kemmler

Fashion shows, trade fairs and press and sales documents present designers with the task of conveying the style and message of their collection on new visual levels. In this workshop we will discuss conventional and innovative approaches, practise handling the tools of the trade, and analyse frequently arising difficulties.

CV // After completing her studies in Theatre, Film and Television Management Katharina Kemmler did a traineeship at the Trendbüro Hamburg. In 2002 she started working as the Sales Manager for the BREAD & BUTTER and developed the segment Street Culture. She was also responsible for the segments Urban Superior and Womenswear as well as the exhibition series Untitled Documents of Street Culture and bbb.studio - New Approaches in Fashion Design, which presented the newest trends of the respective cultures to the visitors. In 2006 she moved on to Nowadays as Head of Concept Planning, in order to develop product presentations, among other things for fashion shows for Hugo Boss, Joop!, Levi's, Schwarzkopf, Diesel, Adidas, exhibition booths for Nike, Windsor, H&M and boss, presentation installations for Wolfgang Joop, Mercedes Benz and Joop!, shop windows for boss orange, Lacoste, Diesel or the KaDeWe as well as PR-Events for the German Vogue or the InStyle. In July 2010 Katharina Kemmler created her own agency for Retail Marketing & Product presentation.

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Workshop // Monday, 23.08.2010

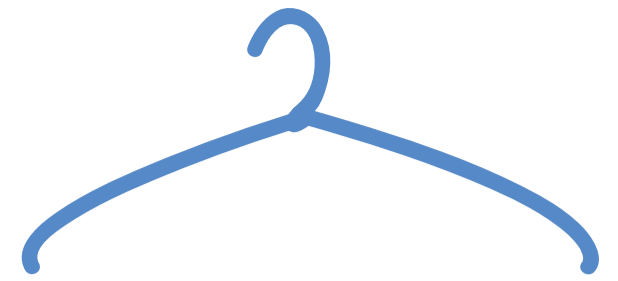
How to create a Successful Look Book

Coach // Mario Lombardo

When creating a fashion start-up, one of the first things that must be decided on is the conceptual layout. How do you create a powerful Look Book which encourages your own creativity, inspiration, and at the same time best describes you and your design to potential consumers. This workshop will guide you thorough the do's and dont's for both amateur and professional designers. You will discuss techniques that can be used to enhance your layout, as well as receive insights into the factors that make a Look Book successful. You will look at examples and discuss them while creating your personal professional Look Book.

CV // Mario Lombardo has managed a number of diverse magazines, music, DVD and fashion labels since 1998. Between 2001 and the end of 2006 he worked as the Director of Art for the pop-culture magazine Spex and in 2004 founded the 'Bureau Mario Lombardo' in Cologne. His work is mostly involved with printing media and is influenced by cultural contexts, such as music, fashion, photography, design, architecture, contemporary art and TV design. He worked as Art Director for Liebling Magazine and in 2008 moved his office to Berlin. Mario Lombardo acts as a panel-member for many diverse photography and design awards and teaches at a number of design colleges. His work has been awarded with over 70 national and international design prizes, such as the 2008 'Visual Leader of the Year' Award. // [www.mariolombardo.com](http://www.mariolombardo.com)

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Workshop // Tuesday, 24.08.2010  
Strategic Brand Positioning  
Coach // Ulrike Döpp

The main topic of the workshop is the strategic brand positioning of an independent label focusing on the European and American markets. The course will deal with: sales basics, branding your collection, price calculation, ordersheets, terms and conditions, and trade shows. Topics such as why do brands matter, elements of strong brands, what can be branded, and the effect of brands from a consumer perspective will all be pursued. The course will help you understand and analyze brand positioning and perceptual spaces, as well as the importance of updating positioning over time. you will evaluate the role of the Internet as an important distribution channel and how to best use it to maximise your success as a start-up business.

CV // Ulrike Döpp started her career at the German/French agency Girault Totem. She has worked for Bless, Bread & Butter and Andreas Murkudis. Since 2006 Rike Döpp is co-owner and Head of Press at Agentur V. Agentur V is an agency for PR and Sales Consulting, that represents 20 fashion and accessory designers and such as Henrik Vibskov, Stine Goya, Bless and Wood Wood. Agentur V positions them in the international media and show schedule and regularly organises shows in Paris, Berlin and Copenhagen. The offices are located in Berlin and New York. Ulrike Döpp focuses on strategic brand positioning for independent designers, whose creativity takes on the centre stage of the collection. // [www.agenturv.de](http://www.agenturv.de)

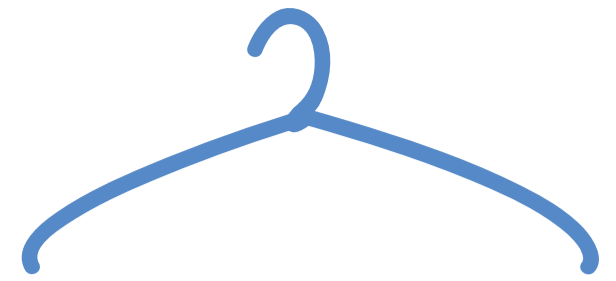
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Workshop // Wednesday, 25.08.2010  
Production Management  
Coach // Agnieszka Rakowiec

Develop a strategy, network and take your fashion skills to the next level! If you are ready to start your own business and have gotten to the point where you need to expand your business this course will guide you through the current fashion business landscape. What are the domestic and off-shore apparel production processes? What should a diagram of a production department's division of labor, stages of costing, and scheduling look like? The course takes a look at the complete management process, from the costing, and planning that takes place domestically, to the off-shore production processes that include sourcing, making your first sample, assembly and finishing, and packaging and distribution.

CV // Agnieszka Rakowiec graduated from the UDK in Berlin in Vivienne Westwoods master class. She was honored by the important parisian fashion designer Jean-Charles de Castelbajac. She is now founder and manager of the apparel management agency Schnittwerk. // [www.schnittwerk.eu](http://www.schnittwerk.eu)

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Workshop // Thursday, 26.08.2010  
Business Management for Start-Ups  
Coach // Alexander Bretz

The business management unit will integrate several core areas of the business fashion. The workshop will give you insight on valuable topics that deal company form, how to register a company, how to best protect your idea, name and the basic trademarks, patent and copyright law will be discussed. How to best protect your designs and what do you need to take into consideration when starting a business. Setting prices will also be a highlight of the course and how to determine the basic price of your product and how you can afford to sell it by interpreting various pricing strategies. You will also discuss what contracts involve and what to incorporate.

CV // Alexander Bretz is a lawyer in Berlin, who specializes in consulting and representing designers in the fields of fashion, product and communications. His DesignLawForce fee system is individually tuned to the clients turnover and offers allround legal consulting for professional designers. Alexander Bretz is author of books regarding legal and business aspects of design. He also lectures fashion law at the Esmod International Fashion School Berlin and at the JAK Fashion Academy in Hamburg. //

[www.designlawforce.com](http://www.designlawforce.com) // [www.kulturanwalt.de](http://www.kulturanwalt.de)

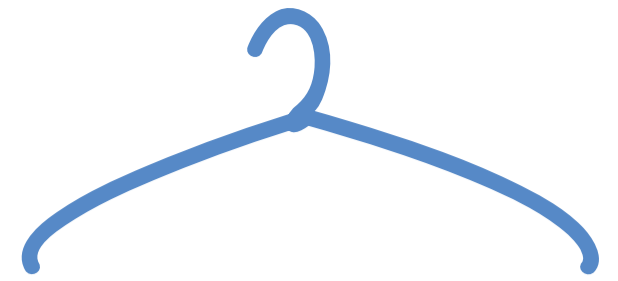
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Workshop // Friday, 27.08.2010  
Marketing / Brand Marketing  
Coach // Christina Kässhöfer

Fashion marketing is more essential than ever to business success in the constant- changing global and domestic marketplace. Understanding the product/market and consumer complexity, which now prevails, requires innovative strategies, business models and tactics. You will explore various strategic models and theories and examine these in the context of the fashion business. You will investigate and examine individual examples of international fashion brand marketing and look at the significant modern growth of international fashion branding. You will create a brand marketing strategy in the context of the fashion industry and also look at economic justification.

CV // Following a degree in Business, Christina Kässhöfer has continuously worked in the fashion industry with different marketing positions in Germany and in the US. Her first work experience she gained with the Otto Group, the largest German Mail order and Ecommerce Retailer in Germany. Following a position as head of ecommerce for a joint venture between publishing house Axel Springer and the Otto Group, she moved to Chicago to be responsible for business development for different retailers in the US as part of the Otto Group. In 2003 Christina joined Diesel Germany to strengthen the brand perception of Diesel in Germany through targeted marketing activities together with her team. Since 2005 she holds the position of Head of Marketing for the Italian lifestyle brand in Germany and is enthusiastic about the brand's innovative marketing approach, resulting in unique products and strong and surprising marketing campaigns. // [www.diesel.de](http://www.diesel.de)

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Workshop // Saturday, 28.08.2010  
Sales and Distribution  
Coach // Ilya Morgan

In a world where it is no longer enough to simply have the best product, designers have to focus on core competencies and closer partnerships over the whole supply chain. You will be faced with all the following issues: inquiry handling, price quotation preparation and processing, contracts and contact management, monitoring the sales transaction, calculating pricing and taxes, checking credit limits, invoicing/billing. How do you find your buyers and how do you best accommodate their needs?

CV // He finished studies 2001 in Frankfurt/Main and then moved to Berlin where he started as Promotion Manager for the company Korg & More Deutschland GmbH. After one year he was promoted to head of sales for the north-east of Germany. During this period he expanded his education specializing in Fashion Management. Early 2004 he started working as one of the first employees for American Apparel as Sales Manager. From the early beginning he was also in charge of the retail-expansion and administration of the first sales structure in Germany. Parallel in 2005, he co-founded a sales agency named Deluxe Distribution, which has now grown to one of the progressive fashion distributor in contemporary urban fashion in Germany. // [www.deluxe-distribution.de](http://www.deluxe-distribution.de)

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\*\*Please note that courses have minimum attendance levels and may be cancelled if too few bookings are received. We reserve the right to substitute lecturers and tutors, amend or cancel courses, change course location. If we cancel a course we shall do our best to give you at least one week's notice and you will have the option of transferring to another course or of having a full refund of the fees which we will return to you within three weeks. We will not be liable for any losses (including, but not limited to, travel and accommodation costs) arising as a consequence of any modification or cancellation of courses.