

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 & DESIGN ACADEMY IN BERLIN

The Fashion & Design Academy, organised by Fashion Patrons, is a 12 day workshop specialised in coaching for creative start-ups. The focus of the Fashion & Design Academy in March 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 // 07 - 19.03.2011
COSTS //	1000 € NET FOR 12 FULL DAYS OR 100 € NET 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.

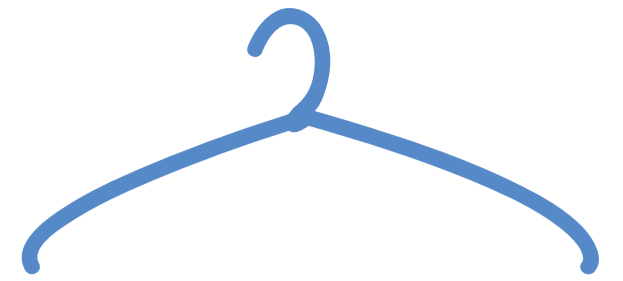
To view the detailed program please visit our website. www.fashionpatrons.com

The course is limited to 15 people.

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info@fashionpatrons.com

**FASHION
PATRONS**



FASHION PATRONS START-UP WORKSHOPS FOR FASHION DESIGNERS

DATES: 07.03 -19.03.2011

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

COURSE BEGINS DAILY AT 10:00 AM

COURSE ENDS DAILY AT 4:30 PM

Workshop // Monday, 07.03.2011

PR Basics for Startups

Coach // Monica 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 // coming soon

Workshop // Tuesday, 08.03.2011

Building an Online Business Using Social Media

Coach // Yamile Yemoonyah

The course will focus on online business models.

In the context of Web 3.0, the Internet has evolved as a vibrant platform for entrepreneurial activity.

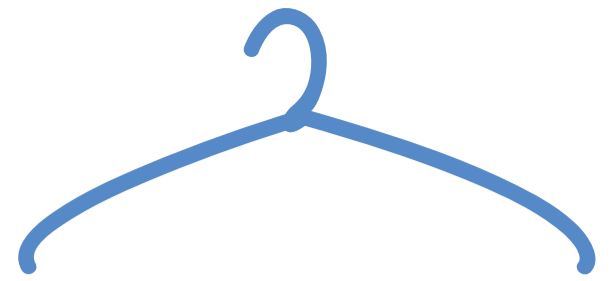
This course aims at pointing out both the opportunities and challenges for entrepreneurs in this field.

How sustainable are business models in the field of Social Media?

What do I need to get started and how much do I have to invest? What tools do I need to get a web biz up and running?

Which actions can be taken to find and keep customers around?

CV // Yamile Yemoonyah is an artist, designer and creative entrepreneur who also teaches independent creatives how to build a professional online presence with WordPress and how to use social media to promote and sell their creations or creative services online. In 2006 she built her first website and started selling art online. Since then she has learned a lot about being a creative web entrepreneur and other artists started asking her to help them with their websites, online promotions and marketing efforts. Eventually Yamile decided to set up the Creative Web Biz blog to share her knowledge, so others can start and grow their own creative web biz too. www.CreativeWebBiz.com



Workshop // Wednesday, 09.03.2011
Strategy Safari
Coach // Adalbert Kurkowski and Torsten Baum

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.

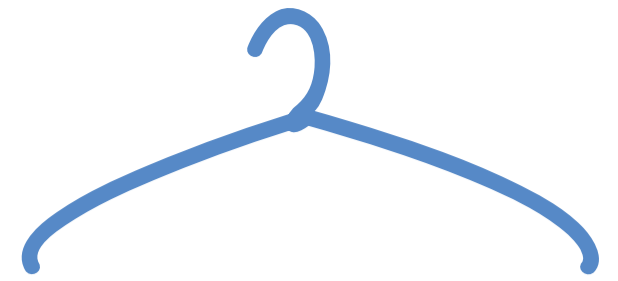
CV// Adalbert Kurkowski is a bank manager (MBA) at Berliner Bank, whose main areas of responsibility are product management for company and business clients, communication and quality management. With his focus of interest on target group marketing, fostering and financing small businesses and foundation research, as well as his commitment to the economic juniors' initiative "Ich mach' mich selbständig" (I'm going self employed) 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

Workshop // Thursday, 10.03.2011
Trend - and Marketresearch to Develop New Business Opportunities
Coach// Karin Leiberger

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 Leiberger 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 Leiberger has given various talks on subjects including current trends in the fashion and design industry internationally. // www.karinleiberger.com



Workshop // Friday, 11.03.2011
How to Create a Successful Lookbook
Coach // tbc

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.

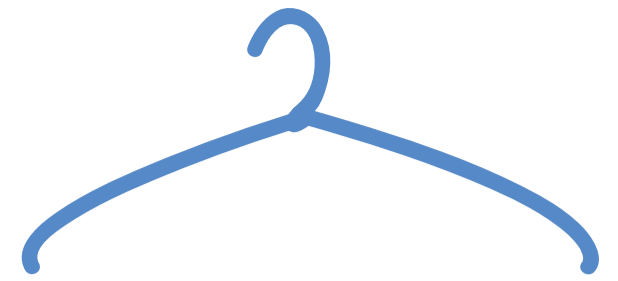
CV // coming soon

Workshop // Saturday, 12.03.2011
Showcase your Brands
Coach // Katharina Kemmler and Ela Küster

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.

CV // Ela Küster studied Fashion Design at Central Saint Martins College in London. She moved to Berlin to do her advanced studies at the UDK (University of the Arts Berlin), in order to complete her main studies under the guidance of Vivienne Westwood. In 2004 after receiving her diploma she won 1st price of a design competition, which included a seasonal stay in Como she worked at the silk company GIRANI as a designer. This followed a 4-month stay at Gaspard Yurkievich in Paris. After her return to Berlin she worked as a Freelance Designer at Sai So, and was in charge of various Fashion shows (MTV Designerama, Diesel, Moët Chandon Fashion Debut) and worked as a Style assistant for the photographer Kristian Schuller. In May 2006 she was employed for the company NOWADAYS as Fashion show Manager for national and international customers. Ranked among her customers she organised fashion shows for: 111 Years Schwarzkopf, Adidas, Agent Provocateur, Escada, Hugo Boss, Joop!, Karstadt New Generation Award, Kostas Murkudis, Levis, Mercedes Benz Fashion Week Berlin/IMG, Michalsky, Miss Sixty, Strenesse Blue, Triumph, Vivienne Westwood Anglomania. In June 2009 Ela started her own business and now works freelance as a Stylist, Designer and Fashion Show Manager. // www.elakuester.de



Workshop // Monday, 14.03.2011
Marketing/ Brand Marketing
Coach // tbc

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 // coming soon

Workshop // Tuesday, 15.03.2011
Meet a Fashion Designer Q+A Session
Coach // tbc

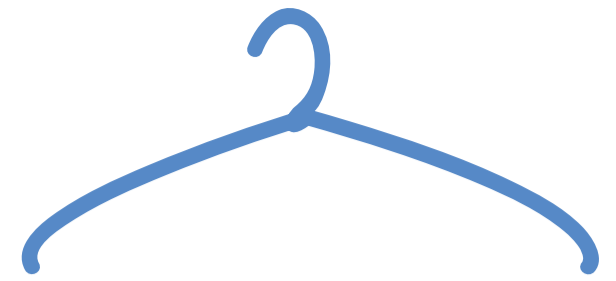
The main topic of the workshop is the strategic brand positioning of an independent label focusing on the European and American markets. The course will deal with: sales basics, branding your collection, price calculation, ordersheets, terms and conditions, and trade shows. Topics such as why do brands 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 // coming soon

Workshop // Wednesday, 16.03.2011
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



Workshop // Wednesday, 17.03.2011

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 specialising 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 cofounded 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

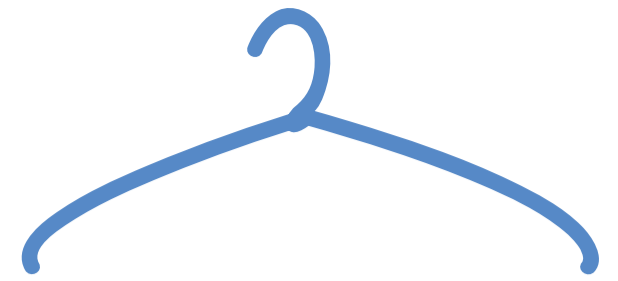
Workshop // Thursday, 18.03.2011

How to Prepare a Business Plan

Coach // Sylvia Brune

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 believes inspiration works better than motivation. // www.startupbootcamp.dk



Workshop // Friday, 19.03.2011
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 Esmo International Fashion School Berlin and at the JAK Fashion Academy in Hamburg.

// www.designlawforce.com www.kulturanwalt.de

**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.