

FASHION MARKETING -

BUYING & RETAIL MANAGEMENT

TRIMESTER 1: Bachelor & Diploma units

GLOBAL FASHION NARRATIVES

→ Fashion Fundamentals

Students will explore the cultural dimensions of fashion and discuss the history of Western and non-Western fashion systems. Discover how fashion communicates ideas about self and society, addressing gender, beauty, race, and politics. Gain insights into fashion's interplay with diverse fields, recognising its symbolic value as a cultural language. Students will gain an understanding of the impact of technology, society, politics, and economics on the evolving fashion system, including changes in global production, distribution, and consumption practices.

SUSTAINABLE FASHION BUSINESS

→ Fashion Retail Entrepreneurship

This unit is an introduction to fashion business and the connection between business decisions and sustainable fashion outcomes. Students will develop an understanding of business terminology and business operations. The key characteristics of linear, re-cycled and circular business models as applied to the fashion industry will be central to this unit. In-depth investigation of the fashion supply chain (in both local and global settings) will help students develop an understanding of the challenges of managing sustainable and transparent fashion business operations.

TRIMESTER 2: Bachelor & Diploma units

FASHION PRODUCT LIFECYCLE

→ Fashion Fundamentals

This subject introduces differing perspectives on managing the product life cycle and product development process for a fashion range. Students will learn about the stages involved including trend research, design, materials, production, quality control, and distribution. Alternative product development models and production methods used by fashion brands will also be explored. Students will also gain an understanding of critical paths and the software used in the product development process.

FASHION RETAIL ENVIRONMENTS

→ Fashion Retail Entrepreneurship

Learn about evolving retail environments like e-commerce, omni-channel, and 'phygital'. Students will explore the functions and features of fashion retail environments, from physical stores to online platforms. They will form an understanding of ownership models and how retail serves as a crucial communication channel for brands. Discover how fashion retail is informed by product categories, market sectors, technology, and location through the study of retail formats like boutiques, flagship stores, and pop-ups. Investigate creative strategies employed in retail spaces to connect and engage with consumers.

INTRODUCTION TO MARKETING & BRANDING

→ Fashion Marketing

In this unit, students will be introduced to the key principles of marketing and branding, exploring concepts like market segmentation, positioning, and the marketing mix. Students will analyse case studies of fashion brands to grasp the evolution and creation of strong brand equity. This unit explores the significance of brand management and marketing strategies for sustainable fashion brands and how to stand out in a crowded global market. Students will also develop a marketing and brand identity strategy for a new responsible fashion brand, complete with a brand style guide.

CREATIVE FOUNDATIONS

→ Industry Awareness

Creativity is more than just inspiration; it is a skill, a discipline, and an essential tool for navigating the complexities of the modern world. In this unit, you will explore creativity's role across diverse disciplines and communities, gaining valuable insight into the ethical and cultural values that shape creative practice. You will develop critical skills to evaluate information, articulate ideas, and confidently reflect on creative work. By engaging with a dynamic community of students from across Collarts, you will have the opportunity to explore your creative potential and establish a strong foundation for your studies and future career in the creative industries.

VISUAL MERCHANDISING & PRODUCT NARRATIVES

→ Fashion Marketing

Students will embark on a journey to understand the retail world as a creative space for fashion storytelling. Learn strategies to attract customers and encourage foot traffic in physical and digital stores, using visual displays to convey product meanings. Students will develop 2D or 3D visual communication skills to express creative ideas for different retail environments. Product stories will be brought to life through exploration of visual merchandising techniques including, light, colour, space, design and other props in a retail environment.

INDUSTRY FOUNDATIONS

→ Industry Awareness

In this unit, you will immerse yourself in the world of the creative industries and explore the many pathways to transforming your passion into a profession. Through insights from industry professionals and hands-on creative activities, you will develop a deeper understanding of how your industry operates while reflecting on your career aspirations and creative potential. From generating ideas to bringing them to life, you will experiment with flexible approaches to creative collaboration, working on cross-disciplinary projects that mirror real-world creative environments. By gaining a clearer perspective on the industry landscape, you will be better equipped to carve out your place as a creative professional and make confident, informed career choices.

TRIMESTER 3 Bachelor only units

FASHION MATERIALS & MAKING

→ Fashion Buying

This unit introduces students to fibres, fabrics, and fabrication methods used in fashion and clothing. Exploring both natural and synthetic fibre production, students gain insights into the performance of specific materials and the processes shaping them into textiles (woven, knitted, and non-woven structures). Through practical exploration of garment development methods, students deepen their understanding of fabric characteristics, determining suitability and end use. The unit also investigates material innovations, addressing sourcing for sustainable and ethical fashion product development.

FASHION STYLING & IMAGE MAKING

→ Fashion Entrepreneurship/Retail Management

Learn the art of styling a photo shoot from developing theme boards to sourcing products, models, makeup, and location selection. Students will gain the knowledge and skills needed to plan and execute fashion styling photoshoots for diverse media platforms/outlets and gain an understanding of the various communication styles employed by the fashion industry for product promotion. This unit will focus on concept development for product shots, runway shows, photo shoots, and social media content. Experiment with different styles, lighting, makeup, and post-production techniques to create a series of styled fashion images.

TRIMESTER 4 Bachelor only units

FASHION BUYING & PRODUCT CURATION

→ Fashion Buying

This unit immerses students in the dynamic role of the fashion buyer, focusing on curating product ranges for both physical and digital retail environments. Students develop skills in researching market segments, understanding brand positioning, and consumer behaviour. Integrating market and trend research, the subject delves into applying buying principles, product knowledge, visual assortment plans, and pricing strategies. Ethical and sustainable considerations are woven into decision-making, enhancing students' ability to communicate responsible choices as a fashion buyer.

RETAIL DISRUPTORS & FASHION FRONTIERS

→ Fashion Entrepreneurship/Retail Management

This unit explores the ways established fashion retail operations have been disrupted by social, technological and global activities. Students navigate the impact of supply-chain disruptions, evolving consumer behaviour, and the integration of immersive technologies in retail environments, gaining insights into the challenges and opportunities shaping the dynamic landscape of fashion production, distribution, and consumption. Examining how these disruptions have propelled advancements in fashion retail environments and diverse business models driven by digital technologies and sustainability.

CONSUMER INSIGHTS & FASHION CONSUMPTION

→ Fashion Consumers

In this unit, students will gain a deeper understanding of the key influences driving changes in fashion consumption and consumer behaviour. Students will explore the history, culture, and drivers of fashion consumption in relation to the ethics of sustainability and social responsibility within fashion. Internal and external factors shaping motivations, buying behaviour, and consumption patterns will be further examined. They will also learn about market segmentation, consumer decision-making, customer journey mapping and customer relationship management for developing effective marketing strategies.

DIGITAL APPLICATION FOR FASHION PRODUCTS

→ Industry Awareness

In this unit, students develop skills and knowledge in industry-standard computer-aided design software, mastering the visual communication of sustainable fashion concepts. Skills gained in this unit encompass creating mood and trend boards, developing technical sketches, and enhancing technical terminology. The features of different software programs will be demonstrated during interactive applied fashion-specific activities. This unit will enable students to apply diverse digital tools, effectively communicating their fashion concepts and ideas.

E-COMMERCE & USER EXPERIENCE

→ Fashion Consumers

This unit develops student understanding of e-commerce platforms, viewing them as retail settings experienced by users and consumers. Through a blend of theoretical and practical learning, students will explore intuitive digital experiences and user experiences (UX) for both web and mobile environments. Exploring aspects such as target audience, product development, design, technical implementation, marketing, and feedback incorporation, students apply their UX design knowledge to a prototype project tailored for the dynamic landscape of fashion retail.

ELECTIVE

→ Industry Awareness

TRIMESTER 5 Bachelor only units

FASHION FINANCES & MERCHANDISING STRATEGIES

→ Fashion Buying

Extending the skills learned in Fashion Buying and Product Curation, to further develop students' understanding of retail buying principles and merchandise planning for contemporary retail landscapes. This unit explores the interface of the buyer and planner roles. The principles of merchandise planning for physical, e-commerce, and omni-channel stores are explored. Students enhance industry terminology and utilise standard software for analysing, reviewing, and reporting on the performance of buy plans and sales data.

ETHICAL BUSINESS MANAGEMENT

→ Fashion Entrepreneurship/Retail Management

This unit provides students an understanding of the legal obligations inherent in operating an ethical fashion business, framed within the people-planet-profit sustainable fashion business model. Guided in identifying legal issues, students examine ethics, human rights, corporate social responsibility, and sustainability principles within the fashion industry. The legal landscape is explored across the fashion supply chain, encompassing on-shore and off-shore contexts. Other considerations including compliance for ethical and sustainable business operations are also examined.

TRIMESTER 6 Bachelor only units

FASHION BUYING & RETAIL MANAGEMENT CAPSTONE

→ Fashion Buying

This capstone unit integrates students' knowledge from the fashion buying and fashion consumer streams, emphasising the development and application of creative vision in fashion buying and retail management. Reflecting on their course experience and employment aspirations, students develop a new responsible fashion retail concept with social purpose. Consolidating knowledge of retail strategies and shifts in fashion practices, the project explores creative potential, utilising digital technologies for sustainable and socially responsible fashion futures. Weekly sessions serve as production meetings, facilitating mentor-student collaboration to synthesise knowledge and skills from previous course units.

INDUSTRY PLACEMENT

→ Industry Awareness

In this unit, students complete an industry work placement that aligns with their career goals. Each student undergoes supervised work placement, applying theoretical knowledge and practical skills acquired during the course. Through day-to-day involvement in a chosen workplace, students will critically assess and analyse their own skills and knowledge, personal strengths, and weaknesses to develop their future career plans. While students secure their own placements, support from the placement coordinator, academic mentors, and career pathways advisor is available.

DATA ANALYSIS & FASHION ANALYTICS

→ Fashion Consumers

This unit examines how data and data analytics are used to inform decision-making in fashion marketing, retail and consumer engagement. Students will study the types of data generated by websites, digital platforms, social media and search engines. They will be introduced to data analysis tools and data mining techniques that are used in fashion for communication, sales analysis, inventory management, customer relationship management, market research and cyber security.

CAREER DEVELOPMENT

→ Industry Awareness

This unit will develop students' ability to critically reflect on their career direction in the field of fashion marketing and sustainability and to prepare for industry placement and work opportunities. They will develop a career plan, make contacts within their field and present examples of their work in a professional format both physical and digital formats. Students will identify their skills and strengths and research relevant companies to refine their professional communication skills and network with industry contacts to secure an internship.

ENTREPRENEURSHIP CAPSTONE

→ Fashion Entrepreneurship/Retail Management

This capstone project aligns with the Brand and Communication capstone project where students develop a business concept for a fashion product or service business with social purpose. Demonstrating a profound understanding of the business environment, students apply knowledge and skills acquired in various course units to develop a comprehensive business plan as a real-world example. Students critically evaluate personal and professional skills as well as addressing the challenges and opportunities entrepreneurs face in developing a new and responsible business with social purpose.