

STADIO



SCHOOL OF FASHION

FASHION ENTREPRENEURSHIP

SHORT LEARNING PROGRAMME

ONLINE ASSISTED

FORMERLY

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FASHION ENTREPRENEURSHIP

SHORT LEARNING PROGRAMME | 8 WEEKS | ONLINE ASSISTED

CAREER OPPORTUNITIES

- DESIGN CONSULTANT
- INDEPENDENT DESIGNER OR BRAND OWNER
- LAUNCH OWN INDEPENDANT BRAND
- BRAND MANAGER OR STRATEGIST
- FASHION MERCHANDISER
- FASHION BUSINESS CONSULTANT

MODE OF DELIVERY - ONLINE ASSISTED

Saturdays from 10:00 - 12:00

DESCRIPTION

This 8 week, 2 hour-long virtual learning will assist aspiring brand owners to recognise opportunities, take calculated risks, and to be resourceful, passionate and understand how to position themselves in a dynamic fashion business environment.

We have adapted this course to be an online learning experience with the assisted guidance of a dedicated facilitator. Classes will be presented online, weekly at scheduled times. You will also have a weekly check-in with your facilitator.



STADIO SCHOOL OF FASHION IS THE ONLY INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!

People Buy... From People They Trust

OUTCOMES

Investigate the historical and contemporary retail landscape

- Understand new retail concepts
- Explore niche and emerging markets
- Study new trends in retailing
- Have a broad overview of global fashion business trends, models and market shifts so they can start to think about their place within the market
- Identify their product offering (UVP), brand story and map out a capsule collection
- Create their visual branding using tools such as Canva for those without Adobe skills
- Be able to create a well-thought-out product costing model
- Understand the pros and cons of the wholesale, retail, e-commerce, consignment, rail rental and export sales models
- Be able to identify CMTs, patternmakers, fabric suppliers and printers in SA to help them manufacture locally and how to present themselves to industry role-players
- Learn the tools to launch their own online platforms and will understand the different e-commerce offerings
- Understand how to present themselves and their brands digitally via social media platforms
- Get a global view of the fashion industry and understand how to present their offerings for an export market, meeting various global requirements, with a special focus on Europe and the USA

THIS COURSE IS FOR YOU IF YOU ARE INTERESTED IN:

- Learning the business side of a fashion brand
- Starting their own fashion company.

ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

Age 16 and above, some background or understanding of Fashion Design/ Fashion Industry will be beneficial in understanding the course material.

Ideally, you should have some basic understanding of the fashion industry.

ARTICULATION POSSIBILITIES

Successful completion of this short course can be included to your portfolio of evidence for RPL consideration.

COURSE KITS + SPECIALISED EQUIPMENT

No course kits are required, but a Personal Computer with reliable internet will be required to successfully attend each class.

MODULE DESCRIPTIONS

MODULE 1 – INTRODUCTION: THE ALTERNATIVE FASHION BUSINESS PLAN

Introduction to the traditional fashion cycle, discussions on the industry as a whole, its global impact, earnings, find out what students hope to do at the end of the course.

- Overview of the fashion cycle
- Forecasting/research
- Planning
- Designing
- Product development/patternmaking
- Manufacturing
- Marketing and distribution
- Case studies on modern brands who've done things "differently" with a focus on brands that have presented creative business solutions in the last two years e.g. Zara, Patagonia, Hanifa, In.it Apparel, Mantsho for H&M, The Space, Mr Price, Nkwo
- Lessons learnt that can be applied to your start up
- Designing your fashion model

EXERCISE:

- What model do you want to launch with?
- Who is doing this in the fashion market?

MODULE 2 – CREATING A BRAND IDENTITY

A brand is more than just a logo – it's the voice, personality and purpose behind the companies and products we love. In this module we take a closer look at the different aspects that create a strong brand ID

- What's your story?
- Case studies – Maxhosa, Thebe Magugu,
- Establishing your unique value proposition (UVP) and messaging statement
- Tying it all together by creating a visual identity for your brand
- Coming up with a brand name
- Getting to grips with Unsplash and using imagery to convey a brand ID
- Using Canva and creating logos

EXERCISE:

- Create a visual representation of the brand you would like to own using the digital tools introduced to you in this module. Start working on your logo

MODULE 3 – DEFINING YOUR TARGET CUSTOMER

Clearly defined target markets and target customers are vital to the long-term success of any business. Part 1 focuses on finding your market. Identifying your target market answers the "what" and "where" questions.

- Identifying the key benefits that your business provides
- Creating a minimum viable product (MVP)
- Evaluating your market segment and identifying sales opportunities
- Determining your competition and understanding the impact of comparative shopping

EXERCISE: ANSWER THE FOLLOWING QUESTIONS:

- Who is your direct competition?
- What do they sell?
- Where do they sell?
- What does their social media look like?
- Who follows them?
- How long have they been in business?
- What will make your product better? Or, what can you do better to capture market share?

MODULE DESCRIPTIONS CONTINUED

MODULE 4 – DEFINING YOUR TARGET CUSTOMER CONTINUES

With a clearly defined target customer, every detail of a product or service can be tailored perfectly to their needs. Part 2 focuses on identifying a target customer and answers the “who” and “why” questions.

- Refine your target market
- Staying objective and avoiding confirmation bias
- Creating a customer profile: gender, personality, family life, occupation, income, location, needs, pain points, challenges
- Using research tools and methods
- Conducting surveys (Survey Monkey example)
- Harnessing social media for research
- Getting audience feedback (Mailchimp example)
- Evaluating your research data

EXERCISE:

- Create up to three customer profiles based on gender, personality, family life, occupation, income, location, needs, pain points and challenges. Use Unsplash to find a photo that best represents your ideal customer.

MODULE 5 - PRICING AND SELLING YOUR BRAND

Setting the right cost and price for your product is vital to the success of your business. In this module, we will dive deep into the methods used to calculate the appropriate costing and pricing model for your specific product. I'll also share unique tips on how to get the best cost from your manufacturer and how to set a price for your target market that will ensure that your business is profitable.

- Introduction to production costs
- Calculating your garment costs
- Making the most of value-added services
- How to get the best pricing from suppliers (including an intro on tech packs and bill of materials)
- Working out the cost of sales
- Determining wholesale costs
- Setting a recommended retail price (RRP)
- Considering the correct pricing strategy for your target market and RRP based on perceived value

EXERCISE:

- Students will be given a mock tech pack, a bill of materials and an overall budget.
- Students will then be required to calculate the production, wholesale and recommended retail prices for their target market.
- They will also be required to calculate the number of garments that can be manufactured according to their budget, while allowing for the cost of sales.

There are millions of consumers (and billions more on the way!) and there are hundreds of fashion brands popping up to serve them. Understanding how your customer will get your products is vital. What are the business models that have survived this epic trial-by-fire?

- Why the wholesale model is becoming less attractive for start-ups and retailers post-Covid
- Assessing retail models for start-ups with case studies, including Bathu shoes, YDE, V&A Watershed, EGG
- Analysing the key differences between retail and wholesale (B2B vs B2C)
- Evaluating the pros and cons of pop-up shops with reference to <https://www.popupshopshop.com/> and <https://www.popping.co.za/>
- Exploring e-commerce opportunities in Africa
- Assessing consignment models with case studies, including The Space, Takealot, Afrikrea
- Tapping into export opportunities and the products offshore consumers are looking for, with a case study on AAKS
- Working with sales agents and/or an agency
- Pitching to retail buyers
- Factors to consider when selecting a sales model for your business

EXERCISE:

- Using your customer profile, market research and fashion model, map out where your customer shops, and how you will best be able to serve them.
- Identify two actionable sales models that will meet the needs of that customer and be profitable for your business and explain why.

MODULE DESCRIPTIONS CONTINUED

MODULE 6 - DIGITALLY PRESENTING AND SELLING PRODUCT

South Africa is the 37th largest market for e-commerce – proof that having an online presence is non-negotiable for establishing an apparel brand. Here we explore the digital landscape, with specific reference to e-commerce opportunities in South Africa.

- Evaluating the e-commerce market in South Africa
- Common definitions and terminology in e-commerce that every start-up should know
- Stand-alone e-commerce platforms available to South African start-ups, including Shopify, Wix, Ecwid and Shopstar
- Working with e-commerce partners – a look at Takealot, Ananse, Afrikrea, Hello Pretty and Egg
- How to maximize sales in Africa – merging bricks and mortar retail with e-commerce
- How to present your range online:
 - Product photos
 - Product descriptions
 - Trust signals
 - Creating a sense of urgency
 - Payment portals

Once you've launched your apparel brand, the next biggest challenge (aside from making sure that your collections are getting made on time and within budget) is to market your brand. Today, the best way to start promoting your fashion brand is via online marketing and social media engagement.

- Understanding the importance of social media for start-ups
- Using social media to tell your story
- Harnessing the power of video
- Assessing the pros and cons of Facebook, LinkedIn, YouTube, tick-tock
- Deep dive into Instagram and learning why this platform is crucial for start-up fashion brands
- Growing your social media presence:
 - Paid advertising
 - Influencer marketing
 - Collaborations and partnerships

EXERCISE:

- Whether you are selling online or not, you need a web presence. How you will represent your brand online, whether it is a landing page or a stand-alone store.
- Using your previous research, which social media platform(s) best serves you and your customer?
- What kind of content will you produce to sell your brand vs selling your product?
- How will you translate your brand story into bite-sized consumable content?

MODULE 7 – SOURCING BEST PRACTICES AND GLOBAL BRAND STANDARDS

Sub-Saharan Africa's relatively underdeveloped textile industry could act as a fresh canvas for the fashion industry's sustainability goals, enabling brands to embed sustainable practices into the development of an African sourcing hub. In this module, we explore sourcing close to home and on the continent.

- Mapping new opportunities for sourcing in Africa (active free-trade agreements, homegrown materials and local manufacturers)
- Defining sustainability
- Offshore vs local suppliers and manufacturers – analysing South Africa, Lesotho, Mauritius and East Africa
- Communicating your needs to suppliers and manufacturers – how to manage stakeholder relationships
- Creating a South African database of suppliers (PDF)
- Fabric
- Trims
- Manufacturing

EXERCISE:

- Looking back to your brand ID and story, what kind of suppliers and materials would best suit your brand narrative.

When we think of taking our brands to the next level, we immediately look to our local malls and boutiques that house a plethora of “overseas” brands. As a small business, there are a number of ways to sell your apparel in offshore territories too. In this module, we take a deeper look at the international market.

- Conducting business with international boutiques
- Basic garment requirements for Africa, Europe and the USA
- Understanding trade agreements and how to take advantage of them (AGOA, SACU, AFCFTA, EPA)
- Global client expectations for products and services
- Logistics of international online sales



MODULE DESCRIPTIONS CONTINUED

MODULE 8 – COURSE OVERVIEW

Course revision.

WRAP-UP EXERCISE:

- Compile your research into one editable document.
- This will form a strategic plan to get you through the business requirements of your start-up.
- Keep adding information as you learn and grow.
- As time goes by, you will accumulate enough information to write your first comprehensive business plan – essential when you apply for funding.

COURSE FACILITATOR

SHINGAI NYAGWETA

FASHION DESIGNER AND BRAND CONSULTANT

Shingai Nyagweta is a qualified and experienced apparel designer and fashion brand builder, successfully designing and managing brands for various global fashion startups.

Over the course of her 15-year career, she has designed for Foschini and Marianne Fassler.

Shingai has also worked as a programme manager and designer liaison for AFI Fashion Week and has launched her own successful children's wear brand – KuNa Kids.

Today, she consults with emerging African brands, helping them with design, product development and launching digitally, through her boutique consultancy, Dsgn Native (www.dsgnnative.com)



SPECIFIC REQUIREMENTS

MINIMUM SYSTEM REQUIREMENTS:

- **Wi-Fi:** Reliable broadband Internet access (Wi-Fi is available on all of our campuses, but you may prefer access from home as well)
- **Web browser:** Chrome/Safari/Opera/FireFox
- **Computer/Laptop:** A current Windows or Apple Mac computer/laptop capable of running the Office 365 software. Office 365 includes Word, Excel, PowerPoint and Outlook
- **PDF Viewer:** The free Adobe Acrobat software.
- **Scanning documents:** Ability to scan and upload documents (typically from your cellphone or smartphone)
- **Email/cellphone** for notification and communication
- **Communication:** A cellphone or smartphone for receiving notifications and communication (additionally WhatsApp is recommended for collaborating in student groups)

PLEASE NOTE

STADIO School of Fashion reserves the right to make course adjustments which might affect the course modules or duration of the course.

Course start dates are subject to reaching minimum intake numbers and dates and might be adjusted.

ACCESS TO TECHNOLOGY:

STADIO School of Fashion uses its ONLINE student administration and learning environments to provide students with materials and resources, to conduct online assessments, create discussion opportunities and render a range of administrative services.

Therefore, having continuous access to the above ONLINE facilities is essential for efficient communication, learning and success.

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**A SATISFIED CUSTOMER IS THE BEST
BUSINESS STRATEGY OF ALL.**

Michael LeBoeuf

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