



INSTITUTE OF  
LUXURY  
FASHION  
& STYLE —

STYLESCHOOL

CERTIFICATE IN

# ONLINE COURSE LAUNCHING A FASHION LABEL

**ARABIC/  
ENGLISH**

*How can I get great advice on running & Launching a Fashion Label and brand in GCC & Middle East?*

*How do I market my fashion brand or my products and reach the right customers?*

*I am a designer, can I learn how to sell, promote, & grow my business?*

*"Can I establish a Fashion Brand from home? Can I take my business online?"*

*"How do I increase my sales online in the GCC region?"*

# KEY INFORMATION

**ONLINE | CERTIFIED | LIVE TEACHING**

FORMAT

**LIVE TUTORING**

DAYS

**7 DAYS OF E-LEARNING | 7 DAYS OF PRACTICAL  
WORK**

HOURS

**21 HOURS OF LIVE TUTORING BY LAUNCHING  
FASHION LABEL ENTREPRENEURS**

RESOURCES

**ADDITIONAL DOWNLOADABLE VIDEOS & NOTES**

LANGUAGE

**SEPARATE COURSES IN ARABIC & ENGLISH**



## WHO SHOULD TAKE THIS COURSE?

The course is ideal for individuals who wish to create a Fashion Brand and develop a strong and robust overall strategy for managing their business. This course is also ideal for individuals who have completed Starting a Fashion Business and would like to advance to the next level.



# COURSE INTRODUCTION

The online course on Launching a Fashion Label is developed to give the fashion enthusiast a strong understanding of the fashion brand creation and of effective and efficient business management.

From understanding how to create a fashion brand, brand story and unique brand identity to understanding latest trends, merchandising, fashion buying and online/offline communications, the course helps the learner in creating a Fashion Brand that will stand the test of time.

The course also features a dedicated module on understanding and developing a long term brand and communication strategy and building a viable business plan for future investment.

Finally, the course also includes one to one counselling, indepth case studies and talks and closed-door events exclusively for Style School students from fashion entrepreneurs and industry experts.



# COURSE MODULES

The online Launching a Fashion Label course modules are designed such that the learner will be able to connect all the dots and get an advanced understanding of efficiently and effectively managing a fashion business.

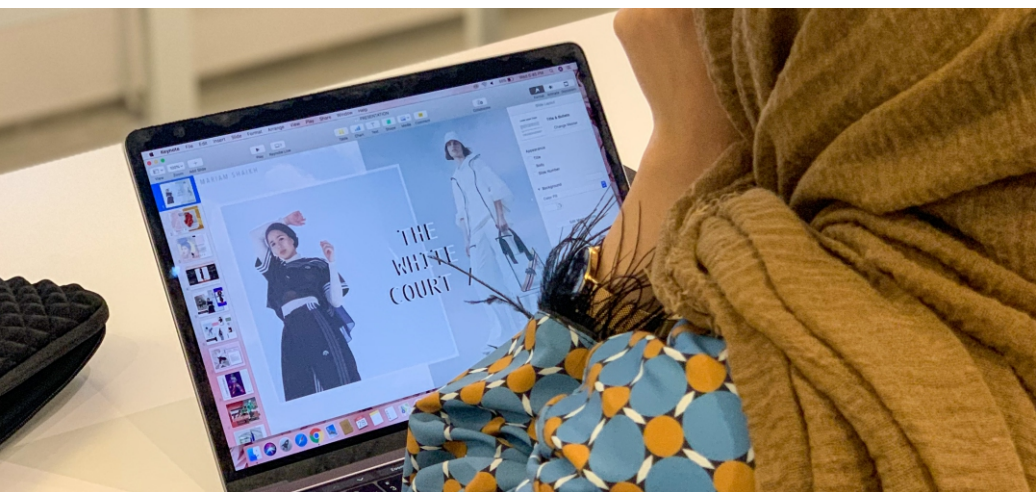
The course includes modules such as:

- Fashion Branding
- Brand Storytelling & communicating to gen x,y,z
- Defining codes of the house
- New visual communication trends (typeface, colour, logotype, wordmark, monogram)
- Trend analysis
- Sources of fashion updates
- Importance of demographics & psychographics
- Creating a trend board
- Implementing forecasts
- Fashion Buying and Merchandising
- Range Planning
- Trade shows
- Global sourcing & manufacturing hubs
- Pricing Strategies
- Digital Marketplace
- Brick and Mortar Stores
- Pop-up Stores
- Importance of collabs and coopetition
- Pop up as business format
- Strategies in Digital Fashion Communication
- Strategies in Social Media Communication
- Challenges in Fashion Business
- Future growth and scaling
- Understanding types of investors
- Creating the right investor pitch



# HOW IS THE COURSE DELIVERED?

The online Launching a Fashion Label course is delivered using exclusive live web sessions by industry tutors. A schedule will be shared with students to attend the live sessions. Students will also receive course notes & will also have access to recorded tutoring sessions for future reference & use.



## COURSE DURATION

**Course Duration: Two Weeks**

**Total Hours: 21**

The total duration of the course is two weeks with sessions being conducted on alternate days giving students time to complete practical exercises and tasks at home.

The course is taught for a total of 21 hours through live videosessions over 7 days of tutoring.

# CERTIFICATION

Certificate in Launching a Fashion Label by FAD Dubai & StyleSchool. ( Online Delivery )

FAD Dubai Certification is approved by Knowledge & Human Development Authority ( KHDA), Govt of Dubai.

# ENTRY REQUIREMENTS

Registrants must be over 16 years by the program start date. There is no minimum education requirement, individuals with a commitment and passion for the creative industry are encouraged to register.

# CAREER OPPORTUNITIES

On successful completion of the course, individuals will be confident in creating a unique Fashion brand with a Brand story and Brand Identity. Individuals will also gain the necessary skills to efficiently and effectively Launch a Fashion Label.





# Additional Information & Enrolment Process

## How to Enrol

Kindly fill the online enquiry form or the online enrollment form to receive further details on the course, dates, curriculum & fees. On receipt of the same, you will receive a conditional offer letter confirming your seat.

Your seat will be confirmed on payment of fees via bank transfer or online through a credit/debit card.

Fees will be refunded in full only if the course is cancelled by us due to any unforeseen circumstances.

## Can I speak to a counsellor for more details?

Yes, you can request for a one-one call or web info session with an academic counsellor.

Please WhatsApp us on 00971 523672638 or fill the online enquiry to receive a call to support you with further details.



# Frequently Asked Questions

**Q: How are we being tutored?**

*You will be tutored by live sessions. You will receive at least 5 live group sessions held on Zoom, a total of 20 hours. Moreover, will you receive a 2-hour individual session, also held on Zoom.*

**Q: Will I be shared any videos?**

*Each student will receive a members login, where they can access all video sessions from Zoom, to review and go over again and again.*

**Q: Will I receive any downloads or notes?**

*Yes, on your member's login page, there will be downloadable PDFs which you can printout and use both during the course and after taking the course.*

**Q: Will I receive a certificate for completion?**

*Yes, you will receive a certificate of completion from FAD Dubai & StyleSchool.*

**Q: What is the duration of the course?**

*The course will be held over a period of 2 weeks.*

**Q: How many hours is the course?**

*The course is a total of 21 hours, divided into live group and individual sessions.*

# **INDUSTRY TUTORED PRACTICAL LEARNING**

## **#1**

### **Practical Training Online**

International quality learning giving working professionals and students the opportunity to pursue the course in the evenings & the weekend to achieve professional or personal objectives.

## **#2**

### **Industry Tutors**

Each program is delivered and engineered by industry veterans and professionals, providing you an inside overview of the business.

## **#3**

### **FAD Dubai & StyleSchool Certified**

The programs are constructed on globally recognised modules and certified by FAD Dubai & StyleSchool.



**ENROL NOW**

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