



INSTITUTE OF
LUXURY
FASHION
& STYLE —

STYLESCHOOL

CERTIFICATE IN
**FASHION
BUSINESS
CAIRO**

**ARABIC/
ENGLISH**

KEY INFORMATION

**CERTIFIED | PRACTICAL LEARNING | INDUSTRY
TUTORED**

LOCATION

CAIRO

DAYS

5 DAYS

LANGUAGE

SEPARATE COURSES IN ENGLISH & ARABIC

I have never studied Fashion but I want to start a Fashion Business. Is it possible?

I don't know where to begin or how to start a fashion business in GCC! What should I do?

Is it possible to start a Fashion Business from home?

Can I learn how to start an online fashion business while I am still working full time ?

How do I know if my fashion business will become successful in GCC?



WHO SHOULD TAKE THIS COURSE?

The course is ideal for individuals who wish to get a fundamental understanding of Fashion Business and who wish to start a Fashion/Creative Business.



COURSE INTRODUCTION

The course on Fashion Business is developed to give the fashion enthusiast a strong foundation in their understanding of Fashion industry and to help initiate a Fashion Business.

From understanding the evolution and development of the fashion industry, iconic names in the industry, fashion cycles and seasons to understanding the fashion value chain, fashion marketing, consumer segmentation and targeting, the course helps create a basic but clear understanding of the industry and also its various avenues and nuances.

The course also features a dedicated module on developing ideation and innovation, which is achieved through various management thinking tools such as mind mapping, customer journey mapping, Gestalt's theory etc.

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

COURSE MODULES

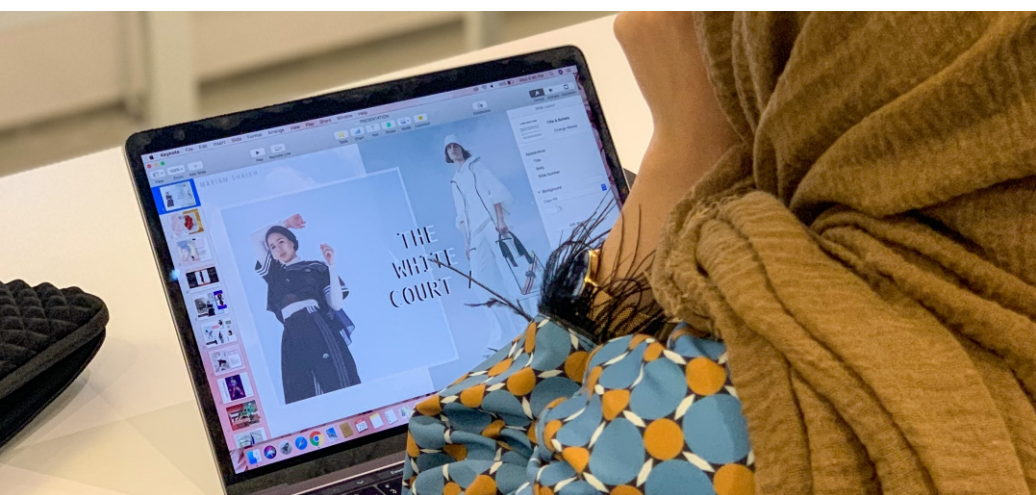
The Fashion course consists of logical and well thought out modules which not only help the learner get a holistic understanding of Fashion Business but also help in visualizing and conceptualizing their own business. The course covers learning on following topics.

- Introduction to Fashion Business
- Fashion Terminology
- How to conceive a Fashion Business Plan
- Understanding Fashion Customers
- Understanding Fashion Chain - From Fibre to Consumer
- Before you start - Creative Thinking tools for Innovation & Ideation
- The Marketing Approach in Fashion
- Consumer Segmentation
- Targeting and Positioning
- 7 P's of Fashion Marketing
- How to launch an Online or a Physical Fashion Business



HOW IS THE COURSE DELIVERED?

The Fashion Business course is delivered and engineered by industry veterans and professionals, providing you an inside overview of the business.



COURSE DURATION

Course Duration: 5 Days

The total duration of the course is 5 days, and working professionals and students have the opportunity to pursue the course in the evenings & the weekend.

CERTIFICATION

Certificate in Fashion Business by FAD Dubai & StyleSchool.

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

ENTRY REQUIREMENTS

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 ideating and starting a unique Fashion Business.



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 industry professionals over 5 days.

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 5 Days.

Industry Tutored Practical Learning

#1

Practical Training in your City

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 recognized modules and certified FAD Dubai & StyleSchool.



ENROL NOW

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