



# SUM- MER

SCHOOL

*professional*



**Fashion Product Management**

## **TECHNICAL FILE**

### **Summer Fashion Product Management – 7th edition**

**Credits:** 5.

- The educational planning of all IED Master courses is based on the criteria set by the **European Higher Education Area (EHEA)**.
- IED Master employs a system of credits that follows the structure of the **European Credit Transfer and Accumulation System (ECTS)**.
- IED Master issues its own exclusively private degrees.

**Language:** English.

- A TOEFL 550 or IELTS 6.5 level of language knowledge or equivalent is required for those students whose mother tongue is not English.
- Some classes and/or lectures may be given by international guests and in these cases the working language will be English or Spanish. There is also the chance that additional educational material or recommended activities will be provided in English and/or Spanish.

**Unlocking IED Barcelona, welcome activity for international students:**

June 28th 2019 (optional attendance).

**Duration:** 1st to 12th July 2019.

**Timetable:** Monday to Friday from 4.40 pm to 9:40 pm.

Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

## **PRESENTATION**

The Fashion Product Management summer course is a condensed version of the Postgraduate with the same name.

The key points of product strategy and management are taught in two weeks in a shortened, more theoretical format.

The topics range from product branding to point of sale product management via definitions of the ideal collection and of style, collection analysis and editorialising a product in its communication.

The course focuses on giving a strategic vision of how a fashion product works, while taking into account positioning and brand values. It also shows how to optimise collections from the initial idea to the end consumer. In addition, it looks at how to build market differentiation by providing an overview of product processes (efficient direction and management), product marketing and communication strategies and mechanisms for inspiring and creating trends that have a creative, cultural basis.

## **GENERAL COURSE OBJECTIVES**

- Learn to develop a collection strategy that is market-oriented and creative.
- Know and use the necessary tools to implement a product strategy in tune with target and brand positioning; an integral project for a fashion product where the priority will be to define a brand style to give it a stand-out position in the market.
- Define the structure, breadth, depth and merchandising plan of collections by analysing their sales and efficiencies, the competition and trends in order to develop a collection with the optimum final value, time and costs.
- Develop the processes of collections, purchases, vendor management and product logistics.
- Understand the level of involvement of each player (design, product, commercialisation and communication) in a successful collection.
- Understand the team integration methodology as applied to the entire product development process.
- Qualify students to face up to real situations in the field of fashion coherently and with a professional attitude.

## **IED MASTER BARCELONA METHODOLOGY**

The IED Master philosophy is built upon design culture, using a methodology based on learning by doing and applying various creative and innovation process methods through project-based learning.

The IED Master training programme is set within a multicultural and multidisciplinary context and combines theoretical-technical specialisation with theoretical content and practice during the completion of projects.

The learning process involves an educational team of practicing professionals from the fields of business, design and communication.

## **SPECIFIC COURSE METHODOLOGY**

The presentation of the content will be divided into classes, modules and exercises that mimic the process and management of a professional fashion project.

The course will therefore be organized into different types of classes:

### **Theoretical classes**

These provide up-to-date, professional information and the basic knowledge needed to tackle the projects planned for the course. A bibliography and supplementary reading lists will also be provided.

### **Experimental classes: case studies**

A basic part of learning is to analyze in depth the experience of companies in the sector in a professional setting. It is not so much a question of imitating the strategies of other companies but of analyzing their rationale, applications, repercussions and market in order to extract the knowledge and analysis needed to permit us to face challenges with security and knowledge.

### **Workshops**

Some of the subjects with a strong practical content will be taught as workshops in order to practice basic elements, such as properly planned teamwork, following a specific briefing for each session.

### **Talks by professionals**

The course curriculum will be complemented by talks by professionals that bring the students into contact with professionals from important companies in the sector. These talks will doubtless give them a unique opportunity to learn from and make contacts with professionals from different areas of fashion.

### **Exercises**

A variety of practical exercises will be done throughout the course to emphasize that the dynamics of the course is to develop a 'work in progress'. These exercises are an important way of making contact with real-life case studies from the professional world.

## **STUDENT PROFILE**

Fashion designers who wish to acquire a knowledge of collection coordination and product management. Product managers who wish to expand their knowledge of product development.

Marketing professionals who wish to gain an in-depth knowledge of fashion products.

Communications professionals who wish to gain an in-depth knowledge of products and product processes in order to make their campaigns more efficient.

Professionals working in fashion companies who wish to gain an in-depth knowledge of everything relating to products and collections and their integration with other departments.

Human resources personnel who wish to understand how all the departments related with a fashion product operate within an organization.

## **CAREER OPPORTUNITIES**

Depending on each student's profile and prior experience, possible career positions on graduation include:

- Integrated design and product departments or independent studios.
- Marketing departments.
- Product development.
- Product management department.
- Branding.
- Product marketing.
- Showrooms.
- Purchasing and supplier management.
- Quality control.
- Logistics.
- Production.
- Entrepreneur with own business.

## **SKILLS ACQUIRED**

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

### **IED MASTER BARCELONA GENERAL SKILLS**

- Research skills.
- Teamwork skills.
- Creative entrepreneurial and leadership skills.
- Management skills.
- Communication skills.
- Ethical, social and sustainable commitment skills.

### **SPECIFIC COURSE SKILLS**

- It uses brand analysis tools to build the brand through the product.
- Examples are given of managing the process from the idea to the shop for fashion products from various brands and the essential tools that have made various products succeed or fail.
- It emphasises the importance of cooperation between the design, marketing, sales and production teams to carry out the strategy that has been defined.
- It introduces the main types of suppliers, materials, outsourcing and logistics that surround a fashion product.
- It uses trend analysis and product editions to communicate and focus the collections from the creative, conceptual and stylistic point of view.
- It uses mystery shopping exercises to show how we can deduce the competition's product strategy.
- It uses category management merchandising plan exercises to place and move the product at the POS and the role of the product director in the retail strategy.

## **PROGRAM**

### **CULTURAL AREA**

#### **The fashion system**

In this course a 360° view will be given of the world of fashion, taking the product as the focal point.

#### **Trend analysis and styling**

By analyzing different sources (shows, trendy sites, street style, bloggers, films, art, etc.), fashion trends for different seasons and different brands will be forecast in order to develop the students' creative and market-adaptation ability.

#### **Editorialising fashion products**

A review of the main present-day and historical references in films, music and contemporary life styles as style catalysts and sources of inspiration for editorialized product communication.

#### **Critical history of fashion**

A journey through the different eras in which cultural movements have produced an iconic style that has lasted over time.

### **STRATEGIC AREA**

#### **The market, segmentation and positioning**

Tools for understanding consumers and how to use the product to make our brand different from the rest.

#### **Strategic marketing**

An analysis of different brands and the strategies that have made them successes or failures. The keys to building a good brand strategy.

#### **Product strategy**

Tools for building a product style and collection range that fit the brand strategy.

#### **Efficiency analysis**

Tools for analyzing the collection's range and the response from the market.

#### **Style codes**

Exercise in creative product differentiation.

#### **Viewpoint of individuality**

Analysis of brands from different internal and external viewpoints.

#### **Sustainable fashion products**

Master class on sustainable fashion products and how brands are incorporating sustainability into their value chain right up to the end consumer.

## TECHNICAL AREA

### **Design**

From the idea to the shop: the role of the designer.

### **Product processes**

From the idea to the shop, a breakdown of the different stages: preparation, creative phase, pre-industrialization, selection and an analysis of the different roles of the product team.

How these roles and processes interconnect in different models of distribution and alternating collections, repeats, replacements and capsules.

### **Purchasing, logistics and suppliers**

Purchasing and supplier management to optimize the product for market.

Calendars, timing, integration of the specialized chain.

### **Merchandising plan**

From the collection grid to the merchandising plan.

### **Product analysis and guidelines**

Based on an external and internal analysis, developing a quantitative product structure versus a collection briefing.

### **Product retailing and product management**

Category management, sales planning, shipments and rotation.

### **Product communication**

The latest fashion product communication techniques and tools.

## PROJECT AREA

### **Product mystery shopping**

A real-life practical exercise analyzing shops using an outline and objectives to deduce the product strategy of the selected brand.

### **Trends analysis**

Practical exercise in analyzing trends for a season.

### **Definition of style**

A practical exercise in analyzing the style codes of a brand selected by the student.

### **Strategic product project**

A project in which a case study brings together all the knowledge acquired during the course. The objective is to develop a 360° product strategy that is totally in line with the brand, communication and distribution strategies.

## **COORDINATOR**

An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with the Master Area Academic Department.

The course coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

### **ANNA SABATER CASAS**

Business Studies (UAB), DAF Marketing (ESADE), Fashion Design (IDEP), Tissue Design (Central Sant Martins School of Art), Relationship Marketing (IESE) and Project Management (IESE). Anna began her career in fashion as a team member of Nicolas Bosch textile design department. Later on, designed textile collections for Michele Solbiati Sasil and Textile Dobert developing special fabrics for Paul Smith, Vivienne Westwood, Nicole Farhi, Giorgio Armani, Yohji Yamamoto, Inditex, Banana Republic, Hugo Boss Max Mara Group among others.

In 2000 she joined the Antonio Miro team as Collections manager, completing her vision of the product from the “idea” until garments are at the point of sale, developing innovative methodologies to incorporate the trends to the processes. In parallel, Anna began collaborating and teaching at the Istituto Europeo di Design IED, lecturing and teaching innovation in fashion product and coordinating courses of Fashion Marketing and Communication, in both, Masters and Degrees. In April 2005 Anna founded her strategic consultancy Lab specialized in branding and fashion product, It's about product. Currently Anna advises textile and clothing companies in Europe and Latin America in developing its product strategy, methodologies, tools and processes through collection structure, the construction of the product style and the brand definition through product development. Anna also collaborates with various universities and organizations both in Spain and Latin America giving lectures and seminars in creative differentiation in fashion product. Among her clients are: Ailanto, BonAge, Carmel, Composite, Escada, Fuera de Serie, Inexmoda, Mario Hernández, Pacifika, Pepe Revolution, Surkana, Tucano Urbano.

## **TEACHING STAFF**

The teaching staff comprises sector professionals from various leading fields, including:

### **JOSE A. GUERRERO**

Studied Design at both Granada and Barcelona Universities and he completed his skills in Image and Contemporary Processes at Escola Massana (Barcelona). After being awarded as Year Young Artist (1996) by the city of Barcelona. Jose continued his studies achieving a CED in Production and Image Management at Bournemouth and Poole Art and Design College (UK). After an education period which focused in art, image and management, he started his professional career collaborating in the creative departments of various companies: Fulkrum (UK), Dcco-Levi's Europe, Ufo Denim (Italy) y Women'secret (Spain). Within the communication world, he directed trends and arts projects such as magazine 50\_easy, curated image festivals (Photo España) and exhibitions at fashion festivals (Circuit Barcelona). Nowadays, he is involved in many strategic projects, leading international marketing and branding fashion projects - mostly fully working for Gisela intimates brand. He is also developing an educational career, actively collaborating with some fashion professional schools.

#### EMILIANO ALTAMIRANO

A senior menswear designer with 10 years' experience in men's clothing.

He worked at Antonio Miró from 2004 to 2008, at Desigual from 2009 to 2013 and at Inditex from 2013 to date.

#### TERESA BUHIGAS

Degree in Business Administration and an ESADE MBA. Since 1990 she has been involved in strategic marketing consultancy projects in very different sectors for private companies, being fashion design among them. Along her career she has been collaborating in institutional and international projects, among others, with the Barcelona Olympic Games Committee, the World Bank Group, Spanish Government, the Barcelona city hall, FAD (Fostering Arts & Design) and Inexmoda. Teresa has been member of the ESADE Business School Faculty during twelve years in the Marketing Management Department. Teresa joined IED in 2002 focusing with in strategic marketing subjects and Major Project tutorials. Since 2011 she is leading Westminster's Marketing Strategies and Techniques Module at the BAH Westminster's Fashion Marketing and Communication Program offered at IED Barcelona.

#### YOLANDA CAPDEVILA

BA in Economic Sciences from UAB, Company Management at ESADE 2006, Strategic Marketing and CRM at Foment del Treball and Master in Digital Marketing and Strategic Marketing from Inesdi. She worked in various fashion-related positions since 1990: purchasing manager, product, branding and retail manager. Eight years as brand manager at Venca, S.A. In 2001 she joined Sarah Lee Branded Apparel, where she developed the international business leading international marketing, sales and logistics teams for the brand's European rollout. Since 2009 she has worked as a strategic product, marketing and retail consultant for various brands and textile companies.

#### TATIANA VALOIRA

Her career has been in market consultancy and education. She took part in courses and seminars at ESADE after completing a master in marketing and sales management at the EAE Business School. She worked on various freelance collaborations in 2004. She is currently helping to create TeamUp strategic consulting. TeamUp's core business focuses on fashion and design.

#### ELENA SALCEDO

Degree and Master's in Business Management from the ESADE in Barcelona. CEMS master's in International Management from the Wirtschafts universität of Vienna, Austria. She has worked for the Regional Government of Catalonia as Managing Director of the Bressol Project, the first fashion design incubator in Spain, and has also worked as an advisor on various entrepreneurial projects in the fashion world through her company IdeasUpart. For more than ten years she has worked as consultant for both national companies (Sita Murt, Escorpion, Nice Things, Lydia Delgado, Mireia Bisbe, Giménez y Zuazo, GN Design among others) and international ones (GURU/Italia, StudioF/Colombia, millecollines/Ruanda) and has long been researching and working on sustainable fashion projects. Co-founder of BeCo (becoolbeconscious), a platform for promoting and spreading sustainable fashion in Spain. An instructor and tutor at a variety of academic institutions. Co-author of Moda y Empresa (Editorial Granica) and author of an upcoming book on sustainable fashion for Gustavo Gilli publishing (published in October 2013).

#### ARIADNA ROVIRA

Co-founder of Far&sound with Elena Salcedo. Wide experience in the Fashion sector. Master in Sustainability, Entrepreneurship and Design at Brunel University (UK), CSP in Fashion Sustainability at IED Barcelona and Fashion Degree at Felicidad Duce. Designer for 5 years at Inditex group and in other textile companies in Spain, Turkey and China. Areas of interest: sustainable design, collective intelligence and design as an incentive for change.

#### TXOMIN PLAZA

Freelance Designer of a fashion international companies.  
[www.linkedin.com/in/txomin-plazaola-aizpurua](http://www.linkedin.com/in/txomin-plazaola-aizpurua)

#### MAYA MCURTY

Artistic studies between Rome and Madrid before building up experience as an interior decorator for publisher Maeva and Feria del Libro del Retiro, as well as stylist for Spanish Newspaper El Pais. She has previously worked as a fashion designer for: Chitton, Carolina Herrera, Purificación García, Zara, Sfera and Don Algodon and Bershka. Her passion lies in discovering the emerging visual influences of the 20th century in our present times.  
<https://www.linkedin.com/pub/maya-mccarthy/86/264/392>

## **RELATED COURSES**

Summer Moda Sostenible.

Summer Futures Materials in Fashion: Lifestyle, Trends and Design.

Postgraduate Fashion Product Management.

Postgraduate Design for Innovation Strategy.

RSP Fashion Management.

## **GENERAL ENTRY REQUIREMENTS**

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- Scanned copy of DNI (Spanish students) or passport (foreign students).
- Scanned copy of university degree (bachelor's, degree or equivalent).
- Professional experience related to the course area/subject.
- Letter of motivation in the language of the course.
- CV in the language of the course specifying languages level and IT skills.
- Advanced knowledge of Spanish or English as appropriate. Courses in English require an intermediate level, corresponding to TOEFL 550 or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative courses or admission exercise if required.

Students with a university degree can be admitted into the programmes, while those without may be admitted into specific programmes on the basis of their professional merits. In the latter case, it will be at the discretion of IED Barcelona to determine what type of certification will be obtained.

Students must complete the course satisfactorily in terms of knowledge and show an attendance of more than 80% to obtain the Diploma.

## **ADDITIONAL COSTS**

All additional costs will be paid by the student (project specific material, cardboard, printing...).

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Design Thinking for Business Transformation  
Design Thinking and Co-Creation  
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Service Design for Innovation  
Future Materials in Fashion: Lifestyle, Trends and Design  
Fashion Product Management  
Moda Sostenible

Diseño de Interiores Comerciales: Gastronomía y Retail  
Packaging Design  
Diseño de Mobiliario  
Diseño de Producto Deportivo  
Beachwear Design  
Estampación de Moda  
Fashion Trends Investigation

Decoración y Estilismo de Interiores  
Global Design  
Diseño Gráfico  
Creative Illustration  
Social Media Management  
Diseño de Joyas  
Experimental Jewellery Design  
Marketing de la Moda  
Visual Merchandising  
Asesoría de Imagen y Personal Shopper  
Fashion Styling  
Fotografía de Moda  
Graphic Design for Brands  
Fashion Design Research

Global Design Junior  
Diseño de Moda Junior  
Fashion Design Junior  
Ilustración y Animación Creativa Junior