



Picasso Institute
Nothing Can Stop You

FASHION BUSINESS

Course Outline

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Picasso Institute

We are a family that is passionate about art, publishing it and transferring it from being a luxury, to works of art that are at the core of life and form its patterns and are inseparable from it. Picasso institute, has a new creative vision to reformulate the social beliefs about learning and creativity. We are keen on providing high quality vocational training and determined to boost the Jordanian and the Arab Market with the best graduates who will change the world colors. . Our specializations, training diplomas, are unique, elite and help visualize and create your own future. At Picasso institute, you have to start off with your imagination, we provide you with the means that make this imagination a reality. The tools and the information provided by Picasso professionals emboss an inscription on your hands. As the great artist Pablo Picasso said " Everyone is born an artist", we have to protect the artist that lies in you and create tangible art.

Founded in 2014 in Jordan

Branches

- Jordan-Amman
- UAE-Dubai
- UAE-Abu Dhabi
- KSA-Riyadh
- Qatar-Lusail

Course Overview

The Fashion Business Course offers an in-depth exploration of the commercial aspects of the fashion industry, designed to prepare students for the complexities of managing a fashion enterprise. It covers essential business principles and strategies, focusing on how to build and sustain a successful fashion brand. Students gain insights into brand management, market positioning, financial planning, and the role of innovation in fashion.

Through practical applications, industry case studies, and exposure to real-world challenges, the course equips students with the tools to navigate the fashion industry's competitive landscape. This comprehensive understanding prepares participants to either start their own fashion ventures or take on leadership roles within established brands.

Course Content

- Building your Brand.
- Creating Business Plan and Fund.
- Creating your Collection.
- Sampling and Production.
- Risk-wise collection.
- Creating Merchandise.
- Pricing your Product.
- Generating Revenue Streams.
- Building your Customers.
- Building your Online Platform.
- Marketing your Online Store.
- Advertising your Online Store.
- Optimizing your Online Store.
- Analyzing your Online Store Performance.
- Managing the Brand.
- Business Plan Studies.
- Brand Risk.
- Business Studies.
- Legalizing the Brand.

- Pitching to Investors and Consulting.

Course Delivery Method

Classroom

Learning Outcomes

By the end of this course, students will be able to:

- Understand the steps to create and position a fashion brand, including defining brand identity, target audience, and unique selling propositions.
- Craft a comprehensive business plan tailored to the fashion industry, covering financial projections, market analysis, and operational strategies.
- Apply both traditional and digital marketing strategies specific to fashion, including social media campaigns, influencer collaborations, and event planning.
- Grasp essential financial concepts such as budgeting, pricing strategies, and profit margins to maintain a financially sustainable fashion business.
- Gain knowledge of both brick-and-mortar retail operations and online e-commerce platforms, including customer acquisition and retention strategies.
- Understand the psychology behind consumer decision-making in fashion and how to tailor products and marketing to meet customer needs and desires.
- Learn the importance of sustainability and ethical sourcing in fashion, and how to integrate eco-friendly practices into a business model.
- Stay updated on global fashion trends and innovations, and learn how to incorporate them into business strategies to stay competitive.

Final Project

- Building a Business Plan.

Requirements for Successfully Passing the Course

- Commitment to attend the training course and not to exceed the permitted absence rate, which is 15% of the number of hours for the training course.
- Submission of the course project.

Who Can Join

At Picasso institute, anyone can join, regardless of their background or experience. Whether you're a beginner or have some prior knowledge, you are welcome to explore and develop your creativity with us. No previous experience is required.

Minimum Age to Join

At Picasso institute, anyone 16 and older can join.

Course Language

At Picasso Institute, the course is structured as follows

- Presentations and course materials are provided in English.
- The explanation and instruction are delivered in Arabic.

Privileges for Students at Picasso Institute

- Visits from the institute to enhance their experience.
- Full access to all institute facilities.
- Opportunities for one-on-one consultations with experts in various fields.
- Participation in many hands-on workshops.
- Exclusive networking events with industry professionals.
- Access to special exhibitions and guest lectures.
- Personalized mentorship to help guide creative projects.
- Opportunities to showcase student work in school-organized exhibitions.

At Picasso Institute, we believe that every artist has a unique story to tell and limitless potential to unlock. As you begin this creative journey with us, know that you are not just a student but an integral part of a community that celebrates imagination, passion, and innovation. We are here to support and guide you every step of the way. Stay curious, embrace challenges, and let your creativity shine. We can't wait to see the extraordinary work you will create!

Welcome to the Picasso Institute family!