

International Accelerator Programme

Empowering Estonian Fashion Designers

VOL2

January 10-26, 2022

FASHION SCOUT



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SESSION 1

International Designer Case Study (success story and lessons learned)

Monday 10 January

10:00 – 12:00

Anna October, Ukraine | [website](#) | [Instagram](#)

Anna founded her label in 2010 and is stocked internationally in more than 30 stores including Moda Operandi and Harvey Nichols. She has been shortlisted for the LVMH Prize and with over 10 years in business has a wealth of experience and advice in sustainable international development.

SESSION 2

Growing and Developing Your Business, Calculating Costs and Maximising Profits

Wednesday 12 January

10:00 – 12:00

International Expert: Jan Miller

With over 20 years industry experience Jan has mentored over 100 designer brands including Mary Katrantzou, Erdem, JW Anderson, Craig Green, Simone Rocha and Peter Pilotto. Her areas of expertise include strategic business planning and finance management, as well as being an expert in fashion business models. Jan has advised designers in Germany, Spain, Russia, Ukraine and Turkey. She also keeps busy with projects with leading organizations to strategically grow London's position as a fashion capital, which includes regular mentoring of London Fashion Week emerging mens & womens labels.

In this masterclass, expert Jan Miller will help you to understand the importance of costings and its affect on pricing and profit. This will cover fashion product for traditional retail and wholesale business models, as well as touching on other business models. You'll learn how to price your product appropriate to your market, the range of methodologies for accurately costing fashion product so that everything is included, and advice on how to make improvements to profit margins.

SESSION 3

Strategic Brand Positioning and Increasing Brand Value

Friday 14 January

11:15 – 13:15

International Expert: Karen Harries

Karen's portfolio of clients over the past 15 years includes retailers such as Harvey Nichols, Selfridges and Sauce in Dubai as well as brand managing and developing luxury brands - playing an instrumental role in establishing unique brand positioning, USP and strategic growth in the marketplace. Her portfolio of clients includes work with Scottish accessory brand C.Nicol, Timberland as well as luxury swim and resort brands Pilli & Kiki and Alexandra Miro.

The focus of this masterclass is to analyse the process of strategically positioning your brand in the market place and the primary methods you should employ to do this. The session will focus on how to analyse the market place and your core demographic, whilst applying creative and appropriate value adding strategies, all within the context of the marketing mix. The class will focus on three brands as point of reference , all of which contrasting propositions to illustrate various marketing/value adding strategies within a "real life" context.

SESSION 4

Strategic Pricing and Range Planning

Monday 17 January

10:00 – 12:00

International Expert: Hannah Middleton

With extensive experience as a fashion buyer and brand developer in the UK, Europe and Asia, Hannah consults for small to medium sized businesses on their range planning, sourcing, stock mix, retailing strategies and is credited with the successful launch of a number of brands that trade globally. Hannah also lectures at London College of Fashion on International Fashion Management.

An insight will be given as to the range planning process. Consideration will be given to what constitutes a well-balanced, commercial range and the importance of achieving the five rights when range planning for both the local & the international market. Consideration on how this impacts production will also be covered in this masterclass.

SESSION 5

Sustainable Production and Sourcing

Wednesday 19 January

10:00 – 12:00

International Expert: Mark Dodds

Mark Dodds has over 10 years first hand experience of working directly with manufacturers, fabric suppliers, PR and sales agents, specialising in sustainability. Marks now operates as a textile production and sourcing consultant working with clients including Christopher Raeburn and Oliver Spencer.

This masterclass explores how a designer can source their products in a sustainable manner, from fibre choices through to packaging and production and what a financially sustainable business might look like from a costing and production management perspective. Typical documentation used in the production process will be looked at including tech packs, BOMS and costing sheets, and different delivery and payment terminology explained to help the designers to understand how best to talk with suppliers in their day to day negotiations.

SESSION 6

International Designer Case Study (success story and lessons learned)

Friday 21 January

10:30 – 12:30

Tatty Devine, UK | [website](#) | [Instagram](#)

With over 300 stockists worldwide Tatty Devine is the go-to brand for original, fun, acrylic statement jewellery. The brand was founded in the heart of East London by Harriet Vine MBE and Rosie Wolfenden MBE. All jewellery is still designed and handmade in house by a female led team. They often collaborate with artists, designers, and their favourite cultural spaces to create special collections throughout the year. All of Tatty Devine's collections are sold online and in their store in Covent Garden, London.

SESSION 7

International Sales and Buyer Relationships

Monday 24 January

10:00 – 12:00

International Expert: Angela Quaintrell

Angela Quaintrell is a fashion consultant with over 30 years experience in high fashion retail including Buyer at Harvey Nichols and Head Buyer at Liberty - where she championed Alexander McQueen, Dries van Noten, Issey Miyake and Margiela. She currently runs her own showroom during London and Paris Fashion Weeks and regular lectures at London's top fashion universities.

Providing designers valuable insights the masterclass explores how brands best attract the attention of buyers and outlines best practice when meeting with buyers. We will discuss wholesale selling avenues and the role of third-party showrooms, agents and international trade fairs, and the pro's and con's associated to each. The class will also focus on key selling and communication tools such as look books, imagery, pricing sheets etc. Buying terms will be explained and an insight given as to the buyer's role.

SESSION 8

Marketing, Social Media and Building a Community

Wednesday 26 January

11:00 – 13:00

International Expert: Joana Esteves

Following her five year tenure as Global Press and Marketing Manager at Erdem Joana has built her own successful company offering brand, PR and marketing strategy development, content creation, digital marketing and social media management, community management and influencer outreach, campaign production and event production (including conceptualization).

This marketing masterclass will focus on how to develop a winning integrated promotion strategy for your brand, starting with understanding your target audience and creating a strong, engaging and overarching brand message tailored to them. Topics covered will include how to communicate effectively with your audience via direct marketing, creating a winning influencer marketing strategy and building and leveraging your social media presence. Joana will talk you through today's social media best practices and show you how to set up and run paid social campaigns on Facebook and Instagram. You'll also learn about advertising, event marketing and Fashion PR and leave the class better prepared to market your products and services effectively to your target market.

*We will try our best to keep to the schedule as planned. Should there be any changes, we will let all the applicants know immediately.

*The times in the agenda are in the Estonian timezone.

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