



FASHION MANAGEMENT

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- A ground-breaking book on management in the fashion industry

Who hasn't heard of the famous Antwerp Six? They have become recognised names in the fashion world and Belgium has plenty more budding new talent waiting to follow in their footsteps. However, the current economic climate is changing rapidly; globalisation and growing competition are increasingly important factors to survival within this fast-moving industry. Luxury brands and major chain stores are taking over the market; digitalisation and online sales are turning traditional-value chains on their head and the need for sustainability is becoming a priority. This invaluable book offers the knowledge and skills that the fashion sector needs, to take advantage of these trends: financial management, internationalisation strategies, fashion marketing and social media, production and distribution. Contents: Introduction to the challenges and threats facing the fashion industry, viewed from a global perspective; Fashion and the impact of globalisation; A history of Belgium's independent designers and their influence on the Belgian/Flemish/Antwerp fashion industry; Financing your own business: investments, pre-financing, liquidity planning, loans, sales deals; Setting up your own design business; The evolution of the retail sector and the impact of flagship stores; Sustainability, marketing and communication; your brand online: social media, but also digital sales; Internationalisation strategies (Upsalla-model, key markets); Intellectual property rights.

Annick Schramme is a professor and the co-ordinator of the Masters course in Cultural Management at the University of Antwerp and the Antwerp Management School. She occupies various executive positions in the cultural sector in Belgium and The Netherlands.

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