

**UNIVERSITY OF
FORWARD
THINKING
WESTMINSTER** 

**MA FASHION BUSINESS MANAGEMENT
ORIENTATION HANDBOOK 2018**



WESTMINSTER FASHION

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WESTMINSTER** 

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ORIENTATION WEEK

MA FASHION BUSINESS MANAGEMENT

SEPTEMBER 2018

FULL-TIME

Dear Students

Congratulations on being accepted onto the **MA Fashion Business Management**. My colleagues and I look forward to working with you and we will endeavour to ensure that your time with us will be creative, exciting and fulfilling.

On the attached pages you will find details of your time with us at the start of the year. During Orientation week we will go through the course programme with you in detail. We have arranged a number of activities to help you settle in and prepare for your time with us. This will include familiarising you with workspaces, who you will be working with, the campus and its community before you start the formal, scheduled learning weeks.

We have also included a short list of books and other resources that will help you to get a good start in your studies pre-arrival, as well as a note on equipment and materials. If you are extra keen, don't worry, there will be plenty more later when you arrive!

If you have any queries, please do not hesitate to contact me at the email address below. *However –please note I will be away on vacation from **August 23rd until September 10th**.*

Best wishes and welcome to University life. We look forward to seeing you in September on the 20TH for enrolment and Orientation.

Teaching Starts w/c 24th September.

Kind regards
Virginia

Virginia Grose
Course Leader
MA FASHION BUSINESS MANAGEMENT
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POSTGRADUATE ORIENTATION WEEK 2018

During this first week with us you will attend a number of sessions that will provide you with the information and resources you will require to begin your studies. It is essential that you attend each of these sessions to ensure you receive all relevant material, such as your student ID card, module selection and timetable, and details of where to access the resources you will need. Please bring something with which you can take notes with.

THURSDAY 20th SEPTEMBER 2018		
10.45-11AM	WELCOME MEETING	AUDITORIUM
12 NOON	ENROLMENT	FORUM
FRIDAY 22 SEPTEMBER 2018		
9-11AM	MAFBM COURSE INTRODUCTION & COURSE TEAM	A7.04
11AM -5PM	STUDENT UNION FRESHER'S FAIR	THE FORUM

TEACHING WEEK ONE STARTS MONDAY 24TH SEPTEMBER

N.B ON TUESDAY 25TH SEPTEMBER

THERE WILL BE A FURTHER FULL DAY OF ORIENTATION AND GROUP WORK SESSIONS AS PART OF WEEK ONE TEACHING-

INFORMATION TO BE PROVIDED IN MODULE CREATIVE TEAMS & INNOVATION HANDBOOK

PREPARATION FOR MA FASHION BUSINESS MANAGEMENT

READING LIST AND USEFUL LINKS

VERY GOOD OVERVIEW OF THE FASHION BUSINESS -READING

THE BUSINESS OF FASHION ; -KATHY MULLETT, NANCY BRYANT, LESLIE BURNS

BOOKS LINKED TO MODULES SEE BELOW

Contemporary Issues and The Business of Fashion

To Die For: Is Fashion Wearing Out the World? - Lucy Siegle

Luxury Online: Styles, Systems, Strategies: Styles, Strategies, Systems by Uché Okonkwo

The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands by Jean-Noël Kapferer

The New Rules of Retail: Competing in the World's Toughest Marketplace by Robin Lewis

Basics of Fashion Management – Concept to Customer - Virginia Grose 2011 AVA Publishers

Marketing

Strategic Fashion Marketing by Harriet Posner (2015)

Fundamentals of Digital Fashion Marketing by Clare Harris (2016)

Mastering Fashion Marketing by Tim Jackson & David Shaw 2009

Creative Teams -Innovation & Change

Fashion Makers, Fashion Shapers: The Essential Guide to Fashion by Those in the Know 1st Paperback Edition Edition

by Anne-Celine Jaeger

Collins, James, (2001) Good to Great

Fashion Forecasting – Evelyn L Brannon

The Trend Forecasters Handbook – Paul Raymond

Entrepreneurship and Small Business

Start-up, Growth and Maturity -Paul Burns

Supply Chain

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The Global Shift by Peter Dicken

A practical Guide to Sustainable Fashion –Alson Gwilt

Slow Fashion Aesthetics meets Ethics by Safia Minney

Fashion Logistics Insights into the Retail Supply Chain by John Fernie and David Grant

Fashion Retail Buying & Merchandising

Mastering Fashion Buying & Merchandising –Jackson & Shaw

Fashion Merchandising –James Clark

International Retailing –Nicholas Alexander

Re- engineering Retail-Selling in a Post Digital World - Doug Stephens

Strategy

Exploring Strategy Text & Cases 10th Revised edition by Johnson, Gerry, Whittington, Richard, Angwin, Duncan, Regner (2014)

Entrepreneurship

Fashion Entrepreneurship: Retail Business Planning 2nd Edition

by Michele M. Granger, Tina M. Sterling

Study Skills & Research- N.B these are ALL great Pre -Course Reading ...

Research Methods

*****Davies. M Study Skills for International Post Graduates –Palgrave Macmillan *****

Cottrell, S Critical Thinking Skills-Developing Effective Analysis and Argument 2nd edition Palgrave Macmillan

Davies, M Study Skills for International Postgraduates

Cottrell, S The Study Skills Handbook and Cite Them Right Back-Palgrave Macmillan

N.B As with all text books –please try to obtain or read the most up to date versions you can also find good second hand copies –this list contains books which are not all on core curriculum reading lists but which give some good all round reading for you

The Press & Media

Newspapers & trade press should be read every week online should be available for most of these :

- **The Telegraph**
- **The Independent**
- **The Guardian**
- **New York Times**
- **FT**
- **Wall Street Journal**
- **The Times**

Industry publications:-

- **Retail Week**
- **Marketing Week**
- **Drapers –this is ESSENTIAL FASHION BUSINESS READING**
- **WWD**

Exhibitions, Museums, Galleries

Victoria and Albert Museum

V&A - Fashioned from Nature

<https://www.vam.ac.uk/exhibitions/fashioned-from-nature>

The first UK **exhibition** to explore the complex relationship between **fashion** and **nature** from 1600 to the present day.

Fashion & Textile Museum

Fashion and Textile Museum |

www.ftmlondon.org/

Fashion and Tailoring Open Day. Tuesday 29 May ... Photoshop for **Fashion** and Textiles ... **Fashion** and **Textile Museum** is part of Newham College **London**.

Azzedine Alaïa: The Couturier - Design Museum

<https://designmuseum.org/exhibitions/azzedine-alaa-the-couturier>

Celebrate thirty-five years of **design** excellence from 'couture's rebellious outsider ' Azzedine **Alaïa**, in the first solo UK exhibition of his work.

Saatchi Gallery

www.saatchigallery.com/whatson.php

Somerset House

<https://www.somersethouse.org.uk/whats-on>

PROVISIONAL MAFBM TIMETABLE –N.B THE FINAL VERSION WILL BE ISSUED AT ORIENTATION

Strategic Fashion Business Management	1	Thursday am
Fashion Business Plan & Entrepreneurship	2	Thursday am
The Fashion Business 1 - Supply Chain Management	1	Wednesday pm
Creative Teams and Innovation in the Fashion Business	1	Tuesday pm
The Fashion Business 2 Retail Buying & Merchandising	2	Tuesday am
Fashion Marketing & Promotion	2	Wednesday am
*****Fashion Business Management Project N.B Not every week -this is workshop delivery only-guided study with Supervision -SEE DATES ON TIMETABLE	1,2,3	Thursday pm
*****Post Graduate -Study Skills Sessions	1	Monday pm

