

## Fashion Business in London: *Retail, Luxury & the London Look*

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**Location:** London, England, United Kingdom

**Duration:** 4 Weeks

**Level:** Undergraduate

**U.S. Semester Credits:** 4.00

**Academic Tracks:** Fashion; Fashion Branding and Marketing; Business & Management; Psychology; Journalism and Media Studies; Fashion and Design; Photography and Media Design

**Prerequisites:** None – open to all majors, no fashion background required

**Hours:** Mondays – Thursdays, 10am-4pm

### Course Overview

The VOGUE Summer School: Fashion Business is an immersive four-week course that offers a broad introduction to the business of fashion through the expert eyes of the world's most famous and influential fashion magazine - VOGUE - to give you a unique insight into the business-related aspects of today's fashion industry.

Students will explore the global business of fashion through the lens of London's luxury and retail industries and its distinct "London Look," steeped in history, culture, and heritage brands. In partnership with Condé Nast and Vogue, this course combines classroom learning with direct industry access through guest speakers, designer visits, luxury retail tours, and networking events to offer a holistic exploration of the business of fashion on local and global scales.

Students will gain first-hand experience of fashion journalism, styling, and marketing through practical workshops and a culminating **Capstone Brand Innovation Project**, where they will work in teams to conceptualize and produce a professional-quality marketing strategy. Students will present their work to a panel of Condé Nast and Vogue editors, stylists, and designers to receive expert feedback.

### Learning Objectives

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

1. Develop foundational knowledge of the business of fashion, including strategy, marketing, branding, and promotion.
2. Explain the organizational structure of the fashion industry, with emphasis on London's role in global fashion commerce.
3. Evaluate key business models in luxury and retail sectors, identifying how British brand heritage and innovation coexist in the London fashion and retail markets.
4. Analyze consumer behavior trends in fashion and their influence on retail experiences and brand strategies.

5. Apply entrepreneurial thinking to the creation of fashion products, services, and/or media platforms.
6. Demonstrate proficiency in collaborative project development, visual storytelling, and presentation skills.
7. Critically examine ethical issues in fashion, including the role of emerging technology and sustainability initiatives.

## Assessments

Assessments are completed throughout the course and encourage teamwork, industry engagement, and collaboration.

1. Participation & Professional Conduct (20%)
2. 'The London Look' Mood Board Case Study Analysis (10%)
3. British Brands Case Study Analysis (20%)
4. Capstone Brand Innovation Project (40%)
5. Capstone Brand Innovation Project Individual Report (10%)

## Week 1: Foundations of Fashion Business

**Focus:** The first week introduces students to London as one of the world's most influential fashion capitals, examining how history, culture, and creative industries intersect to shape its fashion ecosystem. Students will explore London's fashion ecosystem through themes such as the impact of British heritage, subcultures, immigration, and textiles on the evolution of fashion business in the UK. Emphasis is placed on understanding London's role as a global hub for innovation, media, and design.

Sample seminars:

- Introduction to London's Fashion Scene: Brands, History, and British Culture
- London's Fashion Evolution: History, Immigration and Textiles

Sample guest lectures and co-curricular activities:

- Global Account Director at Condé Nast
- London Fashion & Textile Museum

## Week 2: Luxury, Retail, and Consumer Behaviour

**Focus:** Exploring the dynamics of luxury fashion, heritage brands, and retail innovation in the British context. Students will explore the dynamics of luxury fashion, heritage brands, and retail innovation in the British context. The week examines how consumer behaviour, storytelling, and experiential retail drive brand value and long-term growth. London's iconic luxury districts and heritage brands serve as real-world case studies for understanding how tradition and modernity coexist in luxury business.

Sample seminars:

- Consumer Behaviour: The Psychology of Luxury
- Heritage Fashion: British Brands
- Revenue Generation & Business Growth Strategies
- Retail as Theatre: Designing the Luxury Customer Experience

Sample guest lectures and co-curricular activities:

- Vogue: Defining London's Fashion Identity @ Condé Nast HQ London
- Savile Row & Bond Street Walking Tour
- CCO at fashion magazine
- Harrod's and Selfridges behind-the-scenes tour

## Week 3: Fashion Storytelling and Media Strategies

**Focus:** Week 3 focuses on building proficiencies in editorial storytelling, styling, and media strategies. Seminars focus on the power of storytelling in fashion, exploring how media, imagery, and editorial strategies shape brand identity and consumer desire and trends. Students will develop a broad understanding of fashion communication across print, digital, and visual platforms. The role of London as a global media and creative capital is central to examining how fashion narratives are created and distributed.

Sample seminars:

- From Print to Paper: A History of Media in Fashion
- Designing Desire: Strategies and Storytelling
- Public Relations & Media Strategies

Sample guest lectures and co-curricular activities:

- Fashion Photography: Capturing the Feeling
- London Design Museum
- V&A South Kensington: Schiaparelli: Fashion Becomes Art

## Week 4: The Future of Fashion

**Focus:** The final week looks ahead to the future of the fashion industry. Seminars and guest lectures address sustainability, technology, and evolving career pathways in the fashion industry. Students will receive detailed support in career pathways and future opportunities within the fashion industry. The week culminates in the Capstone Innovation Brand Project presented to Condé Nast and Vogue experts.

Sample seminars:

- Luxury: An Ethical Debate
- Technology, Fashion, and Sustainability: Immersive E-Commerce
- Breaking In: Careers and Networking in Fashion Business

Sample guest lectures and co-curricular activities:

- The Future of Fashion Brands and Businesses
- London Innovation Agency at London College of Fashion
- Condé Nast HQ London

### **Suggested Readings:**

- Golizia, D. (2021). *The Fashion Business: Theory and Practice in Strategic Fashion Management* (1st ed.). Routledge. <https://doi.org/10.4324/9781003044246>
- Welters, L., & Lillethun, A. (2018). *Fashion history: A global view*. Bloomsbury Publishing.
- Gardetti, M. A., & Larios-Francia, R. P. (Eds.). (2023). *Sustainability challenges in the fashion industry: civilization crisis, decolonization, cultural legacy, and transitions / Miguel Ángel Gardetti, Rosa Patricia Larios-Francia, editors*. Springer. <https://doi.org/10.1007/978-981-99-0349-8>