



# Fashion Acceleration Programme



**BROCHURE**



Our Fashion Acceleration Program (FAP) is an intensive program that accelerates your fashion business; setting you on the right path to becoming the next big brand in the African Fashion scene.

Now in the 3rd season, each year, we invite 10-15 startups to join our intensive practical programme, benefiting from our workspace, technical assistance, advocacy, mentoring, exposure and outreach activities. This year, the program will be delivered via Virtual and Physical Classes that provides a creative professional environment to foster promising fashion talents, and help selected designers expand their businesses. By offering low-cost design studio space, business mentoring, educational seminars, investment and networking opportunities, the program provides a way for you to grow and reach your full potential.

You will have to complete a Course Project that will be presented to an audience of Investors and Fashion Industry Leaders at the Graduation Day; which we also call the ***Fashion Demo Day***

***FACULTY*** > Our trainers are established Fashion Business Owners, Business Strategists, Media and PR Experts, Super Talented Designers and creators who have excelled remarkably in the African and Global space at large.

You will have the privilege of learning from the very best at this, with the opportunity to learn first-hand, what has made some of the biggest and most-promising fashion brands in Africa as successful as they have been.

***Duration*** > 6 Weeks

**You will emerge challenged, enthused and inspired by experienced industry experts to enhance your social intelligence and amplify your business acumen.** You will be better equipped and have increased confidence to go after your dreams and the possibility of walking away with a prize money to get things off to a great start!

# OUTLINE

## WEEK 1

- Understanding Business and Building a Great One
- Market Analysis and Brand Positioning
- Mapping the Journey for your Fashion Business

## WEEK 2

- Vision, Strategy and Human Resource
- Digital Media Opportunities for Fashion
- Fashion Business Law
- Hacking Growth for a Fashion Business

## WEEK 3

- Building Quality In The Fashion Industry
- Fashion PR
- Fashion Export Business
- Fashion Illustration Design

## WEEK 4

- Moodboard creation
- Portfolio Development
- Creating Collections and Lookbooks
- Mastering E-Fashion Business
- Accounting for Creative Businesses

## WEEK 5

- Styling
- Fashion Sourcing, Costing and Tracking
- Image and Fashion Photography
- Fashion Technology
- Fashion Business Pitching

## WEEK 6

- Understanding Retail
- Apparel Production and Technical Specifications
- Interpreting Textiles
- Graduation: 2020 Fashion Demo Day and Runway Show



*“The Fashion Acceleration Programme delivered high quality speakers and facilitators who were inspirational and supportive. I came out of the programme more passionate and confident about my fashion business”*

*- Titi*

### **Who should Apply:**

We are intentional about the mix of expertise we combine into each acceleration session. We focus specifically on Fashion Innovations that fall under at least one of the following areas:

- Design
- Retail
- Modelling
- Fashion Photography
- Raw Materials
- Manufacturing
- Packaging

### **The Gains for Participants:**

- Capacity building in the business of fashion
- Targeted introductions to industry leaders, brands, retailers and manufacturers, as well as the global Fashion for unmatched networking
- Connections to our investor network and potential access to funding
- Dedicated mentors with innovation and sustainability expertise within fashion, retail and beyond
- Business assistance for the designers to connect with and submit applications to stakeholders
- Retail opportunities to pitch the designer's collections to buyers and investors
- Commercialization assistance
- Financial Planning
- Brand Development and Pitching Assistance
- Free office space, working alongside other innovators at our Lagos hubs