

PROGRAMME TERMS AND CONDITIONS

1. SUBJECT MATTER

The “Barcelona Fashion Forward - Impulsem la teva marca de moda” programme, which supports fashion entrepreneurs and is run by the Barcelona Institute of Culture (ICUB) through the Disseny Hub Barcelona (DHub), is currently accepting applications for its seventh edition. A total of 15 participants will be selected.

The programme supports emerging fashion designers and companies that specialise in designing, manufacturing and marketing finished women’s, men’s and children’s textile products, footwear or accessories, for projects that incorporate creativity, sustainability and innovation.

It seeks to meet the needs of this group and support them in the optimisation of processes and methods by incorporating methodologies to improve their professionalisation and their approach to marketing, communication and digitalisation through training sessions, personalised mentoring and funding.

2. PARTICIPANTS

Applicants must be start-ups or self-employed individuals in the textile sector specialising in the design, manufacturing and marketing of finished products. They must meet the eligibility requirements established in Section 3 below.

3. ELIGIBILITY REQUIREMENTS

For the purposes of these terms and conditions, the programme is open to the following applicants:

- a) Self-employed entrepreneurs or companies dedicated to designing, manufacturing and marketing finished women’s, men’s and children’s textile products, footwear or accessories.
- b) The brand must have been on the market for between 1 and 5 years since its launch.
- c) At least one person must be working on the project full-time.
- d) Companies must be legally registered in the city of Barcelona or the Barcelona Metropolitan Area, with preference given to the former. In the

case of self-employed individuals, the applicant must be registered as a resident of the city of Barcelona or the Barcelona Metropolitan Area. Priority will be given to companies or self-employed individuals in the city of Barcelona.

4. PROGRAMME CONTENT

The programme consists of two phases:

Phase 1: Group training sessions and specialised mentoring

In this phase, the fifteen companies or self-employed individuals will participate in:

A) **Weekly group training sessions** covering key topics to help accelerate the growth of emerging fashion companies (50 hours in total). The topics of the group training sessions are as follows:

- Sociology of fashion and trends: Analysis of social patterns linked to fashion consumer habits and the processes that start trends. Study of how culture, the economy and the media influence trends in the sector.
- Strategic marketing: Segmentation and definition of target audiences, competitor analysis, strategic positioning and development of the brand's mission, vision, values and value proposition.
- Product, operations and sourcing: Trend analysis, collection creation, collection framework and structure, pricing, production processes and schedules, and sourcing.
- Prices and margin structure: Competitor price benchmarking, price pyramids, margins based on fashion industry business models, product pricing calculations.
- Fashion sales: Business plan and distribution of fashion products – markets, channels and sales strategies. Sales showrooms and sales agents for the multi-brand channel.
- Branding and online and offline communication strategies: Corporate strategic branding and communication plan (message and tone, communication goals, target audience, communication channels, communication showroom, influencer marketing, customer service).
- E-commerce, customer journey: Online distribution strategies applied to the fashion industry, including marketplaces and digital traffic management. Customer journey analysis to identify touchpoints, optimise

conversion and apply SEO, SEM, advertising, retargeting and email marketing.

- Digital marketing and social media: Professional management of social media channels and development of a content plan. Tools and criteria for creating, scheduling and assessing digital content aligned with the brand's goals.
- New digital tools for the fashion industry: Introduction to emerging technologies applied to collection management and design. Use of digital tools such as artificial intelligence and 3D design to optimise creation and production processes.
- Finance and business economics: Foundations of financial management applied to fashion projects. Analysis of profit and loss statements, balance sheets, cash flow and budget planning for decision-making.

B) **Personalised mentoring** to complement the training sessions: **individual support** for each of the fifteen participants through a **bespoke consulting format** to help them in the acceleration and projection of the brand and in their operations and strategy, applying the content from the trainings.

A consultant specialising in the fashion industry will be assigned to each of the participants, and through individual sessions, they will work together on the participant's weaker areas. The fifteen participants will each receive 14 hours of mentoring, divided into weekly one-to-one sessions in addition to the group training sessions.

Phase 1 will conclude with a round of presentations where participants will demonstrate what they've learned during this stage. The presentations will take place before a professional panel which will assess the projects, evaluate their progress during Phase 1 and select four participants to move on to Phase 2.

This phase will last approximately five months and take place between March and October 2026. Group and individual sessions will take place in person at Disseny Hub Barcelona.

Phase 2: Personalised service plan for the four selected participants.

Ad hoc service plans will be created for each of the four participants selected in Phase 1, **based on their needs** and aimed at improving their **marketing, communications and digitalisation**. The consultants will follow up with the participants they worked with in Phase 1 and coordinate the provision of services to ensure everything runs smoothly. The plan will be adapted according to each participant's individual needs, in line with the following services:

- Sales showroom:
 - a) Goal: improve the sales presence of designers and brands to expand their distribution networks in the multi-brand channel (online or offline). This service enables participants to put into practice everything they learnt in the theoretical phase about the market, sales agents and how showrooms work. It is a key opportunity for them to apply their knowledge and build on it in a real-world environment.
 - b) Content: sales showroom services (space for fashion designers or brands to exhibit and sell their products to intermediaries) for preparing and distributing designers' collections in each campaign.
- Communication showroom:
 - a) Goal: improve the visibility of designers and brands to increase their presence in online and offline media. This service enables participants to apply what they learnt during the months of training sessions and build on this knowledge in a real-world environment, with particular emphasis on understanding the operations of a communication showroom and working with external services.
 - b) Content: services for a communication showroom (collection exhibition space) targeting specialised media outlets, stylists and celebrities.
- Digital marketing agency:
 - a) Goal: boost the presence and reputation of emerging brands and designers in the digital sphere and improve management.
 - b) Content: digital marketing services (website analysis and advice, SEM brand positioning strategies, Google Analytics management, etc.) and community management (social media activity, CRM and online loyalty programmes, improving engagement, followers and visits, etc.). In addition to these managed services, participants will be given tools that will enable them to continue working on them internally after the programme.
- End-consumer marketing:
 - a) Goal: give emerging designers and brands commercial exposure and visibility in digital or in-person settings that are popular among their target audience. The main goal is to offer them a space where they can interact with customers face-to-face, learn about their needs first-hand and receive direct feedback on their brand and products.
 - b) Content: provide sales and promotion spaces for entrepreneurs at in-person points of sale specialising in fashion or fashion distribution in the city of Barcelona.

Phase 2 will last approximately six months, between September 2026 and April 2027. Meetings with providers or consultants will take place in person or online.

5. PARTICIPANTS' OBLIGATIONS

Participants commit to the following:

- Actively participate in the sessions/training,
- Prepare the relevant documents,
- Work meetings and actions,
- Individual work on processing information from the various meetings, and any other requirements throughout the process.

Failure to meet these obligations may disqualify the participant from moving on to Phase 2, and result in expulsion from the programme.

6. APPLICATION AND SUBMISSION DEADLINE

To sign up as an applicant, email the following address:
moda@bcn.cat.

Submissions will be accepted from the day after these terms and conditions are published on the [Disseny Hub Barcelona](https://www.dissenyhub.barcelona) website until 1 March 2026 at 11.59 p.m.

<https://www.dissenyhub.barcelona/es/actividad/barcelona-fashion-forward-7a-edicion>

7. SELECTION PROCESS AND CRITERIA

A professional panel from the world of business and fashion will review the applications from eligible companies and self-employed individuals and select fifteen to participate in the programme. The panel's decision must be based on the following criteria:

- Current progress and commercial forecast of the brand (50% of the points).
 - Own points of sale (offline or online, if the applicant has them).
 - Number of multi-brand clients (offline or online, if the applicant has them).
 - Commercial strategy to attract customers to date (national or international trade fairs, showrooms, sales agents, etc.).
 - Total turnover in euros and units, history and growth.
- Sustainability in the different phases of the collection creation process, and social impact for the surrounding community (25% of the points).
 - Local production.
 - Recycling clothing and textiles. Zero waste.
 - Organic cotton or new sustainable fabrics.
 - Reduction in the use of water, pesticides or chemical dyes.
 - Sustainable application of technology to fashion.
 - Social inclusion of disadvantaged groups.

- Other systems for applying a sustainable approach.
- Innovation and creativity applied to fashion collection creation, management and sales processes (25% of the points).

The organisation reserves the right to ask applicants to present their project and products in person, if this is deemed necessary.

The announcement of the fifteen selected participants will be sent by email to all applicants, whether or not they were selected, on 27 March 2026.

8. PANEL MEMBERS

A qualified panel made up of the following individuals will be established to assess applicants and select the fifteen participants.

- The director of the Department of Creative Industries at the Barcelona Institute of Culture (ICUB), Barcelona City Council, based at Disseny Hub Barcelona (DHub), or their delegate.
- One professional from Barcelona Activa with proven experience in entrepreneurship.
- One external professional with proven experience in fashion consultancy.
- One external professional with proven experience in the textile and retail industry.
- One external professional with proven experience in creativity and trends.
- One external professional with proven experience in sales showrooms for fashion collections.
- One external professional with proven experience in communication showrooms for fashion collections.
- One external professional with proven experience in fashion journalism and communication.

The panel may declare the programme completely or partially cancelled. Their decision cannot be challenged.

The panel will inform the ICUB/DHub's Operative Department for Creative Industries of their selection so that it can adopt the corresponding decision.

9. REQUIRED DOCUMENTS FOR APPLICANTS TO SUBMIT

Candidates must submit the following documents to demonstrate that they meet the requirements of the terms and conditions:

- a) Application form for the Barcelona Fashion Forward programme.
- b) Designer/brand portfolio, or product catalogue.
- c) CVs of the main people involved in the project or brand.

Submissions will be accepted from the date of publication of these terms and conditions until 1 March 2026 at 11.59 p.m. Applicants must email the documents to moda@bcn.cat.

10. DATA PROTECTION

I accept the data protection policy

Pursuant to Framework Act 3/2018, of 5 December, on personal data protection and the guarantee of digital rights and the relevant regulations, you are hereby informed that by submitting your application, your personal data will be processed by Barcelona City Council (Barcelona Institute of Culture, ICUB) for the purpose of selecting participants (processing type 0334: management of grants and financial aid). This purpose is legally justified on the grounds of performing a task in the public interest. Unless legally required, your personal data will not be disclosed to any third parties. Your data rights include the right to access, rectify and erase your data, among others. For more information on data processing and protection, visit www.bcn.cat/ajuntament/protecciodades.