

BOOSTING YOUR FASHION BRAND

5th edition

Barcelona Fashion Forward is a programme promoted by the Directorate for the Promotion of Design and Creative Industries at Barcelona Activa, Barcelona City Council. The programme is based at the Disseny Hub Barcelona. The idea is to encourage and support emerging designers and fashion brands specialising in the design, manufacture and marketing of finished garments and textiles for men, women and children, as well as footwear and accessories.

Geared towards covering the needs of this group, the programme seeks to provide support in optimising processes and techniques, incorporating methods to improve their professional evolution, and in areas such as sales, communication and digitalisation. This is achieved through training, personalised support and various professional services.

15

**companies
and designers**

will be selected to participate
in the programme

5

months

of group training capsules
and personalised mentoring

4

services

related to marketing,
communication and digitalisation

CONTENT

The programme consists of two stages:

STAGE 1

The fifteen companies or designers selected will get 45 hours in group training sessions and 14 hours of personalised mentoring over a period of five months.

The sessions will cover content specific to areas of business in the fashion sector:

- Strategic marketing
- Product, operations and supply
- Pricing and value chain
- Fashion sales
- E-commerce, digital marketing and social media
- Branding and online and offline communication
- Finance

At the end of this stage the four best projects will be chosen to move onto the second stage.

STAGE 2

The four companies or designers chosen from stage one will have an ad hoc service plan created according to their needs and focusing on sales, communication and digitalisation, for a period of six months. The plan will be adapted according to the individual needs of each participant, in line with the following services:

- Sales showroom
- Communication showroom
- Digital marketing agency
- Retail and online sales and promotion targeting end-consumers

WHO IS THE PROGRAMME AIMED AT?

The programme is aimed at newly created companies or the self-employed in the textile sector who specialise in the design, manufacture and sale of finished products, and who want to boost their brand and enhance their skills in the operational management, promotion and sale of their products.

They must also fulfil the following conditions:

- Business or self-employed person with at least one person devoted full-time to the project.
- Constituted and with a registered tax address preferably in Barcelona, or the metropolitan area.
- Innovative in a broad sense, incorporating creativity and sustainability in processes and products.
- Minimum of one year's experience in the sale of finished products on the market, up to a maximum of five years.

Expected duration

March 2024 to March 2025

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