



## BOOSTING YOUR FASHION BRAND

6TH EDITION

Barcelona Fashion Forward is a programme promoted by the Barcelona Institute of Culture (ICUB) through the Disseny Hub Barcelona (DHub) in collaboration with Barcelona Activa. The programme is based at the Disseny Hub Barcelona (DHub). 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 of 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

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## 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.