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|  | 🌠INSPIRE [▶️](https://www.youtube.com/playlist?list=PLtR_BRboSMy-dU72OMp7MlG_uNJpl3DbM) [link to full series](https://www.youtube.com/playlist?list=PLtR_BRboSMy-dU72OMp7MlG_uNJpl3DbM) |

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| First, [watch the video](https://youtu.be/4U7tn_EMtUw) 🔻   |  | | --- | |  |   🎯 Goals of this activity: | *My Activity*  **Plan your fashion business**  [⏳](https://emojipedia.org/hourglass-not-done/) **This activity will take around 2 hours for parts 1-2 & around 4 hours for parts 3-4**  💬🗨️ **Format:** This activity can be done in different ways:   * **With a mentor, coach or a friend** ⭐recommended * **On your own** * **In a group: each of you do it & share & give feedback** |

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| * For you to think what would excite you  about starting a fashion business * For you to identify which type of fashion business you want to build * For you to define what is your own style | * For you to consider what you need to make your designs real * For you to discuss your idea with other people and ask for constructive feedback |
| ⁉️ How to do the activity (✅ tick the checkboxes when you have completed each step) | |
| **1️⃣** Decide whether you want to do this activity on your own, with 1-1 support or in a group.  2️⃣ Watch [**the video**](https://youtu.be/4U7tn_EMtUw) for this activity  3️⃣ Think for a moment: **What useful tips Maria shared in the video to start your own fashion business?**  4️⃣Read & think through and fill each part  of the the activity template below  **5️⃣**Once you have completed **parts 1** of the activity, **conduct some research** on other fashion businesses (you can search online like Maria advised e.g Pinterest, Instagram etc) | **6️⃣** Once you have **researched and observed** other fashion businesses, **complete parts 2**  **7️⃣** Part 3 will help you consider what **equipment, material and skills** you need to build your own fashion business.  8️⃣ Conduct some research and list the best **fashion design courses** that will help you learn and improve your skills.  9️⃣ Finally, work on **Part 4 to discuss** your fashion business **with your network, other designers and potential customers. What can you learn** from them? |

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| 1 What excites you about the fashion industry? 👜👛👞👙👚🧥 | | |
| What **excites you 🤩**   about the world of fashion? | What excites me in the fashion world is…✍️ | |
| Who are your favourite **designers 👔** | What are your favourite  fashion **brands?** | What 📈 **trends have you seen in the fashion industry?** |
| ✍️ My favourite designers are:   * ... * ... * …   ✍️ They inspire me because … | ✍️ My favourite brands are:   * ... * ... * ...   ✍️ They inspire me because … | ✍️ My favourite trends are:   * ... * ... * …   ✍️ They inspire me because … |

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| Where can you **learn or improve your design and technical skills?** |  | Take (free) online course |  | Read books |
|  | Get experience in a company |  | Ask network/professionals |
|  | Meet up with people learning the same skills through online communities |  | Other:... |
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| 2 Now, decide what fashion products you will create 🖌️🖍️✂️🎨 | | | | |
| What type of **product** will you create? 👗👔👜👛👠👞👙 | The product I will create is…✍️ | | | |
| How do you **find the inspiration 🧐** for your design? |  | I discuss with people who have an interest in the fashion industry |  | I go window shopping |
|  | I do online research (Google, Instagram, Pinterest, YouTube, etc.) |  | I watch fashion shows in person / online |
|  | I follow influencers on social media |  | I go to exhibits, art shows, etc.) |
|  | I read fashion blogs | I have other ways of finding inspiration, by… | |
| How would you **describe your style**? 🖌️🖍️✂️🎨 | My style is … ✍️  Customers will find my product & style unique because…✍️ | | | |
| What story will you tell **customers** about your **product &** 🍿 **brand**? | The story of my brand is…✍️ | | | |

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| 3 How will you make your fashion business real? | | |
| **Where do you make / create** your designs? 🏠🏭🏢 | I make and create my design in…✍️ | |
| **Let’s talk about your equipment 🧵** ✂️🧷📌 | | |
| **What type of** ✂️ **equipment  do you need to create your design?**  (for example a sewing machine)  …✍️ | **Where can you get your equipment?** …✍️ | **How much will it cost?** …✍️ |
| Let’s talk about your **materials 🧶** | | |
| **What type of 🧶 material do you need**  to create your product? …✍️ | **Where can you buy  your material**? …✍️ | **These materials  will cost me** …✍️ |

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| **Where  will you 🛍 sell**  your designs? | **Online 🖥** | | **In a shop** 🛍 | |
|  | My own website |  | Someone else shop |
|  | Instagram |  | My own shop |
|  | Facebook Marketplace |  | Street market |
|  | Big eCommerce marketplace (for example Ebay, Etsy, Amazon, etc.) |  | Other: |
|  | Online fashion marketplace |  |  |
| Where can you **learn or improve your design and technical skills?** |  | Take (free) online course |  | Read books |
|  | Get experience in a company |  | Ask network/professionals |
|  | Meet up with people learning the same skills through online communities |  | Other:... |
| How will you **communicate  with your customers?** 📨 | **Online 🖥** | | **In person 🙋‍♂️** | |
|  | Social Media |  | Word of mouth |
|  | Website |  | Partnership/Sponsorships |
|  | Blog |  | Public presentation |
|  | Emails |  | Ads in local magazines |
|  | Newsletter |  | Other: ... |

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| 4 Networking in the Fashion industry 🙋‍♂️🤝🙋‍♀️ | | |
| **Who 👀could  help you** with your  fashion business? | The people who could help me in my fashion business are:   * … * … * … * … | |
| **📅 How will you contact these people**? ☎️ | I will contact them by…✍️ | |
| **What feedback & ideas 💡 have you received** from talking to these people? 💬 | The feedback from other designers🧑‍🎨 is:  …✍️ | The feedback from other 🛒 customers is:  ... ✍️ |
| **How can you grow  📈 your network** to develop your fashion business 🎯 | To grow my network and develop my business, I will …✍️ | |

Text

Description automatically generated