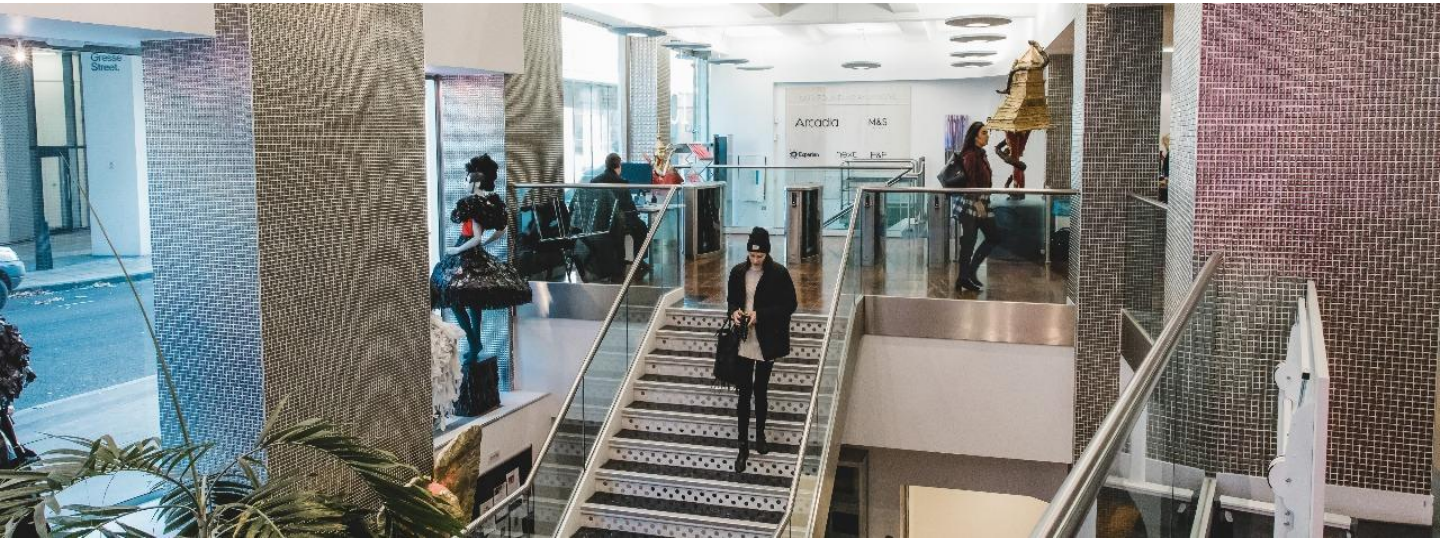


Level 3 Fashion Business & Retail

Getting you ready for your fashion education journey!



Welcome to the Level 3 Fashion Business and Retail course at The Fashion Retail Academy. We are excited to welcome you in September and hope that you are looking forward to the first steps in your fashion retail career!

In preparation for your induction, we have put together a series of mini-projects to accomplish over summer, aimed at introducing you to some of the key topics studied on the course, and an opportunity to practice the academic skills that will make you a successful and exemplary student.

10 key skills:

1. Industry specific skills and knowledge
2. Numeracy and Literacy for Retail
3. Research and analysis
4. Academic writing & referencing
5. Presentation & communication
6. Self-reflection and evaluation
7. Personal Development
8. Creativity and digital
9. Teamwork
10. Planning and time management

Getting to know our students is really important to our teaching team at the FRA!

My Introduction

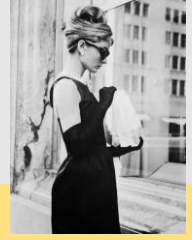
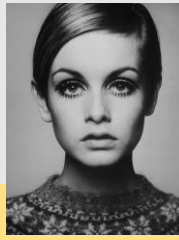
Your task is to create a personal page that introduces yourself to your new Group Tutor, and should include text, images and the following information:

- Why have you chosen to study at The Fashion Retail Academy?
- What fashion career are you interested in and why?
- Which subjects are you looking forward to learning about?
- Where do you see yourself in 2 years time?



Celebrities become famous due to their lifestyle, wealth, actions or for their relation to a celebrity or famous people

They are given a celebrity status by the people who idolise them, and therefore emulate their style, especially the younger generations.



The Celebrity Style Icon

Throughout time, celebrities such as Audrey Hepburn, Madonna, David Beckham and Kanye West have changed the way that we dress, with people of all ages, inspired and influenced by celebrity style. “While the fashion industry continues to introduce us to new styles every season, the industry would not be where it is today without the help of influential fashion icons”, and 2019 saw Meghan Markle, Timithee Chamalet, Zendaya, Billie Eilish and Cardi B top the list as the worlds most influential celebrities.

Your task is to choose a celebrity icon that you think has been influential in fashion – this can be historical or contemporary, to create a digital collage of their style and key looks. You could use PowerPoint for this task.

Your work should include a short explanation of why your chosen celebrity is influential to fashion.

Research at home :

Read the report here –

Scan the QR code using

your phones' camera



<https://www.lyst.co.uk/year-in-fashion-2019/>

What is heritage branding?

“In the traditional sense, a heritage brand is a company that has been around for decades, perhaps centuries, and finds a way to tap into this history in order to obtain loyalty and drive future sales.”

Your task is to conduct research into a heritage brand of your choice to create an article about their history.

You can choose from one of the following:

- * Burberry
- * Hermes
- * Louis Vuitton
- * Chanel
- * Missoni
- * Gucci
- * Levi's
- * Coach
- * Canada Goose

You should incorporate images to support your written work, and include a timeline of key events in the brand's history.



Get yourself ready for your fashion education

1

Keep yourself updated on the latest fashion industry and business news by reading articles on websites such as Business of Fashion <https://www.businessoffashion.com/>



2

Discover the latest fashion trends and industry updates by following Vogue UK or take advantage of their latest annual subscription rates! (currently £12.99 as of 01/06/2020) <https://www.vogue.co.uk/>



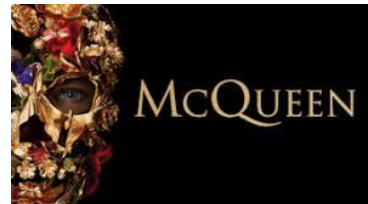
3

Expand your cultural horizons by visiting museums online, one of our favourites is The Victoria & Albert Museum (V&A) based in South Kensington, London <https://www.vam.ac.uk/>



4

Watch a fashion documentary! Netflix has a great selection including McQueen and Girlboss as does YouTube.



5

Want to see a Banksy or learn more about fashion history? Well now you can through Google Arts & Culture, with access to virtual tours and online exhibitions of over 500 museums and galleries worldwide – all for free! <https://artsandculture.google.com/search?q=fashion>



6

Want to check out the fashion trends that your parents used to wear? Visit the Museum of Youth Culture “a new museum dedicated to the styles, sounds and social movements innovated by young people over the last 100 years” <https://museumofyouthculture.com/explore-the-history/>

