



invite you to take part in

FLAIR FOR INTERNATIONAL FASHION

Thursday 15th February 2018
Nottingham Girls' High School

Get the catwalk ready.....

We are delighted to offer this challenge highlighting the international fashion industry. Think of Hugo Boss, Louis Vuitton...this is as exciting for young men as it is for young women, involving challenges in textiles, design, technical production, brand promotion, and all aspects of selling and marketing.



Overview

The global apparel market is valued at \$3 trillion, so it is huge business. Currently around 555,000 people are employed in fashion, textiles and fashion retail in the UK alone. It can offer young people a very exciting international career.



What makes us choose the clothes we wear? Colour? Style? Fit? Brand? Price? There are many things to take into account when launching a new product. The tasks for the students will be centred around market research for an item of clothing that nearly all of us have in our wardrobe. They will then develop a new product line for the European market. Brand perception, design ideas, product launch and a media campaign will all feature in the day's work together with practice in their target language.

Outline of the day

The day will include:



- An international fashion challenge for which there will be a prize for the winning team.
- Keynote talk from the fashion industry
- Introduction to the concepts of market research, brand perception and product launch
- A presentation and other tasks in their target language
- An opportunity to talk to international business

people

During the day, Business Language Champions and will be on hand to advise the students and help with language issues.

Who can take part?

You are invited to send a group of **6 students from Year 10 or 11**. Each student must be studying **French, German or Spanish** and the group may be a mixture of learners of **different languages**. They will be working in teams with students from other schools.



Application details

- Registration deadline:** Up to Wednesday 10th January 2018 on a first come, first served basis. Please register as soon as possible to avoid disappointment as we have a limited number of spaces.
- Applications:** To reserve your place, please submit the names of the students and the language(s) they are studying. Remember to include contact details for your school. Note that we will only reserve places against receipt of names, but you are welcome to advise us of your intention to take part so that we can keep you informed on spaces available.
- Cost:** This challenge is £150 per group of 6 and will include lunch and refreshments.
- Timing:** The day will run from 9.00a.m. (registration) for a 9.20 start to 3.30p.m.
- Preparation:** Your group will be required to do some research work before the event and the details of this will be sent out with the registration documents in the Spring Term.
- Terms:** Please note that once the invoice has been issued, there will be a charge for cancellation of the full £150 unless the place can be filled by another school.

Please send your application electronically to
sally@blcevents.co.uk



Checklist for applications:

- Student names
- Language(s) that your students are studying
- Name and address of your school
- Name and email for the main contact
- Telephone and mobile number for the main contact



We would like to thank Nottingham Girls' High School for hosting this event!

If you have any queries about this challenge please ring Sally Fagan on 01949 860167 or 07967 699614 or email sally@blcevents.co.uk.