



**presents a regional fashion and marketing challenge  
for Year 10 and 11 language students**

# **FLAIR FOR INTERNATIONAL FASHION**

**Thursday 14<sup>th</sup> March, 2019  
Nottingham Girls' High School**

## **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

- The chance to talk to international business people



## Who can take part?

You are invited to send one or more groups of up to **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:** Register your interest as early as possible by clicking on this [link](#)  
PLEASE NOTE THAT REGISTRATION DOES NOT GUARANTEE YOUR PLACE.
- Full Applications:** Shortly following registration, you will receive a link to a Survey Monkey, which will ask you for participant details (see below). Please ensure you have completed this by Friday 8<sup>th</sup> February 2019 to secure your place. An invoice will then be raised for you.
- If we have not received participant details by the above date, we will assume you are no longer interested in attending the event and will release your place to a school on the wait list.
- Cost:** This challenge is £165 plus VAT per team of 6 + 1 teacher and will include lunch and refreshments. (The cost for additional teachers is £10 per head except in special educational circumstances.)
- Timing:** The day will run from 9.00a.m.(registration) for a 9.20 start to 3.30p.m.
- Terms:** Please note that once the invoice has been issued, there will be a charge for cancellation of the full £165 unless the place can be filled by another school.

### Checklist for full applications:

- Year group(s)
- Student names
- Special needs and dietary requirements
- Students with any advantage in language (e.g. native born parent)
- Accompanying staff and mobile contact number on the day
- Transport details and parking requirements including vehicle registration number

**We realise that some details may change near the event. Please advise any late changes directly to [sally@blcevents.co.uk](mailto:sally@blcevents.co.uk) or 01949 860167 / 07967 699614**

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

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