



THE SWEDISH SCHOOL  
OF TEXTILES  
UNIVERSITY OF BORÅS



# Study *Fashion Management* Autumn 2025

— Navigating Aesthetics and Sustainable Global Production



# *Fashion Management*

Fashion management is a multifaceted discipline that involves overseeing and coordinating various aspects of the fashion industry to ensure the successful development, marketing, and sale of fashion products. It encompasses a range of strategic, creative, and operational responsibilities, including trend analysis, product development, supply chain management, marketing, retailing, brand positioning and material re-circulation.

Fashion management plays a crucial role in helping fashion brands or businesses remain competitive, adapt to industry trends, and meet consumer demands, all while considering sustainability, market trends and business strategy.

Studying fashion management is beneficial for all business students, providing insights into innovation, consumer behaviour, sustainability, adaptability, and strategic thinking. This knowledge prepares students for the complexities of the global business landscape.

Courses are open to students studying business administration, management, marketing, or equivalent at their home institution who want to learn more about the fashion industry.

The Swedish School of Textiles is part of the University of Borås and welcomes exchange students every semester from partner institutions across the world to study with us.



## **PACKAGE – 30 ECTS**

- Textile Product Development – 7,5 ECTS
- Management and Aesthetics in Fashion Communication - 7,5 ECTS
- International Business Management – 7,5 ECTS
- Textile Production – 7,5 ECTS

# Course Content

## TEXTILE PRODUCT DEVELOPEMENT

This course empowers students with the skills to design innovative textile products tailored to various user needs. It covers the entire product development process, emphasising key aspects such as user requirements, success factors, and functional analysis. The curriculum integrates inclusive design principles and sustainability through a combination of lectures and workshops, offering both theoretical knowledge and hands-on experience in developing future-forward textile solutions.

## MANAGEMENT AND AESTHETICS IN FASHION COMMUNICATION

Focusing on brand-building and visual storytelling, this course introduces students to applied marketing communication in textiles and fashion. Students will create sustainable business concepts while learning about graphic design, visual communication, and trend analysis. The brand-oriented perspective equips students with the tools to communicate fashion effectively through both imagery and text, fostering a strong understanding of aesthetic and managerial aspects of fashion.

## INTERNATIONAL BUSINESS MANAGEMENT

This course offers students an in-depth exploration of global business dynamics and the strategies employed by multinational corporations. Students will examine critical topics such as global inequalities and social justice in international business, engaging with feminist labour, decolonial, and cross-cultural management theories. The combination of business strategy and critical theory prepares students to navigate and challenge the complexities of the international business landscape.

## TEXTILE PRODUCTION

In this course, students follow a textile product from design to final production, analysing each step from multiple perspectives. The course focuses on developing sustainable strategies for textile production and incorporates key skills like cost calculation, product specification sheet creation, and life cycle assessment. By framing a collection plan, students learn to align production processes with sustainable business practices, making them adaptable for both existing and start-up companies.



*“Here, you will get a broad perspective of the fashion and textile industry and, at the same time, gain knowledge that you can apply to other industries as well.”*

– Raoul Delen, exchange student from the Netherlands

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# *The Place to Study Fashion*

Borås is the 'textile capital of Sweden' and became the centre for Sweden's textile industry several hundred years ago. During the 20th century, multiple fashion and textile entrepreneurial mail order retailers were founded as a complement to the manufacturing industry in Borås.

Today, most manufacturing has moved abroad, but Borås remains the centre of the textile industry in Sweden. Many of Sweden's leading fashion and textile companies are based in and around the city and the entrepreneurial mail order firms have turned into prospering e-commerce businesses. In addition to the fashion and textile sectors, a strong logistics industry has developed in Borås to support fashion brands and e-commerce businesses.

The Swedish School of Textiles is well known, both nationally and internationally, and combines the areas of design, technology and management in a technically advanced and interdisciplinary environment. We are proud to be ranked as one of the best fashion schools in the world.

For students interested in fashion and textiles, this is certainly the place to be!

## ***Semester dates:***

1 September 2025 – 18 January 2026

## ***Orientation Days***

are held for all international students 28–29 August 2025

## ***Nomination and application:***

Nomination deadline: 15 April

Application deadline: 1 May

Partners nominate their students in our application system TransIT <https://transit.hb.se/>

## ***Required documents***

Transcripts of Records in English

Certificate of English Language Proficiency (minimum B2-level)

## ***More information***

Website for incoming exchange students: [www.hb.se/exchangecourses](http://www.hb.se/exchangecourses)

In case of any questions, contact us at [gustav.kibe@hb.se](mailto:gustav.kibe@hb.se) or [internationalstudent@hb.se](mailto:internationalstudent@hb.se)

