



THE SWEDISH SCHOOL
OF TEXTILES
UNIVERSITY OF BORÅS



Study *Fashion Management* Autumn 2024

— 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 guiding fashion brands or businesses to stay competitive, adapt to industry trends, and meet consumer demands 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

Acquire the expertise to craft innovative textile products that meet diverse user needs and contribute positively to the industry's future. This course takes students through the entire product development process, covering essential steps like success factors, user requirements, functional analysis, and much more. Students will be delving into inclusive design principles and sustainable practices through engaging lectures and hands-on workshops.

MANAGEMENT AND AESTHETICS IN FASHION COMMUNICATION

Through the usage of applied marketing communication and brand building, students will work with a sustainable business idea in textiles and fashion. The course also covers basic visual communication and graphic design, as well as trend analysis in fashion in image and text, all treated from a brand perspective.

INTERNATIONAL BUSINESS MANAGEMENT

The course provides a distinctive combination of knowledge and training about the international business environment and the strategies multinational firms use to compete in a global economy. Students are also introduced to issues of global inequalities and social justice in relation to international business through the use of critical theories such as feminist labour, decolonial, and critical cross-cultural management theories.

TEXTILE PRODUCTION

By following a textile product from design to production, students will practice evaluation and analysis of its processes from several perspectives. The course aims to develop a comprehensive learning in textile production by framing a collection plan and developing strategies to adopt sustainable solutions in existing or start-up business plans. Students will get basic knowledge in cost calculation for products and their adaptability to a collection, alongside the development of product specification sheets and the use of life cycle assessment tools to analyse the environmental impact.



“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. These days, however, most manufacturing has moved abroad, but Borås remains the centre for textile 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 industry, a strong logistics industry has developed in Borås to support the fashion brands and the e-retailers.

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:

2 September 2024 – 19 January 2025

Orientation Days

are held for all international students 29-30 August 2024

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

In case of any questions, contact us at gustav.kibe@hb.se or internationalstudent@hb.se