



THE SWEDISH SCHOOL  
OF TEXTILES  
UNIVERSITY OF BORÅS

# Study *Fashion Management* Spring 2027

— Envisioning Smart and Sustainable Futures

# *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.



## **COURSE PACKAGE – 30 ECTS**

- Introduction to Fashion Theory – 2,5 ECTS
- Digital Marketing and Fashion Retail – 5 ECTS
- Fashion Studies, Theory and Methodology – 7,5 ECTS
- ERP Systems and Consumer Relationship Management – 7,5 ECTS
- Sustainability in Textiles and Fashion – 7,5 ECTS

# Course Content

## INTRODUCTION TO FASHION THEORY

This course introduces the dynamic and cultural world of fashion, examining how fashion products are shaped and how their meanings shift depending on context and use. Students gain a foundational understanding of key theories and concepts in fashion theory, while also reflecting on the ethical dimensions of fashion and its role in society.

## DIGITAL MARKETING AND FASHION RETAIL

Step into the future of fashion and business with a course designed for the digital age. This course provides a solid foundation in how digital marketing and fashion retail operate today – and how they continue to evolve as society becomes increasingly digital. Students will learn from current research, real-world examples, and gain practical experience in digital communication within fashion retail.

## FASHION STUDIES, THEORY AND METHODOLOGY

This course deepens students' understanding of fashion by exploring its past, present, and future through a research-oriented lens. It is structured around four key themes: the historical development of fashion, fashion as a culture of consumption, the production of fashion as a form of symbolic and cultural value, and future challenges facing fashion. Each theme is connected to a specific research method for collecting and analysing empirical material within the field, which students will apply in practice.

## ERP SYSTEMS AND CONSUMER RELATIONSHIP MANAGEMENT

Students are introduced to Enterprise Resource Planning (ERP) systems and their applications in the textile and fashion industry as the enabler of digital fashion and retail. The course covers fundamental concepts and provides hands-on experience with ERP systems, as well as managing and analysing data using industry-standard spreadsheet tools. Students will also explore how companies use ERP, Customer Relationship Management (CRM), and digital channels to build, manage, and maintain customer relationships.

## SUSTAINABILITY IN TEXTILES AND FASHION

This course explores the landscape of sustainable development in the textile and fashion industry from three perspectives: societal, industry, and individual. Students will have the opportunity to learn about roles and responsibilities of different actors in driving sustainable development, and explore how innovation, design, and cultural contexts shape sustainability concepts. The course develops skills in critical information analysis and includes interdisciplinary projects where management, technology, and design intersect.



*“One of the most noticeable things about the Swedish School of Textiles is how strongly it functions as a research institute while also being a university. There’s a huge focus on fashion and sustainability, and you do feel inspired here.”*

– Olivia Cichero  
exchange student from London College of Fashion

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# *The Place to Study Fashion*

Borås is known as the 'textile capital of Sweden' and is located just one hour from Gothenburg, the country's second-largest city. The city became a 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 for textiles in Sweden. Many of the country's leading fashion and textile companies are still based in and around the city, and the entrepreneurial mail order firms have turned into successful 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:***

18 January 2027 – 6 June 2027

Orientation Days are held for all international students at the beginning of the semester.

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

Nomination deadline: 15 October

Application deadline: 1 November

## ***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)





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