



THE SWEDISH SCHOOL
OF TEXTILES
UNIVERSITY OF BORÅS

Study *Fashion Management* Spring 2026

— Leading Digital Business and Sustainable Retail

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

- The Business of Textiles and Fashion – 7,5 ECTS
- The Digital Transformation of Retail – 7,5 ECTS
- Fashion Stores in the Future – 7,5 ECTS
- Sustainability in Fashion and Textiles – 7,5 ECTS

Course Content

THE BUSINESS OF TEXTILES AND FASHION

The content and purpose of this course is to introduce business models, supply chain management, and product development, with a particular focus on innovation development and creative processes for the textile and fashion industry. The focus of the course is how a fashion company analyses its market positioning, carries out competitor analysis and trend analysis, and creates products. The course also deals with buying or procurement strategies, supplier selection, and product specifications for collections, including sustainability perspectives.

THE DIGITAL TRANSFORMATION OF RETAIL

In response to the rapidly changing business environment, this course will introduce how digital technological innovations are transforming the landscape of the retail industry, especially in textiles and fashion. This transformation presents many new possibilities but also numerous challenges for different industries and the stakeholders involved. These issues will be reflected on while focusing on the concepts and digital technologies that are transforming retail, together with considerations of the ethical and structural consequences of this transformation.

FASHION STORES IN FUTURE

Contribute to the green transition in fashion- and apparel retail. In this course, students will explore the possibilities of future retail in fashion and apparel and imagine a better state where retail contributes to society. Societal trends, service and experience design, change management, circular economy and applied cases are integral to the course where students together will create the future they want.

SUSTAINABILITY IN FASHION AND TEXTILES

Explore the comprehensive landscape of sustainable development in the textile and fashion industry. This course begins with a historical perspective on sustainability, introducing key terms and models. It will investigate the roles and responsibilities of various actors in driving sustainable development, and explore how innovation, design, and cultural contexts shape sustainability concepts. Students will develop skills in information analysis and engage in reflective practices on their own consumption. The course includes mini-projects with visual and oral communication elements, focusing on sustainability in fashion.



“Compared to my home university, there’s a strong focus on trend research, how to make a business work, how to structure an idea, and bring it to life. It’s a bit more entrepreneurial, with an emphasis on supporting innovation.”

– Sara Halldórsdóttir, 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 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:

19 January 2026 – 7 June 2026

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

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

