

Take your brand to the
next level during
ten unforgettable days in
the capital of fashion.

KICK START YOUR FASHION BUSINESS

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CBP



A Creative Business Program Event
**FASHION BOOTCAMP
MILANO**

26.9. - 5.10.2019

THE BOOTCAMP

Welcome to the first 10 days of the rest of your career. Each intensive day applies one mentors' unique experience to your business idea. Work together with world class experts to develop an individual path to success.

There is no other comparable fashion course lead by industry professionals of this calibre.

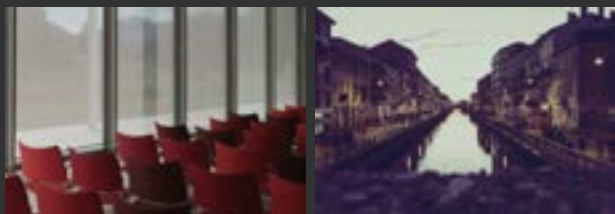
BEST DESIGNER GOES FREE

Win the mentor's vote at the end of the camp and your tuition will be reimbursed in full!

THE LOCATION

Located strategically between the center of Milan and bohemian Naviglio, Spazio-AM is located on the beautiful and historical Piazza Sant'Eustorgio.

Fully equipped as a workshop location as well as close to the break-out networking sessions, it offers the perfect balance between focus and inspiration.



SCHEDULE

Kick-off Thur. 26.9.
Franz Harmer. Start by organising your business around a clear strategy and plan.

Cultural sensitivity & Networking Fri. 27.9.
Ed Kavishe. Refine your personal & brand profile, access every VIP lounge and shine on social media.

Branding Sat. 28.9.
To be announced. Solidify a clear positioning for your brand and make it visible to your target market.

Creative Development Sun. 29.9.
To be announced. A masterclass with precious tips from an established designer to help distill your signature style.

Scaling & Internationalisation Mon. 30.9.
Natalia Chebunina. From financing to manufacturing, find out how you can grow into an international brand.

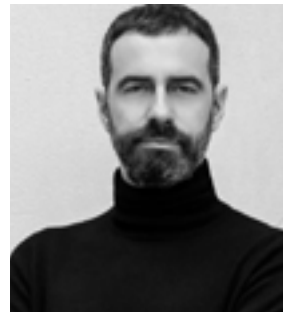
Sales strategy Tue. 1.10.
Alexandro Chiusa. Understand the rules of international sales and learn to design commercially successful lines,

Retail Wed. 2.10.
Alexandro Chiusa. Visit stand-out showrooms and retailers to make your clothes stand out on the racks.

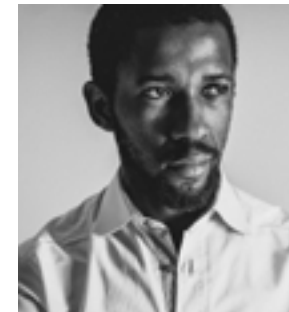
Communication & Events Thur. 3.10.
Emanuele Barbieri. Bring your brand's values to life across powerful communication and outstanding fashion events.

Fashion Press Fri. 4.9.
Giampietro Baudo. Feedback from an industry legend on your collection and tips on turning it into a cover story.

Wrap-up Sat. 5.10.
Franz Harmer. Finalise your plan and set up the actions for the next year.



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