

## Module

### **The Fashion Industry, Career Opportunities, Resources in the UK and Developing your Brand**

#### **Answers, Feedback, and Advice Section**

##### **Activity 1**

Research and Practical

##### **Activity 2**

Research and Practical

##### **Activity 3**

###### **Advice and Feedback**

Branding is an important step that allows fashion designers to portray a message that communicates who and what their clothing represents. When branding a fashion label, it is crucial to be consistent throughout all packaging and communication. Also, designers should appeal to the culture they are trying to represent and make every effort to communicate the message behind their brand. It is also important to remember customer service and to polarise your audience.

##### **Activity 4**

###### **Answers**

London's Fashion Week occurs twice a year and is a time when some of the top fashion designers showcase their designs. It also gives other designers the opportunity to network and preview styles that are coming up in the next season. With such an important event, it is critical that you be prepared, especially if you plan on showing your collection. The first thing you can do to prepare is to create a solid plan and ensure you are ready to launch your collection. Finally, you should make sure that you follow up with any connections that you made when you return from Fashion Week.

##### **Activity 5**

###### **Answers**

1. Designer
2. Production
3. Extensive
4. Trends
5. Assistant
6. Schedule
7. Sourcing
8. Buyer
9. Merchandise
10. Return