COCO

AI-Powered Fashion Buying

Program Outline

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WE are COCO, is a leading management consultancy and brand development agency based in London and Houston.

WE provide unparalleled access to industry experts through an extensive network of more than 350+ buyers, creatives and executives in retail.

Our aim is to bridge the gaps between experience and industry, through three fundamental pillars: education, mentorship and innovation.

By prioritising these areas, WE cultivate a dynamic environment that empowers professionals to excel and businesses to grow.

- Education: WE offer a rich portfolio of accelerator courses, development programs, and white-label training packages, all designed with industry knowledge in mind. This educational foundation equips our clients with the necessary skills and insights to navigate the complexities of the retail world.

- Mentorship: Through strategic partnership of experienced leaders with up-and-coming talent, WE facilitate, trade opportunities, collaborations, knowledge-exchange and business development. WE believe that mentorship is key to personal and professional growth within the retail ecosystem.

- Innovation: WE believe experience and innovation are the keys to overcoming the challenges of the modern retail landscape. Through tech integration, product development, and collaborative efforts, WE lead in sustainability, market expansion, and community engagement, fostering a culture of continuous improvement and growth.

WE are COCO is more than a consultancy. WE are a catalyst for transformation, committed to fostering an industry where individuals and businesses alike can achieve their full potential.

We
ARE
COCO

Mastering the Future of Retail:
AI-Powered Fashion Buying Accelerator

OVERVIEW

This 4-week accelerator program is designed to equip participants with advanced knowledge and practical skills in fashion buying, market analysis, and the application of artificial intelligence in the retail sector. Through a blend of live sessions, mentorship, and project work, participants will gain insights into the current landscape of fashion buying and technology's role in shaping the future of the industry.

ESTIMATED TIME COMMITMENT

The program duration will be 4 weeks and most participants will spend approximately 10-12 hours a week on the program and its activities. The total estimated time commitment of 54-60 hours over the 4-week period.

WHO SHOULD PARTICIPATE

- **Aspiring Fashion Buyers:** Seek foundational knowledge and hands-on experience to break into fashion buying.

- **Retail Professionals:** Merchandisers, managers, and planners aiming to upgrade their skills with the latest trends and technology.

- **Fashion Designers & Brand Owners:** Enhance product alignment with market demands through a deeper buying process understanding.

- **Fashion Marketing & Management Students:** Gain a competitive edge with tech-driven buying strategies.

- **Data Analysts in Retail:** Dive deeper into how data analysis influences buying decisions.

- **E-commerce Specialists:** Use AI and analytics for superior inventory management and targeting.

- **Personal Shoppers & Stylists:** Learn future trends and buying strategies to elevate client services.

- **Supply Chain & Logistics Managers:** Integrate AI to sync supply chain management with buying needs for better efficiency.

- **Sustainability Advocates:** Discover how to make eco-friendly buying decisions for a sustainable future

PROGRAM BENEFITS

Dive into the $1.5 trillion apparel market, understanding the pivotal role of fashion buyers

Boost analytical skills by 45%, pivotal for data-driven decision-making

Gain a competitive edge with AI, predicted as a $19.37 billion retail market by 2028.

Expand your professional network, crucial for the 80% of jobs filled through connections.

Achieve significant career growth, with certifications leading to a 50% average salary increase

Embrace sustainability, a key factor for 60% of consumers, to future-proof your business

Master trend forecasting for a competitive edge, increasing profit margins by 25%

1 in 3 retail companies will implement AI in their management, optimising processes and sustainability

Reduce inventory costs significantly with AI-driven trend and preference predictions.

INTERNSHIP FOR MENTORSHIP

SYLLABUS

WEEK 1: FOUNDATION OF FASHION BUYING

Live Virtual Session: Program Kickoff
- Welcome and introduction to the program
- Overview of the fashion retail landscape
- Expectations and outcomes

Day 2: Introduction to Buying
- The role and responsibilities of a fashion buyer
- An overview of the buying cycle
- Strategic market segmentation

Module 1 - Brand Research and Market Segmentation
- Research methodologies for new brand identification
- Criteria for evaluating brand-market fit
- Mentor Hours -guided research activities
- *Graded Assignment*

WEEK 2: MASTERING TRENDS & CUSTOMER INSIGHTS

Live Virtual Session: Seasonality and Trend Forecasting
- The concept of fashion seasonality
- Introduction to trend forecasting tools and techniques
- The impact of cultural and social factors on trends

Module 2 - Trend Analysis and Customer Profiling
- How to research and analyse trends
- Creating customer profiles and understanding target demographics
- Mentor Hours-guided development of a trend report
- *Graded Assignment*

WEEK 3: AI IN THE RETAIL BUYING CYCLE

Live Virtual Session: AI and Buying Technology
- Exploring AI in the retail industry
- Benefits of AI in the buying process
- Case studies on AI-driven retail success

Module 3 - AI-Enhanced Productivity in the Buying Cycle
- Analysis of the retail buying cycle
- The role of AI in assortment planning, vendor evaluation, and inventory planning
- Practical application of the Retail Planning Assistant
- Mentor Hours: guidance on AI applications
- *Graded Assignment*

WEEK 4: COLLABORATIVE INDUSTRY PROJECT

Live Virtual Session: Industry Insights
- An interview with an experienced buyer
- Discussion on integrating AI in range planning

Module 4 - AI-Driven Range Planning
- Collaborative project work on developing an AI-driven buying plan
- Mentor Hours: guidance on project development and AI application
- Group presentations of the AI-driven buying plan
- Video presentation of individual learning and project outcomes
- *Graded Assignment: Final Presentation and Wrap-Up*

METHODOLOGY

Our program revolutionises professional development in fashion buying and AI, blending interactive live sessions with flexible, on-demand learning materials. Dive deep into industry insights through:

- **Engaging Live Sessions:** Participate in live discussions following expert-led presentations, sparking innovation and creativity.

- **Diverse Learning Resources:** From pre-recorded lectures and insightful articles to participant-created videos and practical case studies, our resources cater to all learning styles.

- **Collaborative Environment**: Thrive in a collaborative setting with our discussion forums, perfect for networking, idea exchange, and peer learning.

- **Real-World Application:** With regular assessments and case study exercises, apply what you learn immediately to real-world scenarios.

- **Mentorship from Retail Leaders:** Gain invaluable insights and personalised feedback from experienced mentors who are deeply embedded in the fashion and retail world.

- **Comprehensive Learning Materials:** Access a wide range of resources, in-depth articles, and engaging case studies

Transform your career with a program that fits your schedule and push your boundaries.

EVALUATION:

Participants will be assessed based on their active participation in live sessions, the quality of their assignments, and the final collaborative industry project and presentation. Feedback will be provided throughout the program to ensure a rich learning experience.

PROGRAM OUTCOMES:

Upon completion, participants will be able to:

- Understand the role and responsibilities of a fashion buyer.
- Conduct effective brand research and market segmentation.
- Forecast trends and profile customers for future seasons.
- Apply AI tools to enhance the buying cycle and improve decision-making.
- Collaborate on industry-relevant projects and present strategic buying plans.
- Expand influential retailer networks

MEET *the* MASTERS

MASTER, ALESSANDRA MADUBUNYI

Alessandra is an MIT-certified entrepreneur in Generative AI with a fashion marketing degree. She founded WE are COCO after contributing at the British Fashion Council. Her consultancy unites over 350 retailers showcasing her commitment to innovation, mentorship, and sustainable growth in the fashion industry.

MASTER, SUE SHEILDS

Sue Shields, Luxury Womenswear Buying Manager at Fenwick, London, boasts 15+ years in luxury retail, with expertise spanning luxury womenswear, accessories, buying, trend forecasting, and product development. Her prestigious tenure at Harrods and Fenwick, Bond Street, showcases her skill in leveraging global consumer insights for retail success.

MASTER, CRISTO STUART-BUSSMAN

Cristo Stuart's path from his Bottega Veneta tenure at Harrods to becoming the Womenswear Buyer illustrates his commitment to luxury retail. With experience overseeing various categories in the UK and France, his knowledge extends to luxury goods, retail strategies, and the Chinese consumer market, enhanced by his academic background in Chinese studies.

MEET *the* MASTERS

MASTER, JULIE ELLIS

Julie Ellis, Buying Manager at The Outnet and sustainability expert with Good on You, combines 12 years of luxury e-commerce and retail experience. Specializing in strategic buy planning and product curation, Julie's expertise in label development and branded buying enriches her mentorship, offering deep industry insights and a commitment to sustainable fashion practices.

MASTER, SILVIA REIS

Silvia Reis, a seasoned Luxury Womenswear Buyer from Zalando, excels in product strategy and range building and trend analysis. As a lecturer at Porto Business School, Silvia combines industry insights with academic prowess, mentoring professionals in navigating the competitive fashion landscape.

MASTER, TOM BERRY

Tom is the former Global Head of Sustainable Business at Farfetch, integrating business strategy with sustainability for 20 years. With prior roles at Kimberly Clark and Innocent Drinks, and consultancy work at Gemini Consulting, he's adept at fostering commercial success, positive social and environmental impacts, emphasizing circular models and carbon footprint reduction.

GRADING BREAKDOWN

Participant must submit at least 80% of all assignments to complete the program for certification. The grading system is based on a binary evaluation method where:

- 1 indicates the participant has met or exceeded the criteria - Pass.
- 0 indicates the participant has not met the required criteria - Fail.

Components:
1. Participation in Live Sessions (Pass/Fail)
   - Active participation and mandatory attendance in all sessions are required for a pass.

1. Assignments (Pass/Fail for Each)
   - Week 1: Brand Selection Report
   - Week 2: Trend Forecasting and Customer Profiling Report
   - Week 3: AI Integration Plan
   - Week 4: Video Presentation

Assignments are evaluated based on completion, adherence to instructions, and quality of content.

1. Final Group Project (Pass/Fail)
   - Evaluated on contribution, creativity, feasibility, and the overall presentation of the collaborative fashion buying plan.
2. Peer Review (Pass/Fail)
   - Participants must provide constructive and helpful feedback on their peers' contributions.

Extra Credit

Extra Credit Opportunities (Binary Evaluation)

Extra credit assignments offer the chance to earn additional points, evaluated on a binary scale:

- Industry Analysis Blog Post
  - Submission of a well-researched and cited blog post on a current trend or innovation.

- Case Study Analysis
  - Detailed report submission on a provided case study, focusing on AI challenges in fashion buying.

Final Grade Determination

- The final grade is determined by the cumulative total of core assignments, projects, and any extra credit, converted into a binary scale:

  - 1 (Pass): The participant has successfully met the criteria for all core components and any additional extra credit opportunities.

  - 0 (Fail): The participant has failed to meet the criteria for one or more core components.

Please Notes:

- This binary system simplifies the grading process, focusing on whether participants meet the educational and engagement standards set by the program.

- Extra credit opportunities are optional but can compensate for areas where improvement is needed, provided the core requirements are met.

- Participants are encouraged to engage fully with all aspects of the program to ensure a comprehensive learning experience.

Certification Process

Eligibility for Certification

To be eligible for certification, participants must:

1. **Complete all modules:** Participants must actively engage in all four modules of the program.
2. **Attendance:** Attend at least 60% of all live virtual sessions.
3. **Assignment Submission:** Submit at least 80% of all required assignments by the given deadlines.
4. **Final Project:** Participate in and contribute to the final group project.
5. **Pass:** Achieve a minimum passing grade of 70% of the course content.

Certification Criteria

The certification process is structured to assess the participant's overall performance and learning throughout the program, including:

1. **Knowledge Acquisition:** Demonstrated understanding of fashion buying principles, market analysis, and trend forecasting.
2. **Skills Application:** Practical application of knowledge in assignments and the final project.
3. **Technology Integration:** Ability to integrate AI tools and technology into buying processes.

Certification Documents

Upon successful completion of the program and meeting all certification criteria, participants will receive:

- Certificate of Completion:
    - An official certificate stating the participant has completed the "Internship for Mentorship, Fashion, and Buying Technology" program.

    - The certificate will include the participant's name, program duration, and date of completion.

- Letter of Recommendation:
    - Participants who exhibit exceptional performance may receive a letter of recommendation from their mentor or program leader.

- Digital Badge:
    - A digital badge that can be shared on professional networks such as LinkedIn.

CONTACT INFORMATION

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