



Brand Management Basics

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.



The Fundamentals of Brand Management

OVERVIEW

This dynamic 1.5-hour course offers an immersive dive into the fashion industry's core: brand development, market segmentation, trend analysis, and customer profiling. Beginning with an introduction to the objectives and importance of understanding fashion's various facets, participants will explore buying categories (Menswear, Womenswear, Childrenswear, Accessories) and market segments (Luxury, Contemporary, Fast Fashion). Using a specialized toolkit, attendees will learn how to identify and analyze new brands, select standout brands based on market relevance, and understand their target audience and product appeal.

The course then shifts to trend analysis and customer profiling, highlighting the selection of seasonal focuses, the identification of key trends, and the detailed profiling of target customers, including discussions on economic impacts on consumer behavior. The final part integrates these insights into strategic planning for brand promotion and consumer engagement. A Q&A session facilitates the sharing of insights, concluding with a recap emphasizing the necessity of continuous research and adaptation in the evolving fashion industry. This compact course structure ensures participants gain a thorough understanding, ready to apply these insights practically.

ESTIMATED TIME COMMITMENT

The session duration will be 2 hours and most participants will spend approximately 4-6 hours a week on the modules and its activities. The total estimated time commitment of 8 hours over the 1 week period.

WHO SHOULD PARTICIPATE

- **Aspiring Fashion Entrepreneurs:** Essential for those launching a fashion brand, offering insights into foundational strategies for success.
- **Fashion Marketing Professionals:** Deepens understanding of consumer trends and strategic branding within the fashion industry.
- **Fashion Designers:** Aligns creative visions with market demands and consumer trends, enhancing design relevance.
- **Retail Buyers and Merchandisers:** Useful for informed product selection, focusing on trend analysis and customer needs.
- **Fashion Business Students:** Complements academic studies with practical insights into brand development and market strategies.
- **Fashion Bloggers and Influencers:** Enhances industry knowledge for better audience engagement and brand collaborations.
- **Fashion Consultants:** For professionals advising brands on trends, market entry, and positioning, offering the latest industry insights.
- **Customer Experience Managers:** Useful for professionals focusing on enhancing retail and online shopping experiences through targeted consumer insights.
- **Career Changers:** Provides a foundational understanding of the fashion industry, aiding a smooth transition into this sector.

PROGRAM BENEFITS



Earn between \$70,000 to \$100,000+ in retail, with opportunities for growth based on experience and success.



Master the art of analysing market trends, profiling customers, and crafting strategic brand promotion plans.



Gain a competitive edge in a \$19.37 billion retail market with expert knowledge



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



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



Launch a new brand with global understanding of customer preferences and pricing.



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



Develop skills needed by over 350 global retailers, adding to your resume and credibility.



Make management decisions with key insights that increase brand performance by 40%



SESSION AGENDA

INTRODUCTION: 10 MINUTES

Live Virtual Session: Recording link will be sent to participants

- Welcome and overview of the presentation.
- Brief explanation of the objectives of both modules.
- Importance of understanding buying categories, market segments, trend analysis, and customer profiling in fashion.

PART 1: EXPLORING BUYING CATEGORIES AND MARKET SEGMENTS (MODULE 1) (25 MINUTES)

- **Introduction to Buying Categories:** Brief overview of Menswear, Womenswear, Childrenswear, and Accessories.
- **Understanding Market Segments:** Explanation of Luxury, Contemporary, and Fast Fashion segments.
- **Research Process:** Steps to identify new brands within a specific category and segment.
 - How to use the provided toolkit.
 - Methodology for researching new brands.
- **Selection of Significant Brands:** Criteria for choosing three brands that stand out.
 - Brand Alignment Explanation: Discuss the relevance, target audience, and market needs.
 - Features and Price Point: Analysis of product/service features and their appeal.
 - Retail and Discovery: Retail strategies and the importance of discovering these brands.
- **Engagement and Evaluation Criteria:** Importance of engaging with peers and evaluation metrics.

PART 2: TREND ANALYSIS AND CUSTOMER PROFILING (MODULE 2) (25 MINUTES)

- **Choosing a Retailer or Brand:** The basis for trend analysis and defining the target customer.
- **Customer Profiling:** Detailed explanation of demographic, preferences, lifestyle, and purchasing behavior analysis.
- **Seasonal Focus:** Choosing between AW or SS for 2025 and its significance.
- **Identifying Trends:** Research methodology for identifying three influential trends.
 - **Definition and Relevance:** Detailed explanation of each trend and its impact.
 - **Economic Conditions Impact:** Discussion on how economic conditions affect consumer behavior and spending habits.
- **Visuals and Creativity in Presentation:** The importance of visuals and thinking outside the box.

PART 3: COMBINING INSIGHTS AND FORMULATING STRATEGIES (20 MINUTES)

- **Integration of Insights:** How buying categories and market segments influence trend analysis and customer profiling.
- **Strategic Planning:** Using insights for effective decision-making and innovative strategies.
 - Addressing economic impacts and consumer behavior changes.
 - Cost-effective buying and encouraging consumer engagement.

Q&A (5 MINUTES) AND CONCLUSION (20 MINUTES)

- Open floor for questions, clarifications, and discussions.
- Encourage sharing of insights, experiences, and additional tips among participants.
- Recap of the key takeaways from both modules.
- The importance of continuous research, analysis, and adaptation in the fashion industry.
- Thank participants for their engagement and encourage them to apply these insights into their practices.



EVALUATION:

Participants will be assessed based on their active participation in Q&A sessions, the quality and detail of their module submissions. Feedback will be provided throughout the program via whatsapp group to ensure a rich learning experience.

PROGRAM OUTCOMES:

Upon completion, participants will be able to:

- Understand the role and responsibilities of a brand manager
- Boost your career prospects and readiness for advancement within the fashion industry.
- Gain insights into fashion trends, segmentation, and brand development.
- Master analysing market trends, profiling customers, and crafting brand strategies.
- Forge connections with global fashion professionals, experts, and mentors.
- Earn a certificate recognised by over 350 global retailers, adding to your resume and credibility.
- Expand influential retailer networks

MEET *the* MASTERS



MASTER, ALESSANDRA MADUBUNYI
WE ARE COCO

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, KATHY SELLERS
SAKS FIFTH AVENUE

Kathy is a business driver who has a track record of beating seasonal plans. She has strong analytical skills, able to understand the customers' needs through sales and trend analysis. Her experience extends to Handbags, Footwear, and Men's categories. Understanding both OTB and how pricing strategies play into the overall success of a business.



MASTER, TEMI WILLIAMS
THREADS STYLING

Temi Williams, with a diverse fashion industry background, now excels in brand partnerships at Threads Styling, driving business and brand strategies. Their experience spans roles at WGSN and Kurt Geiger, backed by a Fashion Buying and Merchandising degree from the London College of Fashion.



MEET *the* MASTERS



**MASTER, ANISSA DRAA
PRINTEMPS**

Anissa Draa, is Printemps Luxury and Womenswear Buyer. Her diverse background spans Retail (Christian Dior), Visual Merchandising (Gucci), Buying (Givenchy), digital realms (IWD, Vestiaire Collective), and multi-brand buying. Her unique journey has honed her analytical prowess, competitive insight, and curation skills, underpinned by a fervent passion for creativity and emerging trends.



**MASTER, SILVIA REIS
ZALANDO**

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.

Accreditation Process

Eligibility for Accreditation

To be eligible for certification, participants must:

1. **Complete all modules:** Participants must actively engage in the session Q&A and modules.
2. **Attendance:** Attend the full session
3. **Assignment Submission:** Submit at least all required assignments by the given deadline.
4. **Pass or Fail:** Participants submission must exhibit clear understanding of the session by the quality of contacts, brand research and customer profiles by trend.

Accreditation Criteria

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

1. **Knowledge Acquisition:** Demonstrated understanding of brand management principles, market analysis, and trend forecasting.
2. **Skills Application:** Practical application of knowledge in assignments and modules.
3. **Q&A Participation:** relevant questions or contributions to the Q&A sessions.

Accreditation Note

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

- Letter of Accreditation:
 - An official letter stating the participant has completed the "Internship for Mentorship, Brand Management Basics" session.
 - The letter will include the participant's name, program duration, and date of completion.
- Letter of Recommendation or Reference:
 - Participants who exhibit exceptional performance will 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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