

Contemporary Fashion Business Reflection



	A	B	C	D	E
1	Incoming	Amount		Outgoings	Amount
2	Budget	£500		Venue	£500
3	Contingency	£200		Set-up	£500
4	Sponsor One	£250		Transport	£100
5	Sponsor Two	£250		Total	£1,100
6	Total	£1,200			
7					
8					
9					
10					
11					
12	Total Remaining	£100			

Launch night reflection

As the graduating class of 2020 we have organised a night which will launch our work, us as a brand and as fashion marketing and communication. This is organised as part of our contemporary fashion business module. In order to best prepare for this evening we have two teams; the creative team and the project business team.

Looking back over the last three years and the educational experiences previous to this it was clear to me that I would be best suited with the business team as the previous skills I have developed meant that this is where my strengths are better suited. As most of these skills are business based rather than creative based I wanted to ensure as I am working as part of a team that I can give the best work possible into my project. Thinking about this choice that I made to join the project management team I believe this was the best suited choice as it has allowed me to improve and gain more skills such as email communication, team work, and financing.

Thinking about job roles within the business team which are; venue, sponsorships, industry and personal contacts, finance, catering and transport. The role that I thought I would be best suited to was finance. Reflecting back upon this I have enjoyed working on this job role as it has allowed me to expand my knowledge on something which I only knew the basics. This means that I now have a more in-depth knowledge on how to manage financing within a group as part of a launch whereas the financing I knew previously was sales against target in retail.

One part of initial problem solving for me was trying to decide a role which I thought would aid in the career direction I want to go into. As visual merchandising is the job role I aspire for the closest link to this as part of the teams was the venue install however I chose not to go for this role as I decided that I wanted to be able to progress more of my business management skills, as my final major project is based around a new way to visual merchandise it was important for me to be able to take a step back and see this job role from a different perspective which is how I decided to choose the finance role.

As the future job role that I hope to take on after university is Visual Merchandising. Therefore I think that financing is an important role for me to take on so I can understand what it takes in more depth. I think that financing is important when working within visual merchandising for those who create these displays both in stores and in the windows they will have to stick to a managed budget which will have to also be able to work in all stores.

Another part of problem solving also helped me to develop on skills which I have not had to previously rely on as I had to learn how to manage money within a group with different people in each group needing money for different things including transport, venue and venue install this meant that I had to have my overall budget divided between the different aspects and for me this was initially challenging as before sponsors we had a limited budget which meant I would have to be careful on how this was best delegated, this improved both my team working skills and financial skills in a way I had not improved financing before. I also had to use emailing communication in order to keep the venue up to date on payments that we made and gathering invoices and then using this information to update my spreadsheet.

A massive part of problem solving for us as a team was how to present what we have worked hard to do when we have to stay apart due to the current pandemic. This has meant that we have improved our technology skills in order to create an online presentation. In my part of this I will be working on my social media skills as I have created an Instagram account for our team which will publish us as a team and what each part of our roles are as well as a link to the website to see the work we have produced. I have found this challenging at times with using FaceTime as the new form of group communicating and ensuring files were the correct size in order to be able to collate them all digitally into one group file.

In conclusion this module has aided me to reshape my skillset and look at things in a way that I may not have done previously. I enjoyed being able to work as part of a team as I believe it will give us the best possible outcome for launch night and the way we reveal our brands to industry. Working as a team has also helped increase my confidence in the way that I work and take on leadership where needed when it incorporated financing.

Back up research

My financing spreadsheet

	A	B	C	D	E
1	Incoming	Amount		Outgoings	Amount
2	Budget	£500		Venue	£500
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5	Sponsor Two	£250		Total	£1,100
6	Total	£1,200			
7					
8					
9					
10					
11					
12	Total Remaining	£100			

Email correspondents between myself and the venue

