



**Fashion Industry:**  
Marketing, Buying & Promotion



# Fashion Industry: Marketing, Buying & Promotion

Based in one of the world's most influential fashion capitals, the BA (Hons) Fashion Industry: Marketing, Buying and Promotion at the University of West London offers a focused and forward-thinking approach to fashion education. The course begins with an exploration of all three key disciplines—marketing, buying, and promotion—before allowing students to specialise in their chosen pathway from Level 5 onwards.

With smaller cohort sizes, students benefit from personalised guidance and one-to-one academic support. The teaching team is composed of professionals with strong industry links, ensuring that course content remains current, relevant, and aligned with the realities of the fashion business.

The course places a strong emphasis on sustainability and social responsibility, encouraging students to develop projects that reflect the evolving values and priorities of the global fashion industry. Live projects at Levels 5 and 6 provide valuable practical experience, enabling students to build a portfolio of work that enhances their employability.

Throughout the course, students are encouraged to think critically, respond to industry challenges and explore their own ambitions. London's rich fashion landscape—its exhibitions, businesses, and trade events—forms an integral part of the learning experience, helping students gain access to insights that extend beyond the classroom.



# **Fashion Industry: Our Manifesto**

**We are shaping future leaders in Fashion Marketing, Buying, and Promotion—individuals who are informed, adaptable, and ready to contribute meaningfully to a fast-changing industry.**

**Rooted in real-world practice and immersed in the cultural energy of London, the course provides direct access to industry insights, networks, and opportunities.**

**We place strong emphasis on sustainability and social responsibility, encouraging students to think ethically and act with purpose.**

**We champion individuality and diversity, recognising the value each student brings to the learning environment.**

**Our mission is to develop confident, creative graduates ready to shape the future of fashion.**



# **Our Pathways**

**Branding and Marketing**

**Buying and Management**

**Promotion and Imaging**

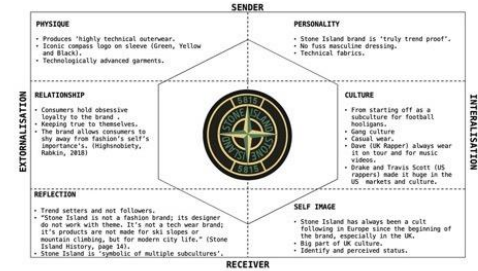


# Branding and Marketing

The Branding and Marketing pathway equips students with research, consumer insight, and strategic thinking essential for success in fashion. Through trend analysis, critical thinking, and creative development, students build compelling, future-focused marketing strategies. Each project reflects a strong understanding of brand identity, audience behaviour, and visual storytelling—ensuring outcomes are both well-informed and aligned with the aesthetic, consumer expectations, and communication standards of the industry.



## 3.1 BRAND\_IDENTITY\_PRISM



## 4.0 THE\_MARKETING\_P's

During my research, I decided to pop into their Ragshop store in Soho, London and their stores in Selfridges and Harrods. I decided to look into Stone Island's marketing P's, also known as the marketing mix, which is a way brands such as Stone Island take a new product or service to the market. I wanted to define the marketing options for Stone Island by looking at Product, Price, Promotion and Place.

With **PRODUCT**, I looked into what features the product meets for the consumer's needs, the consumer's experience and the branding. **PRICE** I looked at the value of the product and established price point. **PROMOTION**, I looked into where Stone Island addresses their target audience and with **PLACE**, I looked at Stone Island's channels, and where they sell their products, such as stores and online.

**PRODUCT**

- Brand personality - Innovative, distinctive and iconic.
- Brand quality - Stone Island is a subculture and always different and always different.
- Brand positioning - Premium and high-quality pricing and branding.
- Brand identity - Premium and high-quality pricing and branding.
- Brand - In different ways and different ways and different ways.
- Brand - In different ways and different ways and different ways.

**PRICE**

- High price point - To create a high-end brand as a subculture.
- Marketing mix - To create a high-end brand as a subculture.
- Marketing mix - To create a high-end brand as a subculture.
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- Marketing mix - To create a high-end brand as a subculture.

**PROMOTION**

- Communication - word of mouth, social media, press and PR.
- Channel - In digital channels, such as the website, social media, and PR.
- Marketing mix - To create a high-end brand as a subculture.
- Marketing mix - To create a high-end brand as a subculture.
- Marketing mix - To create a high-end brand as a subculture.

**PLACE**

- Multi-channel - Stone Island - Premium store in the UK, London and Manchester.
- Website, such as the website, social media, and PR.
- Marketing mix - To create a high-end brand as a subculture.
- Marketing mix - To create a high-end brand as a subculture.
- Marketing mix - To create a high-end brand as a subculture.

## 3.2 CULTURE

**Culture Part 2 - Music.**

When we talk about Stone Island's relationship with music, we have already established that the UK already had a passionate attachment to the brand, which started in its early rock music territory. Liam Gallagher, the Oasis lead singer began to wear Stone Island music often, Stone Island had become more in demand.

The brand was a big part of street culture and the UK scene in early 2000s, which involved artists like Daptar, Kanye and Drake wearing the brand in music videos and casual wear. Kanye and Drake were also seen wearing Stone Island in the music video for 'The Way I Am'. Stone Island have managed to adapt and maintain themselves as the 'go-to brand' for successful figures, and not just those who were part of the 'streetwear' movement.

The brand has been known in the US market since the 1980s, however it didn't get popular until 2014 when they did their first collaboration with American Streetwear brand Supreme.

Rappers such as Drake, Travis Scott and ASAP Rocky were one of the first to wear the brand in the US music industry. It became less of a 'subculture' thing and more of a cultural thing. This included the brand's inclusion in the likes of Drake and Travis making it known in the US market, the brand later on started collaborating with high brands, such as their second collection with Supreme and Nike.

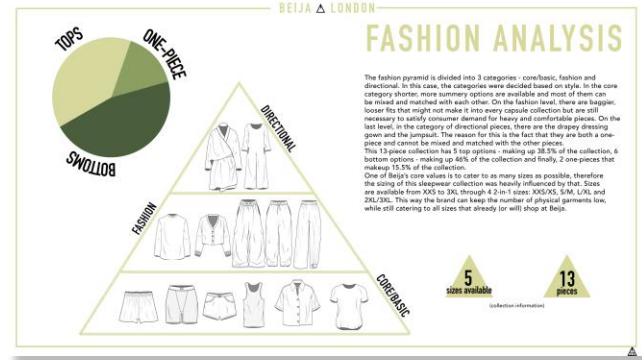
Stone Island went from rock music influences, to UK grime and then hitting mainstream music scene.

Drake\_wearing\_Stone\_Island\_On\_Tour



# Buying and Management

The Buying and Management pathway develops students' expertise in product analysis, consumer demand, and supply chain strategy within the fashion industry. With a focus on practical knowledge and real-world application, students learn how to evaluate product performance, understand responsible sourcing and logistics, and respond to market trends. Projects are designed to build commercial awareness and decision-making skills, preparing students to manage buying cycles and contribute effectively to business operations and brand success.





# Promotion and Imaging

The Promotion and Imaging pathway focuses on visual storytelling, blending industry knowledge with creative expertise to craft impactful marketing campaigns. Students develop skills in promotion tactics, content creation, and research, with a particular emphasis on photography and film relevant to fashion and lifestyle. Through hands-on projects, students learn to create compelling visual narratives that resonate with audiences, while gaining a deep understanding of the latest trends and technologies in the visual promotion of brands.



**MUSES**



# What we do differently

**Live Projects:** Work on live industry projects with SME businesses based in and around London, offering real-world experience and portfolio-building opportunities.

**Personalised Feedback:** Small group sizes ensure every student receives detailed, bespoke feedback to support their individual growth and development.

**Industry Mentorship:** Guest speakers and industry professionals mentor students, guiding them through live projects and sharing valuable insights.

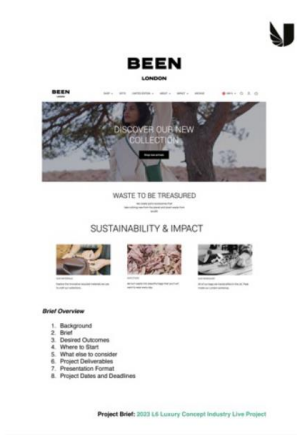
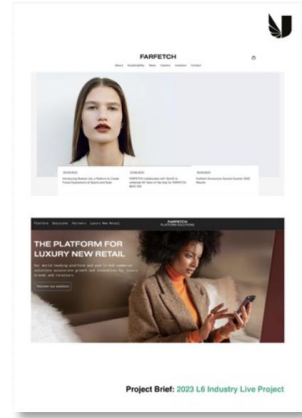
**Experienced Staff:** Our teaching team, composed of active industry professionals, brings up-to-date knowledge and practical expertise into the classroom.

**London as a Learning Hub:** Utilise the city for exhibitions, placements, mentor talks, and on-location tasks that immerse students in the fashion industry's vibrant landscape.



# Our Live Projects

Our collaborators work with us to develop Industry Briefs that are relevant to the industry of today and tomorrow.



# Internships & Work Experience:



## Key Accomplishments During My Internship

During my internship I sourced images and information to build content for the Common Objective website, created newsletters to promote their upcoming training workshops and worked on creating graphics and adding content to build the Living Wage training slide deck for Vivienne Westwood's training workshop.

My biggest accomplishment during the internship was being part of the Vivienne Westwood training workshop, this included being part of meetings related to the production of this content and working closely alongside Melanie to create the Living Wage slide deck, creating relevant graphics, sourcing imagery, finding key statistics and good practice examples of supply chain living wage within the luxury fashion industry.

Throughout my internship I have achieved the goals I had previously set including; learning how to use their CMS systems to create content, applying and developing my marketing knowledge, growing my industry network contacts and gaining a deeper knowledge of Common Objective, particularly in relation to the sustainable fashion industry.

I have also developed my transferable skills, including improving my communication skills, developing my writing skills and knowledge of marketing and content creation.

[Redacted] has been a massive help during her placement with us at Common Objective, she has dedicated herself to helping create content and marketing materials for our current and upcoming projects

- Tamsin Lejeune, Co-Founder of Common Objective



- Our Curriculum is designed to facilitate Level 5 students to undertake an Internship / Work Experience or to participate in a live industry brief.
- We currently have 7 students undertaking work experience this semester, with the remainder completing a project with River Island.
- 2 students have been given the opportunity to curate the costumes for Jon Crewe's new play – which is debuting at the Drayton Arms on May 13th.
- Several students have gained permanent employment from Internship – a current L6 is now working part-time within the Selfridge's Buying Department and is being mentored for a permanent position on graduation.

# Internships & Work Experience:



**Dior** – Retail / Styling / Personal Shopping

**Burberry** – Retail / Styling / Personal Shopping

**Common Objective** – SM Content & Marketing

**Emilia Wickstead** – PR

**Liberty** - PR

**JW Anderson** – PR

**Kurt Geiger** - Marketing

**Jigsaw** - Buying

**Ideal of Sweden** – Social Media Marketing

**Goodordering** – Social Media Marketing

**E.L.V Denim** – Social Media Marketing / Styling / PR

**FanFare** – Social Media Marketing / Styling / PR

**Sandro** - Marketing

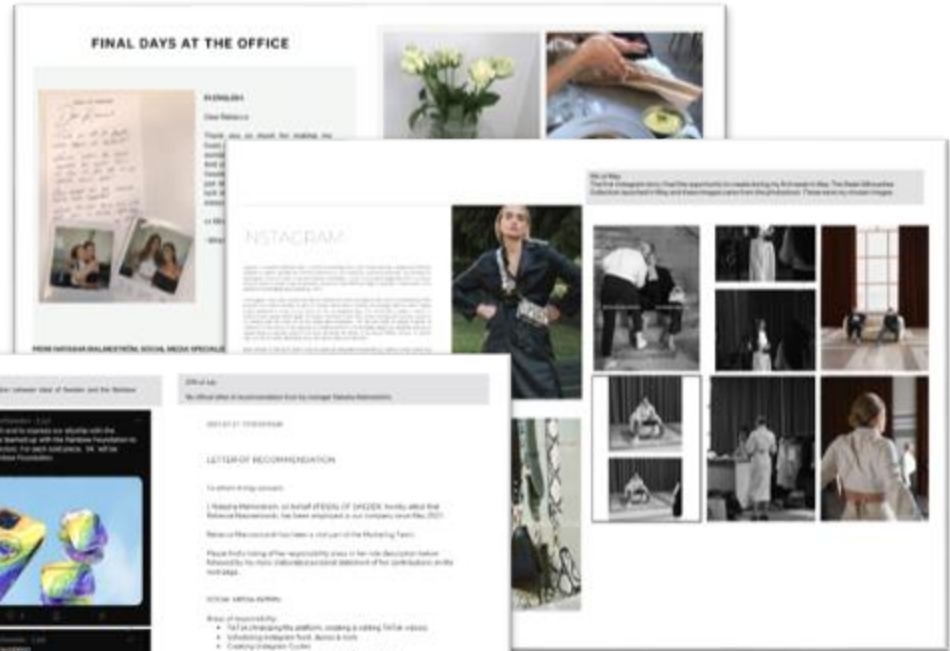
**HEWI London** – PR

**Wonderland Magazine** – Stylist assistant

**All Saints** - Buying

**Lone Design Club** - Merchandising

**Justice in Fashion** – Social Media content creation



**Ideal of Sweden** – Placement report extract. Reports are developed in a graphically relevant manner.

# Alumni Careers

Below gives an insight into the wide variety of exciting job roles that our students are progressing onto within the Fashion industry.



**Alexander McQueen - Operations Admin Assistant**

**AllSaints - Senior Brand Experience Manager**

**Aperture Comms - Marketing and Social Media Executive**

**Asos - Merchandising Assistant**

**Boden - CRM Executive**

**Foot Asylum - Regional Visual Merchandiser**

**Gucci - women's RTW Client Specialist**

**James Purdey & Sons - Account Executive**

**JS Health Vitamins - Head of EU Partnerships**

**Lacoste - Global Merchandising Footwear Assistant**

**Launchmetrics - Customer Success Manager**

**Levi Strauss - Visual Merchandising Manager**

**Lone Design Club - Store Designer**

**Louis Vuitton - Private Client Relations**

**Montblanc - Logistics and Operations Administrator**

**New Era Cap, Mexico - Sourcing and Brand Extension Executive**

**Rosalique Skincare - Marketing Executive**

**Shiseido Group - Store Design Coordinator**

**Toki Territory, New York - Global Sourcing & Distribution Assistant**

**Turnball & Asser - Marketing & Visual Merchandiser**

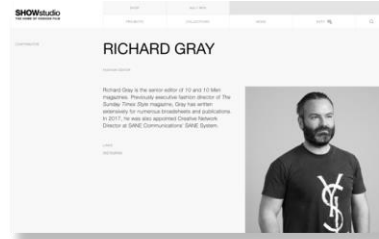
**Victoria Beckham - Logistics Operations**

**Watches of Switzerland - Virtual Boutique Client Specialist**

**Zara - Product & Trends Controller (Footwear & Bags)**



[Chanda Pandya](#)



[Richard Gray](#)



[Chantelle](#)

[Abigail](#)

Chantelle Morton, Co-Founder and Director of Friday Takeaways

Design and creative thinking are at the heart of my DNA. I have outstanding leadership and strategic planning experience, with clients such as McDonalds and Marks and Spencer. My marketing practice influences my respect for quality, culture and systems, working with the Royal College of Art, London College of Fashion, Design Museum, Internet House and Fast Britain.

Abigail Summerfield, Co-Founder and Director of Friday Takeaways

Working as Business Development Director and Brand Client Partner with prestigious companies such as F&A, M&S, Asda & Sainsbury's and McDonald. My disciplinary experience includes business strategy, branding, advertising, design, and digital communications from consumer and corporate clients such as Asda, M&S, Vodafone, O2, Pampers, Panasonic, Research House, O2B.

[Chantelle Morton & Abigail Summerfield](#)

# Team

We have a great team of experts that support our student groups and are passionate about what they do and their role in helping to guide the next generation.



[Simon Hanna](#)



[Heather Dupuy](#)



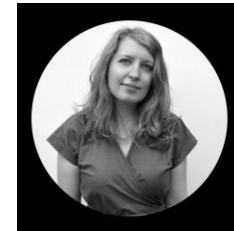
[Sarah Askew](#)



[David Thomas](#)



[Nick Holbrook](#)



[Charlotte Turner](#)



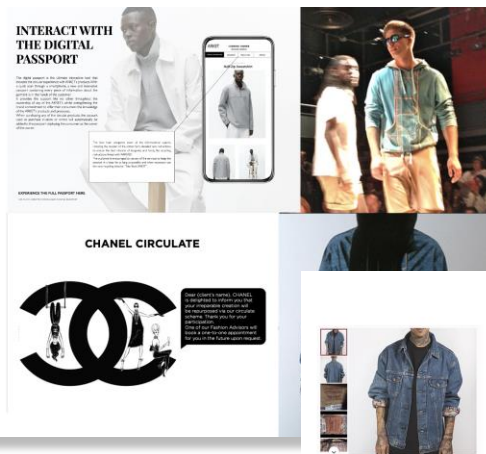
# Heather Dupay

Heather is a creative fashion business and design educator with broad experience of lecturing and curriculum development in fashion buying and management, fashion design, textiles and art & design, within HE and FE environments.

With over 15 years' industry experience within fashion buying, product development and management for both premium and high-street brands, Heather is now a passionate industry collaborator, with a keen interest in responsible design and production practices, and a focus on sustainability and circularity.

## 20 years teaching experience:

- Design – Graduate Collections
- Knitted Textile design
- Industry Collaborations & Live Industry projects
- Fashion Buying & Management - range planning, sourcing and supply chains
- Major project supervision



## Collaborations: Levi's x Liberty

- Collaborated with Levi's to create Levi Jackets lined with classic Liberty fabrics.
- Levi x Liberty shirts
- These are now collectors' items - on vintage websites



## Industry Experience

20 years industry experience including buying roles at:

- Burberry
- Liberty of London
- Scotch House





# David Thomas

David brings over 15 years of experience in higher education, specialising in curriculum design and delivery with a focus on industry project development. For over 10 years, he has presented projects and research internationally, contributing to global discussions on education innovation. David develops models that explore commercial education and knowledge preservation for future generations. As co-founder of ThomFong, a design and strategy consultancy, he collaborates with businesses in fashion, conservation, and health. He also works with student groups to explore the future of industry and foster forward-thinking solutions.





# Charlotte Turner

Charlotte is a sustainable and regenerative fashion and textiles focused educator, consultant, commentator, advisor and business mentor working with students, brands, retailers and manufacturers on the creative and strategic development, production, distribution, retail, branding, marketing, communication, use and reimagining of fashion and textiles related products and services.

15+ years' work in this field for both industry and HE has focused on building and supporting responsible businesses with long-term sustainability strategies; to develop, create, market and sell products and services in the most socially, culturally and environmentally responsible ways possible; and communicate authentically about sustainability related achievements and goals in accordance with current marketing and greenwashing guidelines.

# ECO AGE



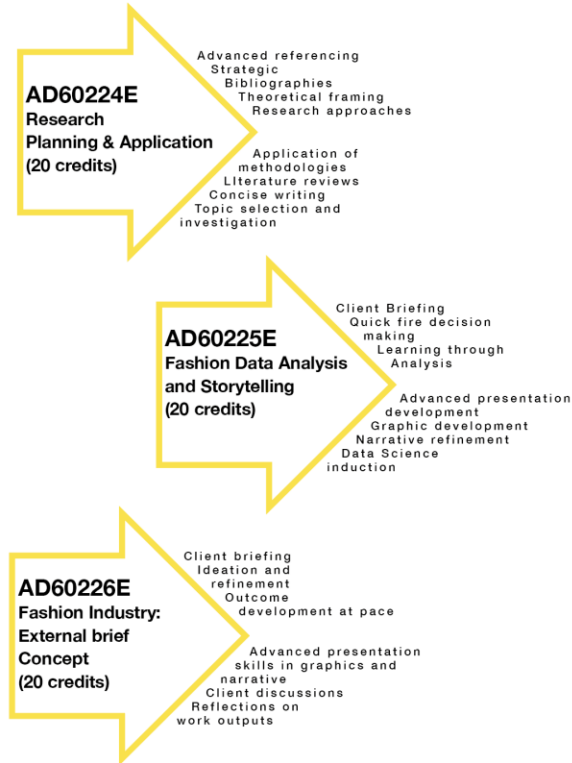
## RÆBURN

# Course Map L6: All Pathways

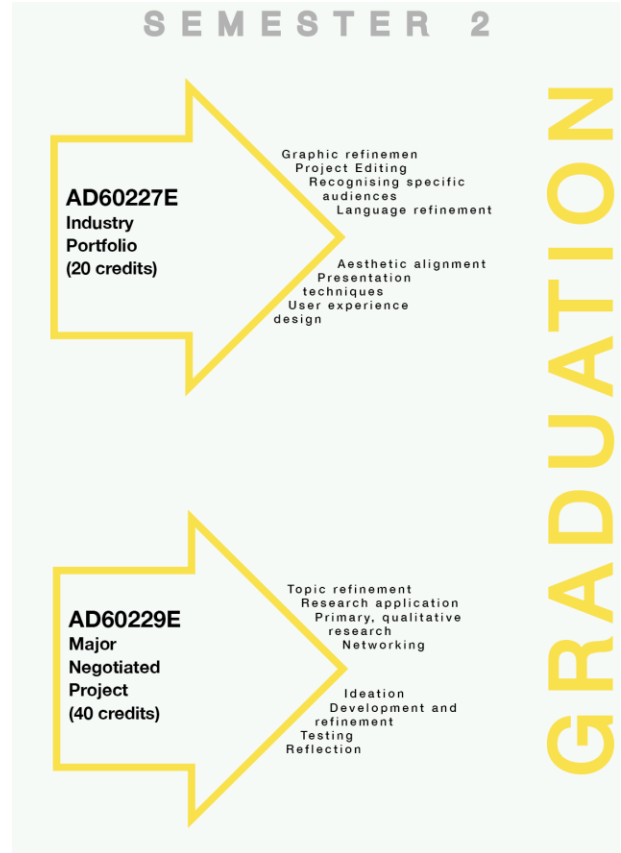
Year 3



## SEMESTER 1



## SEMESTER 2



GRADUATION

# At Level 6

, the course aims to create a community of learning that fosters collaboration, individual progression and professional awareness and relevance. All students are assigned to shared modules and are required to negotiate their outcomes for assessment in each module, as relevant to their discipline and their career aspirations. The course aims to facilitate the process of networking and career building by focusing on graduate scheme application and alignment of module outcomes to industry live projects and collaborations via the External Brief module and the Major Negotiated Project module. There is also an emphasis on academic and professional skills attainment that recognises the industry context of today for many graduates. The ability to research effectively whilst utilising 'online' data to create content, analyse product/services and strategise is essential. The course aims to facilitate the development of these skills and to offer a level of confidence and Achievement to each student that positively reflects their engagement.

## **Our students will:**

- refine primary and secondary research techniques that utilise recognised methodology and ethical considerations.
- focus on understanding data analysis and storytelling within fashion retail, as a reaction to the changes in the modern industry.
- work directly with external clients to fulfil briefs and present outcomes in a professional context.
- develop a major project outcome that allows the student to explore their interests and strengths to an advanced level.
- produce an industry ready and relevant portfolio as our final graduate outcome.

# Level 6

## Research Planning and Application AD60224FE

This module focuses on developing the learner's ability to plan and organise research methods and tasks relevant to the development of a Major Negotiated Project. Learners gain insight into Gantt Chart planning, Research methodology, Ethical consideration, primary research planning and aligning career aspirations with module outcomes. The student will also be required to present ideas to promote autonomous decision making.

### Assessments include:

- Ideas Presentations
- Report Analysis
- Peer Assessment

## Fashion Data Analysis and Storytelling AD60225E

The module will focus on the role of data analysis and data storytelling in a commercial environment. Students will be required to complete a set of tasks that will involve collating and analysing data for a variety of objectives to test their understanding and skills application. Individuals will then be required to apply innovative ideas on how to highlight a perspective or idea utilising data in a creatively engaging context.

### Assessments include:

- Ideas Presentations
- Data analysis via written and visual narration

## Fashion External Brief AD60226E

The module will develop the learner's business, project management and consultancy skills, with the investigation of a series of key challenges and implementation of the launch of a proposed concept for a fashion brand. Learners will work individually and collaboratively on the execution of a creative developmental plan and proposal for a specified fashion brand, together with supporting research which provides a justification of the methods and approaches used in relation of the brief's objectives. Industry relevant problem-solving and articulation skills are focused upon in this module.

**Assessments include:**

- Ideas Presentations
- Group work
- External Client Feedback

## **Major Negotiated project** AD60229E

The module's sole objective is to develop the confidence of the individual learner in both academic research application and project realisation. The learner is required to act upon the strategies identified within the semester 1 module – Research Planning and complete a series of research outcomes that will allow them to develop a project realisation relevant to the industry sector they wish to engage with. The students will negotiate their own brief and set and articulate clear deadlines that lead to the successful completion of the module.

**Assessments include:**

- Ideas Presentations
- Written analysis and supporting summary
- Project planning and realisation

## **Industry Portfolio** AD60227E

The module is intended to support and develop an industry focused digital portfolio. It is designed to give the student the opportunity to develop an individual approach and style that will aid them in future career progression. The structure focuses initially on peer assessment and seminars based on presenting and analysing examples. The module then progresses to a series of one-to-one tutorial sessions that utilise industry professionals in order to offer relevant and direct feedback on portfolio presentation ideas. Students are required to state the objective of their portfolio in terms of appealing to a selected audience for the tutors to offer appropriate guidance.

**Assessments include:**

- Proposal presentation (Portfolio Direction / Audience recognition)
- One to one Feedback on Portfolio development
- Portfolio submission

Module Code	Module Title	Module Level	Core	Optional	Assessment Type	Assessment Number
AD50265E	Professional Development and Industry Practise	5	Core		Oral Assignment Portfolio Portfolio	3
AD50266E	Social Responsibility and Sustainable Practise	5	Core		Written Assignment Artefact	2
AD50267E	Fashion Media and PR	5	Route		Portfolio Artefact	2
AD50268E	Fashion Range Planning	5	Route		Written Assignment Oral Assignment Written Assignment	3
AD50270E	Fashion Photography	5	Route		Portfolio Artefact	2
AD60191E	Entrepreneurship Portfolio	6	Core		Portfolio	1
AD60192E	External Presentation and Pitch	6	Core		Portfolio	1
AD60193E	Luxury Fashion Concept	6	Route		Portfolio	1
AD60194E	Major Negotiated Project	6	Core		Portfolio	1
AD60195E	Research Planning	6	Core		Portfolio	1
AD60197E	Fashion Promotion: External Brief	6	Route		Portfolio	1



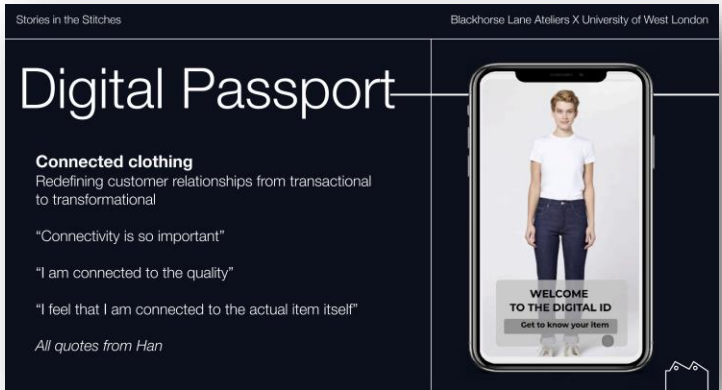
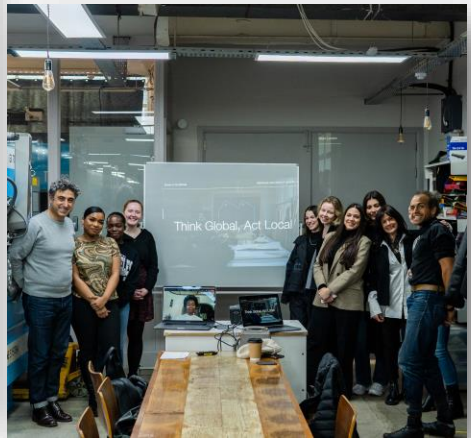
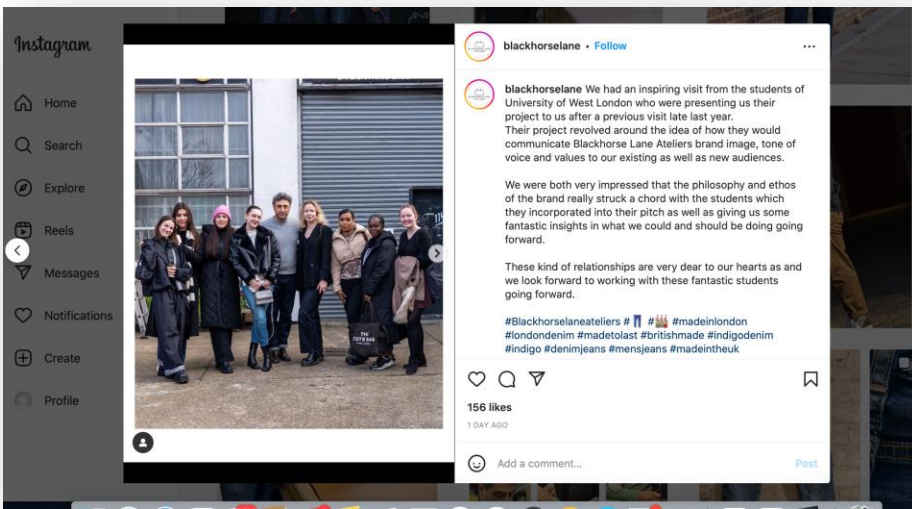
# **Industry Engagement:**

**The core of our curriculum**



# Live Projects Blackhorse Lane Atelier

A client project that consisted of narrative and storytelling for social media, Supply Chain analysis and Digital Product Passport idea development

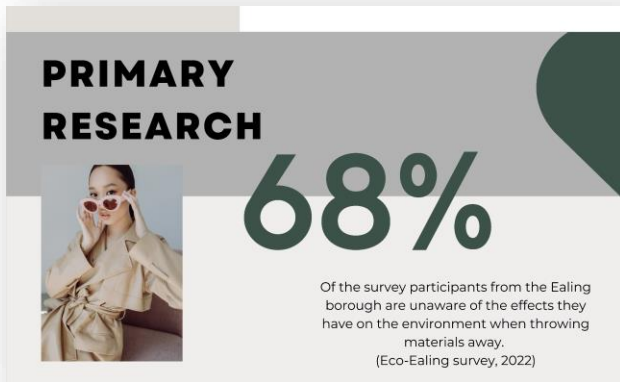


# Live Projects

British Academy +  
SOS-UK

Focus on the development of an application proposal for Ealing Council to promote clothing exchange.

Students awarded £5,000, which was used to develop a sustainable event at the Ealing Project, and a recent legacy event within the SU space.



## INSTAGRAM



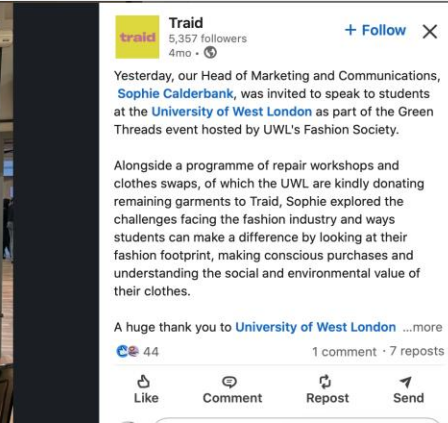


# Live Projects

## Green Threads

### (TRAID + ERC)

An event designed and curated by the student group to educate on the negative impacts of fast fashion and to encourage responsible consumption - by clothes swapping, repair and donation.

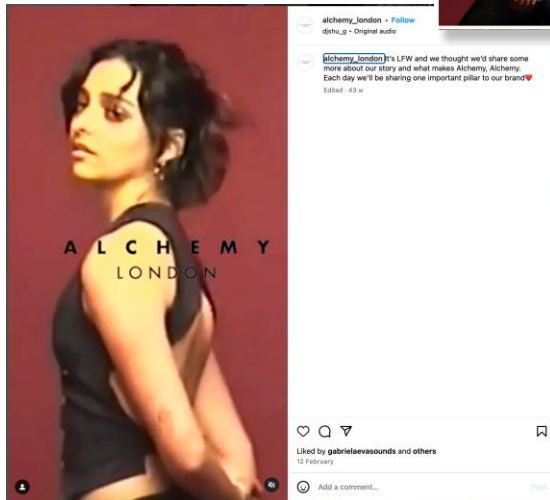
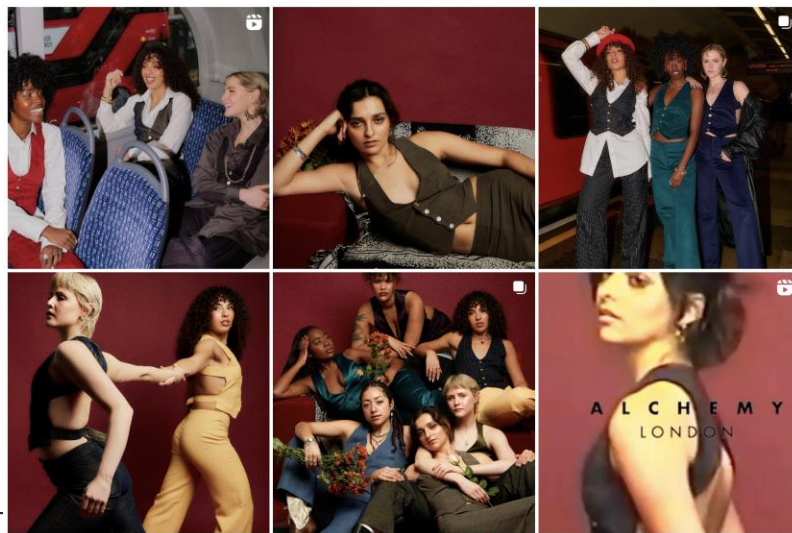
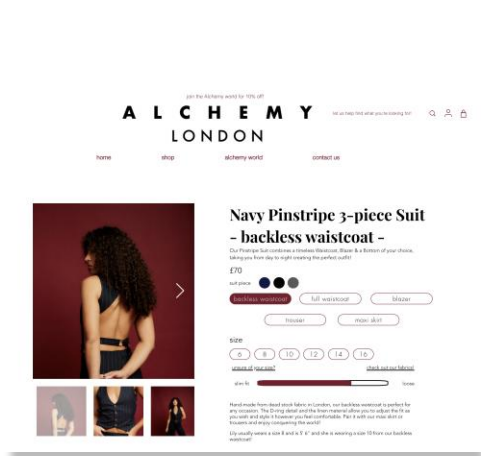




# Live Projects

## Alchemy

A client project that consisted of product analysis, transactional website build proposal, and the creation and launch of an exciting visual campaign for the brand.





# Student Engagement & Experience

In January, as part of our enhancement week activities we developed a project with Dazed Studio. Our students had their work featured online by Dazed Studio and took part in live podcasts as part of the company's research directives. This project saw levels 4,5 and 6 working together on one project.

## MOVING FORWARD

The course should develop ways to facilitate these types of projects and to integrate them into module outcomes in order to maximise attendance and engagement. Overall, engagement was very positive but as it was not mandatory, not all students attended and engaged.



with Izzy Farniloe

### DEFIANT YOUTH: STUDENT TAKEOVER ON THE FUTURE OF AI CREATIVITY & FEMME POWER (AGAIN!)

This week at *The Echo Chamber*, we invited fashion marketing and buying students from University of West London to take over our newsletter.

We asked them to work in groups, pitching ideas for this week's newsletter on subjects they felt passionate about. Below, explore excerpts from five standout students' submissions covering everything from cross-cultural femme power to the snowballing impact of artificial intelligence on the creative industries.

### RACING TO THE TOP Nikola Pawlas & Rebekah Daniels explored the rise in femme power in F1 online

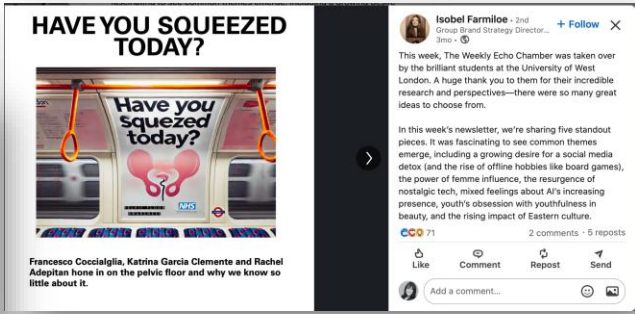


Image Source: Vogue Philippines

### IS AI CAPABLE OF CREATIVITY? Mary Ogunbowale & Nang Hom Tip Tool questioned whether use of AI in *The Brutalist* and *Emilia Pérez* is a gateway to AI creativity



Image Source: Still from *The Brutalist*, via New York Times



Francesco Coccialgilia, Katrina Garcia Clemente and Rachel Adeigitan hone in on the pelvic floor and why we know so little about it.

### FEMME POWER HOW TECH GIRLIES ARE CHANGING THE NETWORKING APP SCENE Nikola Pawlas & Rebekah Daniels looked at women's-only social networking apps



Image Source: Rebekah Daniels

# Co Collaboration

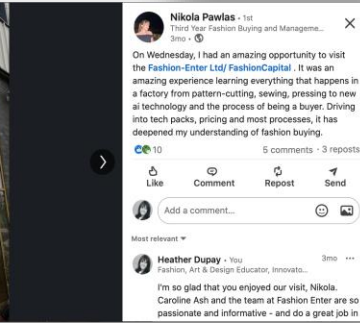
Our work with Dazed Studio will continue, taking part in podcasts and live projects to gain insight into research and opinions that matter to fashion and lifestyle audiences.



# Trips

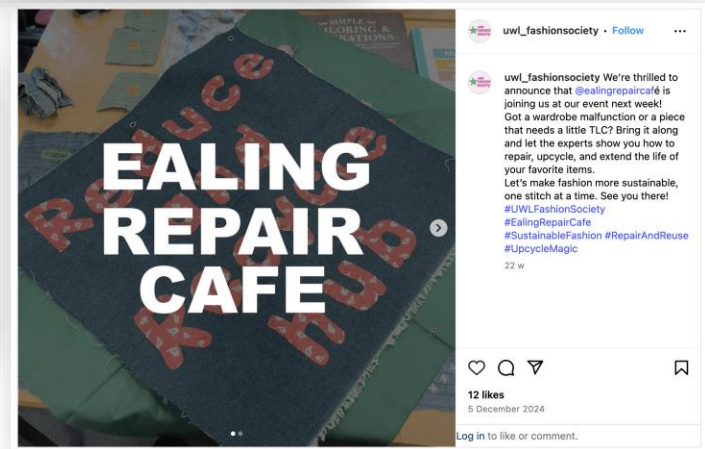
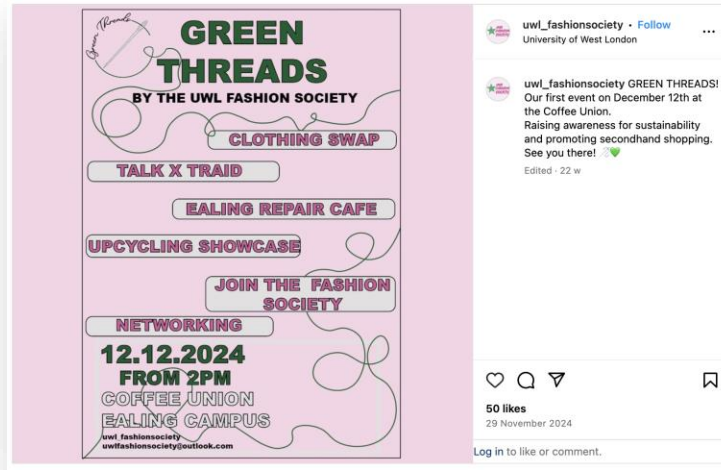
## Real World Engagement

with the student groups is key. We utilise London as much as possible to show students the wealth of research and idea development that can come from first-hand experience.





# Building a community





# Our Students, their voices

Hear from some of our graduates of 2024, discussing their ideas. Our students have been commended by industry experts for the professionalism and confidence shown when presenting and conveying their ideas to audiences.



An  
introduction  
to Hanna

**NEW GRADUATES - NEW IDEAS**  
BA (Hons) FASHION BRANDING/BUYING/PROMOTION



*Hanna Otto*

[Video link](#)



An  
introduction  
to Bianca

**NEW GRADUATES - NEW IDEAS**  
BA (Hons) FASHION BRANDING/BUYING/PROMOTION



*Bianca Cios*

[Video link](#)



An  
introduction  
to Amy

**NEW GRADUATES - NEW IDEAS**  
BA (Hons) FASHION BRANDING/BUYING/PROMOTION



*Amy Lindsay*

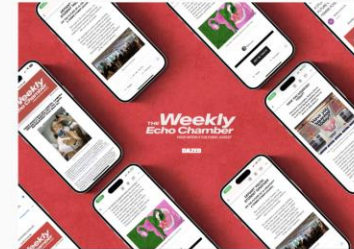
[Video link](#)



# Student website

The students presenting work online has been integral to the development of expectations and skill levels at each year. It has allowed the course to evolve aesthetic relevance and retains an emphasis on the need for a portfolio. It has also aided in developing collaboration opportunity for live projects.

## 2025 GRADUATES



<https://www.fashionbusinessgraduates.com/>



**Thank you very much for your time.**

**Please do contact the team if you would like to know more about what we are doing.**

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Pathway Leader –

BA (Hons) Fashion Industry: Buying & Management

Joint Pathway Leader -

BA (Hons) Fashion Industry: Branding & Marketing

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Pathway Leader –

BA (Hons) Fashion Industry: Promotion & Imaging

Joint Pathway Leader -

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