

N°6 // Brussels, 10 May 2013

SUMMER SCHOOL: ENCATC and the University of Antwerp unveil the hidden side of fashion management

Following the success of the first Summer School in Fashion Management, [ENCATC](#) is partnering for a second time with its member, the [University of Antwerp](#), to offer an exciting Summer School in Fashion Management from 26-30 August 2013 in Antwerp, Belgium.

This 5 day programme responds to crucial need for professionalization of management in this creative sector. This year's diverse programme will introduce participants to the world of fashion management with lectures by renowned national and international academics who'll share their expertise and insights on different aspects of management specifically tailored towards the fashion industry (e.g. strategic management, financial management, communication management, marketing and branding). Professionals working in the fashion industry will open up about their experiences working in fashion and give participants a behind-the-scenes look at their organisation or business. To round out the programme, participants will have a guided visit of Antwerp's thriving fashion district and discover various local fashion houses.

Why Antwerp? Antwerp is the perfect backdrop as it is renowned for its creative high-fashion designers. Since the emergence of 'the Antwerp six' at the end of the 1980s, the city has taken on the status of a real 'fashion city', a status confirmed by events such as 2001's year of fashion, 'Mode/Fashion Landed/Geland' and by the influence of the renowned Fashion Department at Antwerp's Royal Academy of Fine Arts and the work of its graduates.

This summer school is specially designed for Master's and PhD students in (cultural) management who wish to explore fashion management more deeply as well as for young professionals. The knowledge and skills specifically tailored towards the fashion business will enable all summer school participants to anticipate the particular needs and dynamics of the industry later in their careers.

The involvement of ENCATC in this unique project proves once more the strong wish of the network to join forces with its members to professionalize and strengthen the cultural sector.

Programme and the registration procedure at:

http://www.ua.ac.be/main.aspx?c=*TEWHI&n=106857

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