

## **Fashion Business Case Studies: Its potential as transformative tool in fashion education**

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### **Abstract**

Bloomsbury Fashion Business Cases brings fashion business to life and creates a link between education and industry. Designed to help students develop the essential business skills required by the next generation of fashion industry professionals, this digital resource is global in focus and presents real-world cases on challenges facing the business of fashion, tackling important issues such as sustainability, technology, ethics, and leadership. The resource is tailored to provide the tools to steer students toward success as they transition to a career in fashion.

*"This is a strong resource for business, marketing, and industry-related studies (...) Business Cases is an excellent addition to the Fashion Central collection." - Gricel Dominguez, Library Journal*

### **Why the cases?**

Cases are a popular and effective educational tool for students to learn and apply business concepts to real-life situations, strategies, and dilemmas. Cases provide an overview and background information associated with an issue or problem a company is facing.

Bloomsbury Fashion Business Cases is the first collection of business case studies specifically developed for fashion education. Bringing dynamic, experiential learning to the classroom, cases are authored by a global team of fashion academics, each one designed to support the pedagogical needs of an international readership of students, from foundation to graduate level, building knowledge, skills, and confidence across fashion disciplines from design to retail.

Together the cases create essential tools for the entire fashion curriculum and bridge the gap between education and industry to equip the next generation of fashion industry leaders.

**The workshop:** Through the experiences of educators who have studied and practiced the case method of teaching, this tailored workshop for the Global Fashion Conference will provide participants with insights,

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information, demonstration and resources necessary to incorporate fashion case studies into their own practice.

This interactive workshop will enable participants to experience the case method first-hand as they are immersed in a live case-teaching session.

The editors will gather and address participants' needs and priorities within their own programme design and delivery as well as provide valuable insights into developing their own proposal for a fashion business case implementing real-world learning.

Emphasis will be placed on developing critical thinking and analytical skills, problem-based learning and industry scenarios and develop competencies in leadership and collaboration.

**Keywords:** fashion; business; case studies; teaching and learning; transformative education

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