AN INTENSIVE SUMMER COURSE THAT WILL IMMERSE YOU INTO FASHION RETAIL MADE IN SPAIN. LIVE AN EXCITING THREE-WEEK JOURNEY IN MADRID!
FASHION RETAILING IN SPAIN

MADRID | June 24th to July 10th 2015

4th Edition

PROGRAM

This 4th edition of Fashion Retailing in Spain (FRS), organized by the Fashion Communication & Management Degree offers a full immersion into the stimulating fashion retail sector in Spain.

The FRS program is divided into different topics covered by industry experts and professors:

Course content overview:
- Spanish fashion brands’ internationalization strategies.
- Different retail types: value retail, e-tail, lifestyle brands, concept stores, etc.
- Customer shopping experience and visual merchandising insights.
- Successful market segments: fast fashion, footwear, bridalwear, leather goods and childrenswear.
- Fashion retail routes in different districts of Madrid.
- Visits to company headquarters and factories.

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COORDINATOR: Teresa Pérez del Castillo. Academic Secretary Fashion Communication and Management Degree, CUV, Madrid, Spain.

STUDENTS PROFILE: Age 18 to 30. English proficiency in conversation and reading. No specific fashion studies background required.

PLACE: Claudio Coello, 11, 28001, Madrid (city center).