Creativity in Business
How to Be Successful

Sally Tomkins

Dior by John Galliano

Maison Margiela

Dior by John Galliano

Creativity is intelligence having fun ~ Albert Einstein

Sally Tomkins

Hussein Chalayan

- ❑ Trained as designer/pattern cutter in the UK
- ❑ Worked in the fashion industry for 30 years, 14 years in the US
- ❑ Has global experience
- ❑ Specializes in Innovation, Research, Design, PD, Merchandising & Process Management
- ❑ Is a creative & critical thinker for business-centric fashion
- ❑ Focuses on organizational structures & team development
- ❑ Develops, mentors & coaches creative talent

Career Overview

Hussein Chalayan

- ❑ Focused on ladies tailoring at college
- ❑ First job - private company design & commercial roles
- ❑ Moved to large public company - Courtaulds Textiles
- ❑ Promoted to GM of research & innovation division to support the company
- ❑ Worked with all European & US apparel divisions when Sara Lee purchased Courtaulds
- ❑ Moved to US with Sara Lee
  - ❑ Consolidated 9 divisions into 1: Research, Design, PD & Merchandising to support the global apparel corporation
- ❑ Worked on Hanesbrands spin-off in 2007
- ❑ Moved to Jockey who believed innovation was the way to succeed

Course Objectives

Hussein Chalayan

- ❑ Prepare students for the transition from college into business
- ❑ Provide a clear perspective on how their role fits into the business world
- ❑ Help them better understand the apparel industry
- ❑ Instruct how to integrate themselves into the business effectively & deliver results
- ❑ Develop a commercial perspective & understanding of the implications of their decisions
- ❑ Understand the *full* process of getting a product to the customer
- ❑ Discuss the importance of team work
- ❑ Teach change management
- ❑ Cover profit, margins, performance & roles

What This Course Offers

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Moving from college into business

- ❑ Different business options
- ❑ Insights into the workings of the business environment
- ❑ Tools to become a powerful contributor to company success
- ❑ A clear picture of what would be expected of them
- ❑ Insights into the fashion industry & the value of creative talent
- ❑ An understanding of how the *whole* process works
- ❑ Guidance on how to navigate & improve the process
- ❑ How to develop their career plan & build their network
- ❑ Tools to support emotional resilience & confidence in their role
- ❑ 8 flexible modules to cover specific college/course needs

What This Course Does

Hussein Chalayan

Teaches how to excel in your job

- ❑ Provides an in-depth understanding of the business side of fashion
- ❑ Develops tools to capitalize on their skills & talents.
- ❑ Works on self-confidence to enable students to harness their creativity
- ❑ Discusses the value of working as a team
- ❑ Teaches communication skills
- ❑ Discusses the role they play to supports the goals/objectives of the company

The Value Of The Course

Hussein Chalayan

Student value

❑ Help them be more prepared for the business environment
❑ Understand what is expected of them
❑ Understand their role & how they fit into the organization
❑ Learn how to become an asset to the team & the company
❑ Learn how their role impacts other departments
❑ Learn how to develop tools for success
❑ Discover how to utilize their skills & talents effectively

Business value as an employee

❑ Understand the role they play in business
❑ How to take responsibility for their work & become active members of the company
❑ How the process works in order to become an effective contributor
❑ Understand the importance of working as a team & use good communication skills
❑ How to take initiative & become confident in their abilities
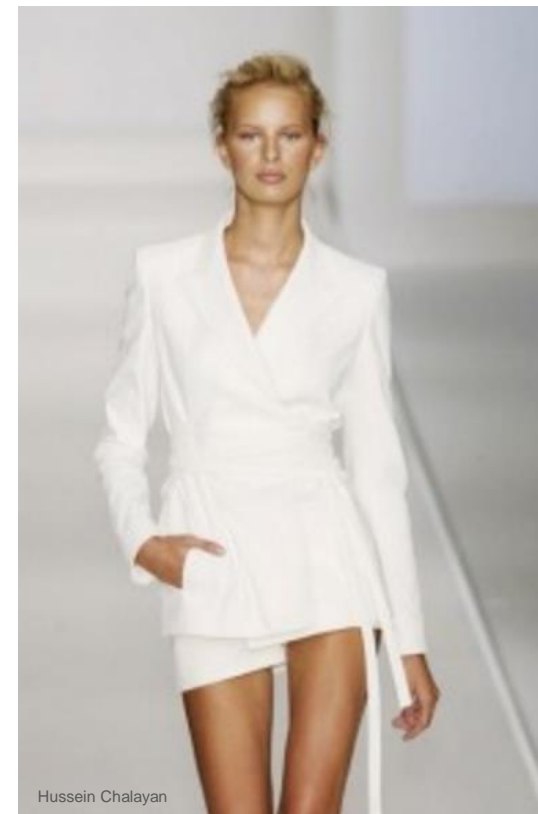
Course Modules

- ❑ Business Options
- ❑ Innovation
- ❑ Support Data
- ❑ Creativity & Product Design
- ❑ Technical Design
- ❑ Process & Timeline Management
- ❑ Mentoring & Coaching
- ❑ Design Project

John Galliano for Maison Margiela

Business Options

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Module 1

- ❑ Provides students with the understanding of business choices
- ❑ Research assignment on business types
- ❑ How to navigate the various work environments & cultures
- ❑ Team work, project management, branding, job description, organizational structures
- ❑ How to research a company for interviews
- ❑ How to research & make informed career options
- ❑ An overview of job expectations
- ❑ How to make an impact
- ❑ Practical tips to ensure personal success
- ❑ Personal development
- ❑ Building a business plan outline

Innovation

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Module 2

- ❑ What innovation means in the fashion industry
- ❑ Product innovation
- ❑ Fabric, trims, packaging, marketing, environment innovation
- ❑ How to apply innovation & talk about it
- ❑ Innovation in the supply chain
- ❑ The changing face of retail & online
- ❑ Innovation pipeline
- ❑ Protecting innovation with patents & trade marks

Support Data

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Module 3

- ❑ The Importance of support data
- ❑ White space in the market
- ❑ How to read & interpret customer & consumer data
- ❑ How to do market research & its potential pit falls
- ❑ How to research design intelligence
- ❑ Predicting trends
- ❑ Traditional & non traditional ways to develop trends

Creativity & Product Design

Module 4

- ❑ The role of creativity in business
- ❑ Moving from college to business
- ❑ Creating a thriving work environment
- ❑ How to develop products that deliver results
- ❑ Product decisions - positive & negative effects on business
- ❑ Profitability
- ❑ Brand image
- ❑ Unique propositions

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Technical Design

Module 5

- ❑ Setting & controlling standards
- ❑ Tools to secure the quality & integrity of products
- ❑ Sealing samples
- ❑ Fit & the role design plays
- ❑ Controlling costs
- ❑ Anticipating problems & providing solutions
- ❑ Managing potential pit falls

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Process & Timeline Management

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Module 6

❑ The timeline process
❑ Building a process plan
❑ Understanding timings of projects
❑ Defining the roles & each stage of the process
❑ The role design plays
❑ Managing the design process
❑ Sealing samples
❑ Working as a team
❑ The importance of communication
❑ Speed to market
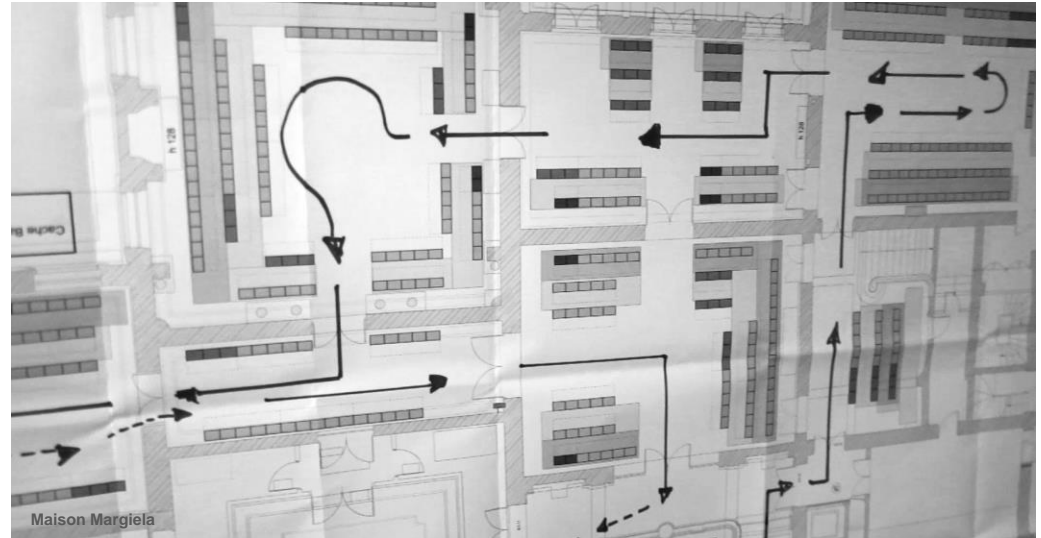
Mentoring & Coaching

Module 7

- ❑ Survival tools in business
- ❑ Knowing & understanding your specific skills & talents
- ❑ How to differentiate yourself
- ❑ Mentor relationships
- ❑ Working in a team
- ❑ Internal & external support systems
- ❑ Career development

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Design Project

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Project designed to incorporate learning from - The Creativity in Business Program

- ❑ **Research Journal**
  - ❑ Market data research notes
  - ❑ Support data notes
  - ❑ Critical path outline - detailed descriptions of each phase of the project i.e. record steps of the process
  - ❑ Include photographs, sketches, articles etc.

- ❑ **Business Journal**
  - ❑ Business plan outline for your company
  - ❑ Market analysis/report for your chosen category
  - ❑ Inspiration for innovation used in the proposal

- ❑ Finished product - garment, packaging & marketing proposal
- ❑ Set of sealing samples from each stage with notes on changes made
- ❑ Tech pack with all components documented including fabrics
- ❑ Quality standards set
- ❑ List of mentors/support staff used to achieve the result. How they helped you.

- ❑ Concept/design boards. Inspiration boards.
- ❑ Business proposal with support boards
- ❑ Key selling feature - innovation

Optional (Web site proposal for your company)

Module Breakdown

		50 Minute Class	50 Minute Class	50 Minute Class	50 Minute Class	Homework Assignment
1	**Types of Business: Public, Private, Self owned (Assignment)**	Company Research	Discussion	How to be successful	Tools	
2	**Innovation**	Understanding Innovation	Product Innovation	Innovation Pipeline		
3	**Support Data**	The Market	Traditional	Non-Traditional		
4	**Creativity/Product Design:**	Work Environment	Results	Decisions	Case Study	
5	**Technical Design**	Setting Standards	Costs	Sealing Samples	Sealing Samples	
6	**Process/Timeline Management**	Build a Plan	Build a Plan	Timings	Descriptions	
7	**Mentoring/Coaching**	Skills & Talents	Importance of Mentoring	Career Development		
8	**Semester Project: Incorporating the above learning**	Introduction to Project Assignment				

Photo Sources

- **Thom Browne Clothing** - Source: https://www.thombrowne.com/
- **Hussein Chalayan** - Source: https://store.chalayan.com/
- **John Galliano at Dior** - Source: https://theredlist.com/wiki-2-23-1185-1200-view-post-modern-profile-dior-by-john-galliano-2.html
- **John Galliano for Maison Margiela** – Source: john galliano for maison martin margiela
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