

INSIDE FASHION

Location: COMODE CLUB

Duration: 11 weeks

I. Course Start and Business Basics

Week 1

Meeting 1 – 02.04

Mentor: Nino Ugrekheldze

- Introduction to the course
- Key values, mission, and goals
- Challenges in the fashion business

Meeting 2 – 04.04

Mentor: Nino Ugrekheldze

- How to start a fashion business
- Specifics of the Georgian market
- Discussion of case studies of emerging brands

II. Branding and Market Research

Week 2

Meeting 3 – 08.04

Mentor: Salome Mikashavidze

- Stages of brand creation
- Defining the category
- Marketing strategy

Meeting 4 – 11.04

Mentor: Salome Mikashavidze

- Market research and identifying the target audience
- Correct pricing strategy

Week 3

Meeting 5 – 15.04

Mentor: Salome Mikashavidze

- Using social media for branding
- Successful collaborations

Meeting 6 – 22.04

Mentor: Salome Mikashavidze

- Defining and managing sales channels

III. Business Management and International Market

Week 4

Meeting 7 – 25.04

Mentor: Nino Ugrekhelidze

- COMODE - Successful and unsuccessful steps of the brand

Meeting 8 – 29.04

Mentor: Giorgi Cheminava

- Strategies for entering the international market
- Choosing a showroom

Week 5

Meeting 9 – 02.05

Mentor: Giorgi Cheminava

- Brand positioning and seasonal planning

Meeting 10 – 06.05

Mentor: Giorgi Cheminava

- Preparing for international sales
- Communication techniques with buyers

IV. Sustainable Fashion and Visual Identity

Week 6

Meeting 11 – 09.05

Mentor: Anano Dolaberidze

- Concept of sustainable fashion and its environmental impact

Week 7

Meeting 12 – 13.05

Mentor: Anano Dolaberidze

- Managing brand sustainability and transparency

Meeting 13 – 16.05

Mentor: Nino Eliava

- Building visual identity
- Content, Styling

V. Successful Case Studies and Practical Knowledge

Week 8

Meeting 14 – 20.05

Mentor: Nino Eliava

- The journey of creating the 0711 brand

Meeting 15 – 23.05

Mentor: Nino Eliava

- MORE IS LOVE - Successful management of online and physical stores

Week 9

Meeting 16 – 27.05

Mentor: Guest

- Interview and discussion of successful brand case studies

Meeting 17 – 30.05

Mentor: Guest

- Discussion of processes and sharing experiences

VI. Presentation Preparation and Final Stage

Week 10-11

- Preparation for the presentation – practical meetings with mentors
- Presentation delivery – 13.06.2025