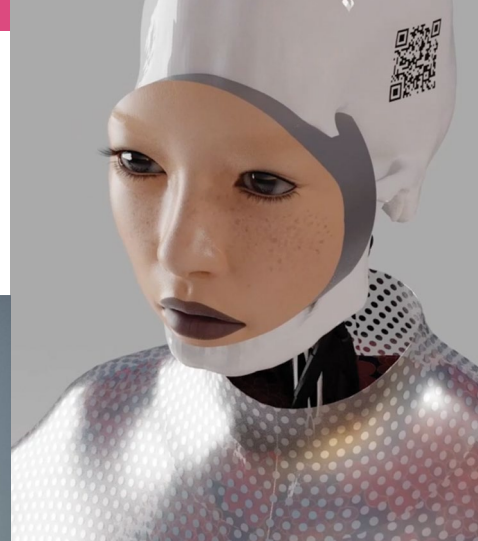


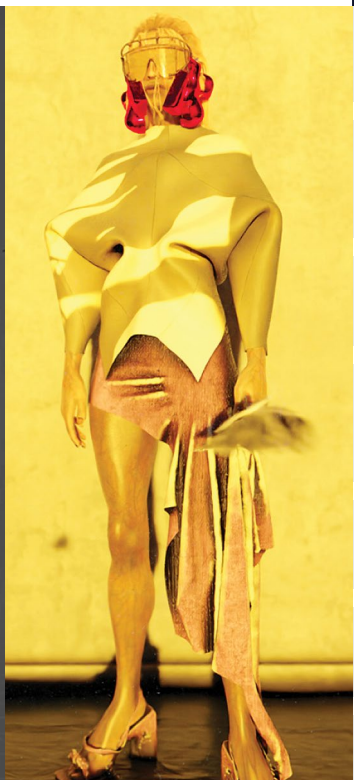
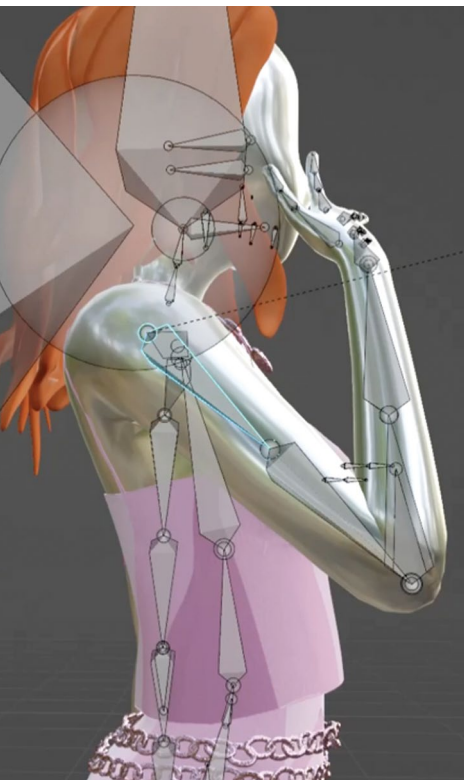
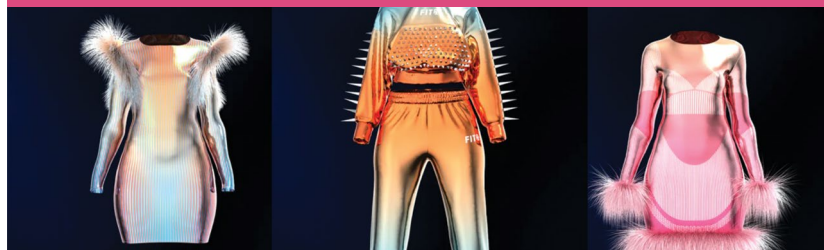
BLOOMSBURY DIGITAL FASHION MASTERCLASSES



CUTTING-EDGE MASTERCLASSES FROM INDUSTRY INNOVATORS:

Bloomsbury Digital Fashion Masterclasses brings together unique video masterclasses from industry innovators giving extensive insider expertise. Accompanied by written case studies, this collection is designed to enhance teaching and study. It is available as part of the Bloomsbury Fashion Central platform.

GET TO GRIPS WITH DIGITAL FASHION



CONTENT HIGHLIGHTS:

- Created by The Digital Fashion Group, the video masterclasses explore **all aspects of digital technology** within 3 main areas — design (creativity), manufacture (production) and distribution (marketing).
- Spotlights a diverse range of **key people at the forefront of digital fashion**. Organisations that feature include The Fabricant, Ilona Song, PlatformE, Unspun and Maison Taskin.
- Explores **the full fashion value** chain from design to production to marketing — covering topics across digital fashion including artificial intelligence, sustainability, digital solutions digital design, digital transformation and more.
- Includes **accompanying case studies** to contextualise the videos, incorporating key learning outcomes, business questions and teaching notes.
- Offers a coherent, detailed and unique way to access digital fashion as each video features an introduction to the business and a **Q&A with an industry insider**.
- All videos and case studies will be **exclusive and fully cross-searchable** with other Bloomsbury Fashion Central collections.

bloomsburyfashioncentral.com/bloomsbury-digital-fashion-masterclasses



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