

BLOOMSBURY DIGITAL FASHION MASTERCLASSES 2



REAL INDUSTRY INSIGHTS INTO DIGITAL TRANSFORMATION

Get the inside track from key industry players with **ten video interviews** exploring how leading brands are driving digital transformation throughout the fashion value chain across design, production, and sales.

Created by **The Digital Fashion Group**, this collection uses examples from globally recognised brands such as Hugo Boss and ASOS to show how digital tools and processes are being applied right now across these four high-impact themes:

- Sustainability
- Artificial Intelligence
- Produce on Demand
- Adaptive Fashion

Each interview is supported by a business case study, embedding a practical understanding of how technology is used creatively and collaboratively in industry, and preparing students for future careers.

bloomsburyfashioncentral.com



INTERESTED IN LEARNING MORE? GET IN TOUCH:

Please contact our Online Sales department to arrange a free trial or to purchase:

Americas: OnlineSalesUS@bloomsbury.com

UK, Europe, Middle East and Asia: OnlineSalesUK@bloomsbury.com

Australia and New Zealand: OnlineSalesANZ@bloomsbury.com

image courtesy of Getty Images

BLOOMSBURY
DIGITAL RESOURCES

