

BLOOMSBURY FASHION CENTRAL

BLOOMSBURY DIGITAL RESOURCES PRESENTS

FASHION BUSINESS

Bloomsbury Fashion Central is your ultimate gateway to global fashion and dress.

From foundational textbooks to expert video masterclasses and real-world business cases, **explore our fashion business collections** and equip your students with the skills needed to bridge the gap from classroom to career.

You can find this content alongside an exceptional breadth of material including more than 1,600 interconnected reference works, scholarly books, exclusive online articles, lesson plans, over 21,000 museum images, and 775,000+ exclusive runway photographs and videos.

Discover everything you need to deliver the full fashion curriculum, all in one place.

"This is a strong resource for business, marketing, and industry-related studies (...)"

Library Journal on Bloomsbury Fashion Business Cases

COLLECTIONS

Bloomsbury Fashion Business Cases
Fairchild Books Library
Bloomsbury Digital Fashion Masterclasses
Bloomsbury Digital Fashion Masterclasses 2

See overleaf for full details of our Fashion Design collections

Images 1, 2 and 4 courtesy of Getty Images, image 3 is courtesy of The Digital Fashion Group.



BLOOMSBURY FASHION BUSINESS CASES

Bring fashion business to life in the classroom with real-world case studies covering global issues such as sustainability, technology, ethics, and leadership. Written by practitioners and designed for all curriculum levels, the cases put students in the shoes of industry decision-makers, prompting them to evaluate solutions and recommend strategies for business dilemmas.
Case scenarios range from guiding Gucci's brand reinvention and navigating H&M's supply chain crises to analyzing Sephora's digital engagement.



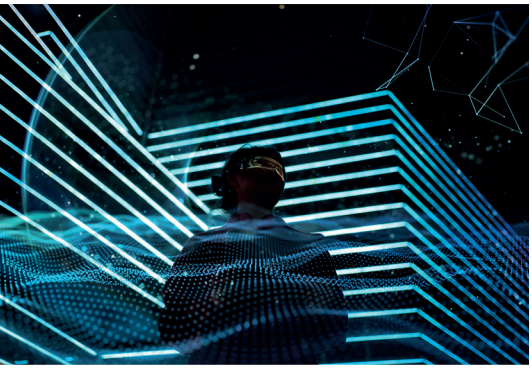
FAIRCHILD BOOKS LIBRARY

This collection offers everything students need to enter and thrive in the industry, featuring over 190 titles from the world's leading fashion textbook publisher, from construction and draping to fashion business, sustainability, and product development. Many titles also feature interactive STUDIO content, including self-assessment quizzes, vocabulary flashcards, instructional videos, case studies, and downloadable files to embed learning and engage students.



BLOOMSBURY DIGITAL FASHION MASTERCLASSES

Discover ten exclusive video masterclasses from industry innovators, each paired with a business case study. Created by experts at the Digital Fashion Group, this collection explores the entire fashion value chain from design to marketing, covering digital solutions, AI, and sustainability. Featuring business introductions and expert Q&As, each case study contains key learning outcomes and teaching notes, ensuring your students understand the fundamentals of digital fashion.



BLOOMSBURY DIGITAL FASHION MASTERCLASSES 2

Get the inside track on how leading brands including Hugo Boss and ASOS are driving digital transformation across design, production, and sales. The ten expert videos and ten practical case studies in this collection build on the first Masterclasses resource with further insight into how cutting-edge technology is being used to tackle complex human and environmental challenges. It showcases topical examples across generative AI, sustainability, produce-on-demand, and adaptive fashion, to embed a real-world understanding of today's digital fashion and prepare students for future careers.

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