



NEW YORK UNIVERSITY

A private university in the public service

School of Continuing & Professional Studies
Division of Programs in Business:
FASHION BUSINESS MANAGEMENT

X58.9001

FASHION BUSINESS MANAGEMENT

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office hours: by appointment, only.

Description:

This course provides a careful overview of the rules and practices of the fashion industry critical to managing the promotion and distribution of a collection. Topics include communications through traditional media and the internet; advertising and celebrity endorsements; financial aspects of sales; pricing for retail and wholesale distribution and respective budgets; selling to department stores and e-commerce; import-export duties and tax issues; business and legal arrangements for distributorship, agency, licensing, franchising, shop-in-shop, and shopping centers; rules affecting sales of goods, return policies, warranties, general business liabilities and the protection of brands and original ideas.

Faculty and guest lecturers:

Giacomo J. Corrado, Esq. a New York attorney devoted to the fashion industry (and co-author of the book “how to start and run a fashion label”) has developed and teaches this course. However, select classes will feature executives, specialists and designers from the fashion industry appearing as guest lecturers to conduct classes on specific subjects.

Learning Objectives:

The purpose of this course is to provide fashion managers (at all levels, along with executives who are contemplating moving into the U.S. fashion business from different industries, countries or management levels, as well as those structuring a start-up business for a new designer, brand or license) with the skill-set necessary to negotiate the fashion industry. This course will provide individuals typically trained in very specific areas, such as wholesale, retail, finance, marketing or public relations, with broader knowledge about the fashion industry. Students will acquire invaluable and marketable knowledge in the field of fashion.

Recommended Reading:

Prof. Corrado will provide students with hand-outs and select reading material. In addition, students are required to read the US edition of:

“How To Start and Run a Fashion Label” by Toby Meadows, Published in London by Lawrence Kings.
(Prof. Corrado is a contributing author to this book)