THE SWEDISH SCHOOL
OF TEXTILES
UNIVERSITY OF BORÅS

# Study *Fashion Management*

## Autumn 2026

— Navigating Aesthetics and Sustainable Global Production

# *Fashion Management*

Fashion management is a multifaceted discipline that involves overseeing and coordinating various aspects of the fashion industry to ensure the successful development, marketing, and sale of fashion products. It encompasses a range of strategic, creative, and operational responsibilities, including trend analysis, product development, supply chain management, marketing, retailing, brand positioning and material re-circulation.

Fashion management plays a crucial role in guiding fashion brands or businesses to stay competitive, adapt to industry trends, and meet consumer demands while considering sustainability, market trends and business strategy.

Studying fashion management is beneficial for all business students, providing insights into innovation, consumer behaviour, sustainability, adaptability, and strategic thinking. This knowledge prepares students for the complexities of the global business landscape.

Courses are open to students studying business administration, management, marketing, or equivalent at their home institution who want to learn more about the fashion industry.

The Swedish School of Textiles is part of the University of Borås and welcomes exchange students every semester from partner institutions across the world to study with us.

## PACKAGE – 30 ECTS

- Logistics and Supply Chain Management – 7,5 ECTS
- Management and Aesthetics in Fashion Communication - 7,5 ECTS
- International Business Management – 7,5 ECTS
- Textile Production – 7,5 ECTS

# *Course Content*

## LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Discover how logistics and supply chain management shape the textile and fashion value chain. This course focuses on modern methods within logistics, supply chain management, materials administration, and transportation from planning, process, and functional perspectives. Throughout the course, sustainability is emphasised in relation to logistics flows as well as circular flows.

## MANAGEMENT AND AESTHETICS IN FASHION COMMUNICATION

Focusing on brand-building and visual storytelling, this course introduces students to applied marketing communication in textiles and fashion. Students will create sustainable business concepts while learning about graphic design, visual communication, and trend analysis. The brand-oriented perspective equips students with the tools to communicate fashion effectively through both imagery and text, fostering a strong understanding of aesthetic and managerial aspects of fashion.

## INTERNATIONAL BUSINESS MANAGEMENT

This course provides students an in-depth exploration of global business dynamics and the strategies employed by multinational corporations. Students will examine critical topics such as global inequalities and social justice in international business, engaging with feminist labour, decolonial, and cross-cultural management theories. The combination of business strategy and critical theory prepares students to navigate and challenge the complexities of the international business landscape.

## TEXTILE PRODUCTION

In this course, students follow a textile product from design to final production, analysing each step from multiple perspectives. The course focuses on developing sustainable strategies for textile production and incorporates key skills like cost calculation, product specification sheet creation, and life cycle assessment. By framing a collection plan, students learn to align production processes with sustainable business practices, making them adaptable for both existing and start-up companies.

*"One of the most noticeable things about the Swedish School of Textiles is how strongly it functions as a research institute while also being a university. There's a huge focus on fashion and sustainability, and you do feel inspired here."*

– Olivia Cichero
exchange student from London College of Fashion

# *The Place to Study Fashion*

Borås is the 'textile capital of Sweden' and became the centre for Sweden's textile industry several hundred years ago. During the 20th century, multiple fashion and textile entrepreneurial mail order retailers were founded as a complement to the manufacturing industry in Borås.

Today, most manufacturing has moved abroad, but Borås remains the centre for textile in Sweden. Many of Sweden's leading fashion and textile companies are based in and around the city and the entrepreneurial mail order firms have turned into prospering e-commerce businesses. In addition to the fashion and textile industry, a strong logistics industry has developed in Borås to support the fashion brands and the e-retailers.

The Swedish School of Textiles is well known, both nationally and internationally, and combines the areas of design, technology and management in a technically advanced and interdisciplinary environment. We are proud to be ranked as one of the best fashion schools in the world.

For students interested in fashion and textiles, this is certainly the place to be!

### *Semester dates:*

31 August 2026 – 17 January 2027

Orientation Days are held for all international students 27–28 August 2026.

### *Nomination and application:*

Nomination deadline: 15 October
Application deadline: 1 November

### *Required documents*

Transcripts of Records in English
Certificate of English Language Proficiency (minimum B2-level)

### *More information*

Website for incoming exchange students:
www.hb.se/exchangecourses
In case of any questions, contact us at
gustav.kibe@hb.se or internationalstudent@hb.se

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