



▶ Fashion ●●● & Retail Transformation XX

▶ Overview

The fashion industry has always had an eye to the future. But with digital innovation, rapidly changing customer behavior and trends, and increasing economic uncertainty, fashion leaders now need a new kind of thinking to take their business forward. This program offers a comprehensive, transformative approach to innovation in high-growth channels and emerging markets to enable businesses to meet the demands of today's fashion consumer.

Whether you're looking to revitalize a business unit, enter a new market, or undertake an enterprise-wide transformation, the Fashion and Retail Transformation program provides you with the tools and insights you need to drive profitability and develop memorable experiences through design-led strategy.

Through an examination of disruptive retail innovations, such as on-demand delivery and virtual reality, you learn how to become a visionary leader who can manage a rapidly changing marketplace. You explore e-commerce strategies by listening to and applying customer feedback and ways to keep brands relevant in the direct-to-consumer marketplace. And you discover the full range of opportunities available to create business, environmental, and social value to generate positive change and unlock what we call your Return on Design.

●●● Details

Experience

In person or live online
5 days, 6-8 hours per day

Visit our website for information on fees and upcoming dates.

► Key Learnings

Design Methods Applied to Retail Innovation

Master techniques for learning and predicting what customers want and for identifying future trends and new audiences.

Frictionless Hybrid Experiences

Learn how to create brand ecosystems using data, personalization, and “phygital” (physical and digital) strategies.

Retail and the Experience Economy

Learn how to adapt to changing consumer behaviors and develop new direct-to-consumer (D2C) strategies to engage your audience through social media, subscriptions, rent-to-own, and more.

Physical 2.0

Reimagine physical stores, pop-ups, and digital as interconnected, mutually reinforcing and enabling enterprises capable of fostering emotional connections with customers.

► Meet Your Faculty



Program Lead

Keanan Duffy, *Director of Fashion Programs, Parsons School of Design*

Keanan Duffy is an award-winning fashion designer, musician, and author who teaches professionals how to create effective retail operations plans to optimize businesses' omnichannel journeys. A member of the Council of Fashion Designers of America (CFDA), he has created co-branded collections and products with Aveda, Reebok, Gola, and Dr. Martens. He also served as design director for Gwen Stefani's L.A.M.B., John Varvatos, and Ben Sherman.

●●● *“The Fashion Retail Transformation program provides tools and insights for future fashion leaders, who upon completing the course will be equipped with the knowledge enabling them to manage a rapidly changing marketplace and to drive profitability and memorable experiences with design-led strategies.”*

—Keanan Duffy, Course Lead



Program Co-Lead

Caryn Pang, *Faculty Member, Parsons School of Design and Hult International Business School, Boston; Fashion Retail Consultant*
Caryn Pang is a professor, retail executive, business consultant, and PhD candidate with more than 15 years of experience in the fashion and retail space. Her expertise spans marketing strategy and leadership, business transformation, retail activation, omnichannel and global retailing, and consumer behavior as it relates to the fashion and retail industry.



Featured Speakers

Jasmine S. Young, *Operations & Strategy, Gap Inc.*

Jasmine Young is a strategy and operations consultant in the fashion and beauty industry and is currently on the Operations & Strategy team at Gap Inc. She previously worked for Alexander Wang, Glossier, NOAH, and Hood by Air and is a member of the advisory board of Pace University's Design Thinking Certificate program.



Patrick Klesius, *Director of Enterprise Data Architecture and Analytics, David Yurman*

Patrick Klesius is the director of Enterprise Data Architecture and Analytics at David Yurman and a part-time faculty member at Parsons School of Design. For more than 20 years, Klesius has focused on data and analytics for luxury and lifestyle retailers including Ralph Lauren, Michael Kors, and David Yurman. He is an expert on merging technology with marketing and business processes to enable brands to meet the changing demands of today's customers.



Ron Thurston, *Founder, Take Pride Today*

Ron Thurston has led the retail teams of some of the most prominent brands in the United States, including INTERMIX, Saint Laurent, Bonobos, and Tory Burch. He is the author of the Amazon best-seller *Retail Pride: The Guide to Celebrating Your Accidental Career*. In 2021, Thurston was named one of RETHINK Retail's Top 100 Retail Influencers. He is a featured keynote speaker, podcast guest, and in-demand industry expert.

► Program Deep Dive

Learning Approach

The aim of our innovative, action-based live-case learning approach is to strike the right balance between theory and practice. Along with exploring concepts and tools through expert-led lectures, discussions, and case studies, you engage in real client work, implementing the innovation process from start to finish; receive individualized feedback and support from your expert instructional team; and participate in independent, pair, and group labs to develop fluency in industry-essential topics and techniques.

Pre-Work: Identify Your Next Opportunity Areas

Prepare to hit the ground running with self-paced pre-work. Our Opportunity Assessment Canvas helps you identify challenging areas and questions to bring into the classroom and helps you determine what you want to get out of the course.

Course Topics

■ Unit 1: Changing Mindsets How to Thrive in Retail and Get More from Your Experience

Topics covered include:

- Making fashion retail a more holistic system
- Exploring contexts in the fashion ecosystem: Materiality, meaning, history, identity, culture
- Getting the facts straight: Retail history and background
- Foundational experiences in retail: Retail and its impact on careers
- The three pillars of retail expertise: Empathy, Curiosity, Focus
- For leaders and dreamers: Foundations of great leadership
- Creating a winning culture
- From Accidental to Intentional: Take Pride Today™

■ **Unit 2: Learning How to Win with D2C in a Highly Competitive Market**

Topics covered include:

- Managing owned and external platforms
- Guidelines for organizing e-commerce
- Organization and innovation for the e-commerce experience
- Benefits of a POS for businesses

■ **Unit 3: Customer Analytics Essentials for Innovative Fashion and Luxury Retailers**

Topics covered include:

- Your brand's analytics
- Analytics and marketing channels
- Brand essence and customers
- How brands measure customer relationships
- Systems brands use to reach customers
- Brand marketing and success
- Customer engagement from the consumer's perspective

■ **Unit 4: The Future of Retail and Wholesale**

Topics covered include:

- Effective omnichannel solutions
- Winning strategies for creating a frictionless experience for your customers
- Experiential retail: Deploying memorable store experiences and immersive visual merchandising
- How to develop retail strategies and network
- Management for pop-ups, flagships, and other enterprises

■ **Unit 5: Digital Transformation and Omnichannel Strategies**

Topics covered include:

- Finalizing digital transformation to serve a post-COVID uninhibited digital consumer
- The need for new specialization
- Setting design principles based on an overarching omnichannel strategy

► Outcomes

Upon completing the program, you will be equipped with actionable frameworks and best practices for delivering fashion retail transformations, including:

- Practical skills and tools for fast-tracking compelling, innovative experiences to market
- The ability to break down silos and drive structural change to unlock the innovation potential of your organization
- The ability to communicate your vision to key stakeholders to gain alignment and buy-in
- An industry-proven tool kit that will give you a competitive edge in accelerating your career in any organizational context

► Participant Profile

The program is designed for mid- to senior-level marketers, retailers, store directors, merchandising managers and planners, and buyers who want the know-how to turn new strategies into bold solutions for fashion retail.

► Enroll as a Team or Organization

Parsons Executive Education programs are designed to deliver results. Partner with us to create customized programs tailored for your teams—programs that align with your organizational strategy and deliver on your business goals. Consider us an extension of your team, working toward a shared goal of addressing organizational and market challenges and developing innovative solutions for your stakeholders and customers. You identify the challenges; we customize and design our presentations, exercises, case studies, and breakout sessions to help you achieve your goals. Scheduling is flexible, and we work around your time constraints.

Learn more at

execed.newschool.edu/organization

► Why Parsons Executive Education

Parsons Executive Education operates at the intersection of design and the global socioeconomic trends transforming our organizations and communities. Our programs are designed for industry leaders and entrepreneurs who have the courage to engage in high-impact learning—those who come at challenges differently, celebrate creativity, and are capable of acting in the face of continuous change. While most curricula focus on ROI, our courses take you on a journey that delivers Return on Design (ROD)—improved performance, increased resilience, dynamic new customer experiences, and maximum growth. As the #1 design school in the United States, an institution that is leading the thinking and output of industries the world over, we offer a high-impact learning environment that will enable you to:

- Practice approaches to problem solving that will maximize your ability to adapt to change
- Acquire human-centered methods that will help you effect organizational transformation and create memorable experiences for your audience
- Harness new sources of value for building successful products and services while designing risk out of the process
- Master the art of prototyping and make ideas tangible to maximize stakeholder and customer buy-in
- Create multilevel impact by employing systems thinking and ecosystem business models, an approach well suited to the new era of complexity



●●● Take The Next Step

Have questions about our Fashion and Retail Transformation program? Our team can help you determine whether this program is right for you and your learning goals.

Contact us at

332.239.2754

execed.advisor@newschool.edu

Register at

execed.newschool.edu

