



► Brazilian Industry Prospective Fashion Mission

Program at a Glance

- Five-day brand and business development learning experience
- Experiential curriculum introducing new contexts for and approaches to leadership and innovation
- Participants: 27 Brazilian fashion entrepreneurs specializing in clothing, footwear, jewelry, handbags, and accessories

Client

A business development network consisting of the National Confederation of Industry (CNI), the Brazilian Service of Support for Micro and Small Enterprises (SEBRAE), the Brazilian International Business Center (CIN Network), and the Federation of Industries of Minas Gerais State (FIEMG). The network promotes sustainable economic prosperity across Brazil.

Challenge

The fashion sector generates 2.8 percent of total net sales revenue and represents 12.3 percent of job creation in the Brazilian economy.* FIEMG recognized that in order to further scale up sector growth and remain competitive, the fashion community needed to generate new ideas, build capacity, develop broader business development networks, and, in particular, gain a better understanding of global markets. With these goals in mind, FIEMG enlisted Parsons School of Design to create a learning program that would provide participants with insight into the trends, tools, and innovation methodologies that are shaping one of the largest global markets—the U.S. fashion sector.



“We chose Parsons because it is one of the most renowned fashion schools in the world. The program’s format is very efficient and productive, as companies can verify in practice what is being presented in classes.”

—Rebecca Macedo, International Business Manager, FIEMG

Impact

Through this immersive, diverse, and challenging curriculum, 27 Brazilian entrepreneurs **developed a design mindset and acquired leadership skills** enabling them to identify new opportunities and innovate in building brands and businesses. FIEMG estimates that after 12 months, an annual sum of U.S. \$7.925 million* would be generated through marketing and sales activation, U.S. opportunity identification and collaboration, and new product development as a result of the course.

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To learn more about Parsons Executive Education Custom programs, contact us at execed.custom@newschool.edu



Solution

Parsons School of Design designed and delivered a customized five-day learning experience in brand development for new and sustainable business creation and enterprise application. Parsons focused on facilitating the rapid deployment of the latest intellectual property, methodologies, and tools in the fashion, design, and business sectors. Featuring a combination of classroom learning, group projects, and experiential learning activities, the program covered topics such as:

- The sustainability mindset
- Global fashion market trends
- Digital transformation and omnichannel strategies
- Retail in the digital era
- Data and the new consumer

“FIEMG’s clear focus on addressing the Brazilian fashion community’s business development challenges and learning needs enabled us to co-create a customized, immediately applicable program delivered by Parsons faculty and globally recognized subject-matter experts.”

—Keanan Duffty, Former Director, Fashion Programs, Parsons Executive Education