

Innovation: the Fashion Industry

	About the week	Activity One	Activity Two	Summary
Week 1	<p>Exploring fashion innovation</p> <ul style="list-style-type: none"> • Welcome to the course 	<p>Thinking about fashion innovation</p> <ul style="list-style-type: none"> • Innovation: an overview • Fashion innovation: your ideas 	<p>Incremental innovation at M&S</p> <ul style="list-style-type: none"> • Clothing innovation at M&S • Future directions • Advertising fashion • Check your understanding 	<p>Summary</p> <ul style="list-style-type: none"> • Introducing the University of Leeds • Preparing for next week
Week 2	<p>A fashion story</p> <ul style="list-style-type: none"> • The week ahead 	<p>Innovation in action</p> <ul style="list-style-type: none"> • The 'Iconic suit' • The Wear2 project 	<p>Your turn</p> <ul style="list-style-type: none"> • Your innovation story • Creating a video • Share and compare 	<p>What next?</p> <ul style="list-style-type: none"> • Assess your learning • Next steps