GBSB GLOBAL
BUSINESS SCHOOL

EXECUTIVE EDUCATION

Global Market Strategy in Fashion & Textile Industry

WELCOME TO GBSB GLOBAL BUSINESS SCHOOL!

For over 15 years, GBSB Global Business School has stood at the intersection of education and enterprise, championing the power of innovation, sustainability, and globalization. Our mission has always been to provide leaders like you with the foresight and tools to not only adapt to change but also drive it, transforming disruptive ideas into sustainable business models and guiding successful global expansion.

Our Executive Education Lab embodies this mission by offering a dynamic portfolio of learning formats that address the unique challenges and opportunities of modern businesses worldwide.

Today, we are proud to invite you to a program tailored to a moment of unique potential: "Global Market Strategy in the Fashion and Textile Industry."

This executive program is more than a course; it is a strategic deep dive. It is designed for visionaries who see the immense opportunity in aligning with Global Sustainability Standards, who understand the value of a powerful national brand, and who are ready to position their companies at the forefront of the international textile landscape.

We have created a transformative experience that moves from theory to practice, combining **rigorous online preparation with an immersive residential journey in Spain** — a global epicenter of fashion and textile innovation. Here, you will gain unparalleled access to industry leaders, sustainable production models, and the strategic insights necessary to unlock European and global markets.









ABOUT GBSB GLOBAL BUSINESS SCHOOL

GBSB Global Business School is an internationally accredited institution of higher education, recognized throughout Europe for its forward-thinking approach to business education.

We provide programs from foundation to executive level, delivering forward-thinking curricula taught fully in English. Our teaching connects academic knowledge with practical application. Programs emphasize innovation, digital transformation, and entrepreneurial leadership, preparing students with the skills to succeed and thrive in today's fast-changing global business landscape.

RANKINGS & ACHIEVEMENTS

#1
Executive and Top Management Programs
Listed by Forbes Spain in 2024

5 Stars
Business School
by QS Stars Ranking System

#1
Luxury Management Program in Spain
Listed by Ed Universal in 2024

Top-5
Average Rank of Our Programs
In 2024, our programs were listed among the Top 5 in Spain by El Mundo and Financial Magazine.

EXPERTISE IN FASHION MANAGEMENT:

- Our Executive Master's in Fashion and Luxury Business program was ranked **#1 in Spain by Eduniversal in 2024**
- Since 2015, GBSB Global has hosted the annual "Fashion Business Innovation Trends" conference for the English-speaking community in Barcelona and Madrid
- GBSB Global also organizes regular Global Pulse Talks that address the latest fashion trends.
- Our professors have **over 10 years of leadership experience** at top fashion companies or as successful business owners

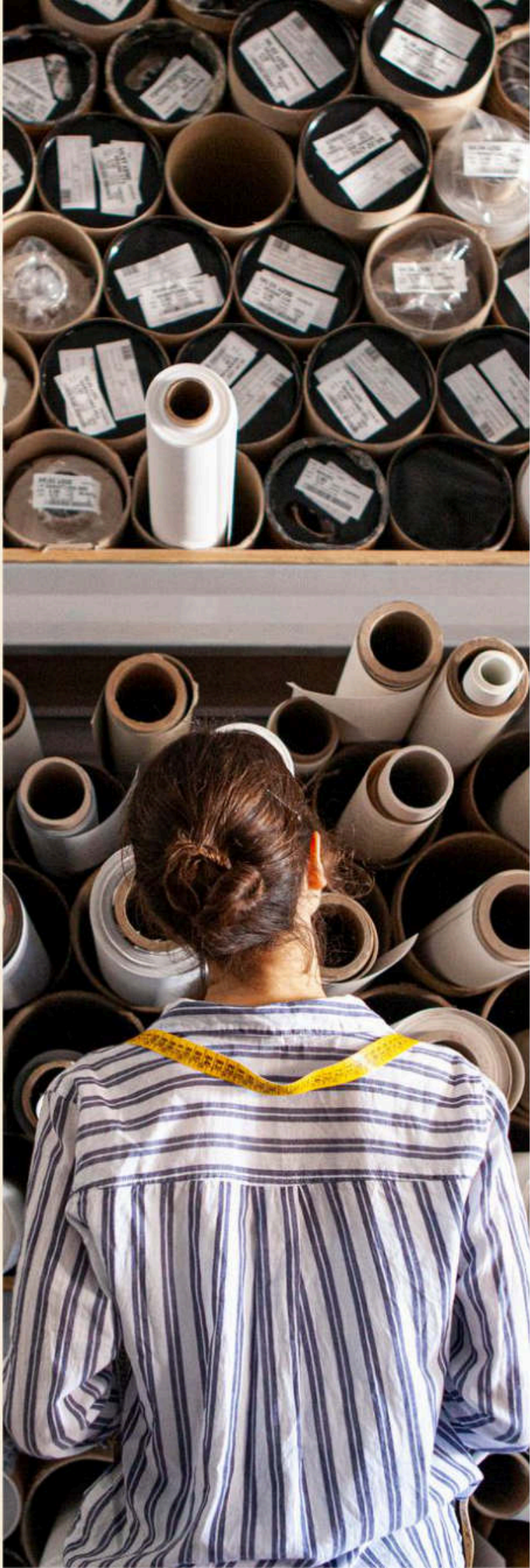
ABOUT PROGRAM

The Global Market Strategy in the Fashion and Textile Industry program is developed by GBSB Global as part of its executive education offerings. It summarizes global trends and fashion market research and provides access to strong industry connections and the expertise of professors of practice.

- FORMAT:
  Hybrid Training + One Week of Immersive Program in Spain
- LANGUAGE:
  English (simultaneous translation is an option, subject to discussion)
- DATES:
  Twice a year
- PARTICIPANTS:
  Individual or corporate
- AUDIENCE:
  Managers, production coordinators, designers, and export professionals in the textile and fashion industry.

PROGRAM HIGHLIGHTS

- Exposure to leading Spanish fashion companies and manufacturers
- Interactive workshops on sustainable practices, certifications, and the circular economy
- Networking with CEOs, designers, marketing directors, and sustainability managers
- Case studies of successful Spanish brands and their production strategies



PROGRAM SCHEDULE

PART 1. Pre-Program Online Modules (Hybrid Preparation)

Duration: 2 weeks before residential program

Format: Online, self-paced modules + live Q&A sessions

1. Global Textile & Fashion Trends
2. Sustainability and Certifications
3. Export & Supply Chain Essentials
4. Branding & Marketing

PART 2. Residential Program

Duration: 4 Days, 9.00 – 18.00

Location: 2 days in Madrid, 2 days in Barcelona

Format: Workshops, panel discussions in the classroom | Industrial visits to Spanish companies, manufactures and textile hubs | Networking sessions and master-classes with industry professionals

KEY TOPICS

DAY 1 **Industry Overview & Sustainability**

- Introduction to Spanish Textile & Fashion Landscape
- Sustainable Textile Practices in Europe
- Certification Processes (Oeko-Tex, GOTS, BCI)

DAY 2 **Supply Chain & Retail**

- Export Strategies & European Market Access
- Spanish Fashion Industry Leaders
- Brand Development

DAY 3 **Innovation & Design**

- Introduction to Barcelona Textile Cluster
- Product Diversification
- Emerging Fashion Brands & Showrooms
- Interactive session with designers

DAY 4 **Practical Applications & Networking**

- Circular Economy in Fashion
- Export & Market Entry Strategies for Central Asia

LEARNING OUTCOMES

By the end of the program, participants will be able to:

- Understand global trends in fashion, sustainability, and textile innovation.
- Implement sustainable production practices that align with international standards.
- Manage key certifications to access European markets.
- Develop effective export strategies for textiles and fashion products.
- Expand product offerings to include technical textiles, sustainable fashion, and ethical apparel.
- Build a strong brand for international recognition.
- Optimize supply chains from production to delivery in global markets.
- Adopt circular economy practices within textile and fashion operations.
- Gain hands-on exposure to innovative Spanish fashion and textile companies.
- Learn from industry leaders and experts about the practical applications of design, production, and retail.



INDUSTRIAL OVERVIEW

Spain has solidified its position as a leading force in the global textile and fashion industry. Renowned for its agile supply chains, innovative designs, and strategic embrace of sustainability, the sector is a critical engine of the Spanish economy, successfully blending heritage with cutting-edge technology.

Famous Brands: From Global Giants to Sustainable Pioneers

Spain's diverse brand portfolio dominates different market segments, ranging from luxury to fast fashion and sustainable innovation.

INDITEX | MANGO | LOEWE | Desigual.

Innovation & Infrastructure: The Backbone of Competitiveness

Spain's infrastructure is designed with speed, sustainability, and innovation in mind.

Agile Manufacturing

Concentrated clusters in Catalonia, Valencia, and Galicia enable rapid prototyping and production. These clusters are famous for supporting Zara's two-week product turnaround.

Sustainable Technology

Spain is a hub for developing and adopting technologies that reduce water and chemical usage. Companies like Jeanologia are leading the way.

Circular Economy Focus

Spain is strongly committed to recycling, waste reduction, and sustainable practices throughout its industries.

Logistics Excellence

World-class ports, such as those in Valencia and Barcelona, as well as robust logistics networks, facilitate the efficient import and export of goods to and from European and global markets.

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Contact for detailed program

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