

THE AUSTRALIAN FASHION BUSINESS ACADEMY

MEN'S CLOTHING LABEL COURSE



Start Your Fashion Label Today

'We help you bring your fashion dreams to life with this comprehensive course. Everything you need to start your very own successful fashion label, from concept to customers'

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BUILD AND LAUNCH A MEN'S FASHION BRAND

The Men's Clothing Label Course is a complete, end-to-end program designed to help you create, launch and grow a men's fashion brand. It blends creative design skills with the commercial systems required to build a label that is relevant, wearable and market-ready.

You'll learn how to design men's garments, source materials, work with suppliers and sell your collections online — while building a structured business designed for long-term growth.

A TRUE BUSINESS IN A BOX

This course is delivered as a complete Business in a Box, providing the creative skills, systems and tools required to move from concept to customers.

Most students are ready to begin launching their first collections within **8–12 weeks**, with a flexible study commitment of approximately **3–5 hours per week**.

WHAT'S INCLUDED IN YOUR BUSINESS IN A BOX

Full Training: Comprehensive online training covering men's fashion design principles, garment construction considerations, branding, pricing, production and business setup. No prior fashion qualifications are required.

Supplier Access: Learn how to source fabrics and production partners suitable for men's clothing, with guidance on quality, fit and consistency to meet market expectations.

CRM System: Access a purpose-built CRM system to manage customers, orders and communications as your label grows. Designed to support fashion businesses without unnecessary complexity.

E-Commerce Platform: A fully customisable online store designed for fashion brands. Learn how to list products, manage orders and accept payments, enabling you to sell directly to customers with confidence.

YOUR PHYSICAL CLIENT KIT

You'll receive a **Fashion Design Starter Kit** to support the creative development of your men's clothing label. This includes a fashion design sketchbook with pre-made figure templates for men, women and children, along with drawing materials to help you sketch designs, plan collections and organise fabric and style ideas.

This kit supports concept development and collection planning as you bring your brand to life.

WHAT YOU WILL LEARN

- The men's fashion market and consumer expectations
- Design principles for modern men's garments
- Fabric selection and supplier partnerships
- Branding and positioning for men's fashion labels
- Pricing, packaging and product strategy
- Selling online and managing product pages and checkouts
- Operations, legal setup and launch planning

COURSE INVESTMENT & PRICING

Total Course Fee: **\$1,950**

Payment Options: Pay upfront and receive **20% off**, or study on a **flexible 12-month payment plan** from approximately **\$35-\$40 per week**