

THE AUSTRALIAN FASHION BUSINESS ACADEMY

WOMEN'S LABEL CLOTHING COURSE



 **AFBA**
THE AUSTRALIAN
FASHION BUSINESS
ACADEMY

Start Your Fashion Label Today

"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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CREATE, LAUNCH AND SCALE A WOMEN'S BRAND

The Women's Clothing Label Course is a complete, end-to-end program designed to help you create, launch and grow a women's fashion brand. It blends creative design development with the commercial systems required to build a brand that resonates with customers and performs in the market.

You'll learn how to design women's garments, source fabrics, work with suppliers and sell your collections online — while building a structured, scalable fashion business

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 women's fashion design, trend awareness, collection development, branding, pricing, production and business setup. No prior fashion qualifications are required.

Supplier Access: Learn how to source fabrics and production partners suitable for women's clothing, with guidance on quality, fit, finishes and consistency across collections.

CRM System: Access a purpose-built CRM system to manage customers, orders and communications as your brand grows. Designed specifically to support fashion businesses without 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 women'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

- Women's fashion trends and customer psychology
- Designing cohesive collections
- Fabric sourcing and supply chain planning
- Building a premium brand identity
- Pricing, packaging and product strategy
- Selling online and managing product pages and checkouts
- Influencer marketing and social growth ● Launching collections and scaling your label

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**