

# Fashion & Luxury Intelligence Report

Subscribe to the  
'All Eyes on Africa'  
1 hour online seminar  
June 30th





# Table of content

**This report shares a summary and overview of African fashion & luxury intelligence and trends, curated by Isrid.**

**1. African Fashion & Luxury Outlook | Page 3-9**

- Join the Africa Intelligence Zoom Seminar
- Growing Fashion Industry in Africa
- Cotton Mady by Africa
- Nearshoring in Africa
- Luxury consumer market
- Investements in African luxury brands
- All-female investment group Birimian
- Retail: Africa loves malls
- Growing e-commerce market
- What are Africa's challenges

**2. Next Gen African Fashion Talent | Page 10-15**

- Exciting African fashion brands to know about now
- E-commerce X Social for African Fashion
- Investing in the Creative Industries: Fashionomics
- The role of the creative industries in the African economy

**3. Africa Intelligence Zoom Seminar| Page 16-17**

- June 30th 10-11 AM. Subscribe for free!

**4. Sources | Page 18**

**5. Get in touch | Page 19**





# African Fashion Industry Outlook





# African Fashion industry outlook

## All eyes on Africa

The central theme of this Spring Edition 2022 Fashion & Luxury Intelligence report is 'All eyes on Africa'.

Throughout the years, researching on markets and trends, visiting and talking to many fashion leaders and activists, I have learned to follow my intuition on subjects that I like to share with my community. Western companies have been neglecting the opportunities of the African continent, especially for fashion retailers. Africa has become a major interest to me. The rise, establishment and awarding of many talented fashion and luxury designers is featured by established fashion media channels and magazines and their collections are sold from Net-a-Porter to Browns. Still I encounter little awareness at my clients and network of this development and the opportunities, inspiration and direction the African culture and continent could bring to you. This is why I felt inspired to dedicate a full intelligence report to Africa!

## 'Join the Africa Intelligence Zoom Seminar'

In addition to this report covering a myriad of topics, I am offering a complimentary "All Eyes on Africa" Corporate Zoom Intelligence Seminar on June 30th in collaboration with guest speaker Sissi Johnson, Founder of [SelfSells](#) and [The Hopenclass](#). Sissi and I connected around a year ago by way of our contribution to the Essec Business School Luxury Brand Management Global MBA program in Paris. I was invited to virtually join one of her masterclasses '[Sound, Status and Style: Unveiling The Mutual Influence of Hip Hop & Luxury](#)', and was inspired by her cross-cultural interdisciplinary way of thinking and working. This month, you get to experience it too!

More about Sissi Johnson and our Africa Intelligence Zoom Seminar and to subscribe for free on page 17. of this report.

## Growing Fashion Industry in Africa

The second-largest sector after agriculture in Africa is the fashion and textile industry with an estimated market value of \$31 billion and growing every year. Some African brands have gained

global recognition in recent years as hubs of creativity have emerged, like Nigeria.

The torch of the "world's low-cost manufacturer", long-held by China, is set to pass to Africa in the very near future. The African economy is growing at 10% a year, which is different from the previous decade, making it an attractive destination for foreign investors. Due to the war and situation with Russia and Ukraine, key global brands are already investigating and lining up for moving their production out of the Russian/Asian continent to more conscious and safe regions.

## Western companies have been neglecting the opportunities of the African continent.

Countries like Ethiopia are excellent examples of possible cooperation. A lot of investment is coming into the country because of its low wages and proper infrastructure, access to ports, young and enthusiastic people, and labor market management that favors investors.

Other major powers include Nigeria, Ghana, and Kenya. Nigeria, Africa's largest oil producer, recently lifted the ban on importing textiles,

resulting in renewed interest from international clothing and clothing retailers. We see leading companies such as Levi's, Louis Vuitton, Mango, Nike, and Swatch, establishing stores inmates across the continent.



Picture by Fruché



# African Fashion industry outlook

## Cotton Made by Africa

The African textile industry is a varied one, but the seeming constant is their cotton market. There are many countries in Africa that currently grow and sell cotton. Six of them grow cotton under the label "Cotton made by Africa", which is one of the largest job producers as well, with 450,000 Africans working in the cotton business alone. The growing and selling of cotton is not their only textile industry though. South Africa has also gotten into technical textiles as well, by providing hemp to aeronautics companies for their products. Countries like Ethiopia are also starting to gain textile mills which employ locals and help businesses trying to escape the rising wages in countries like China. Companies like H&M have opened mills in Africa, since their wages are less, and the population can support the workers needed. They also create products like thread and yarn for global markets from cotton that is grown and harvested in Africa.

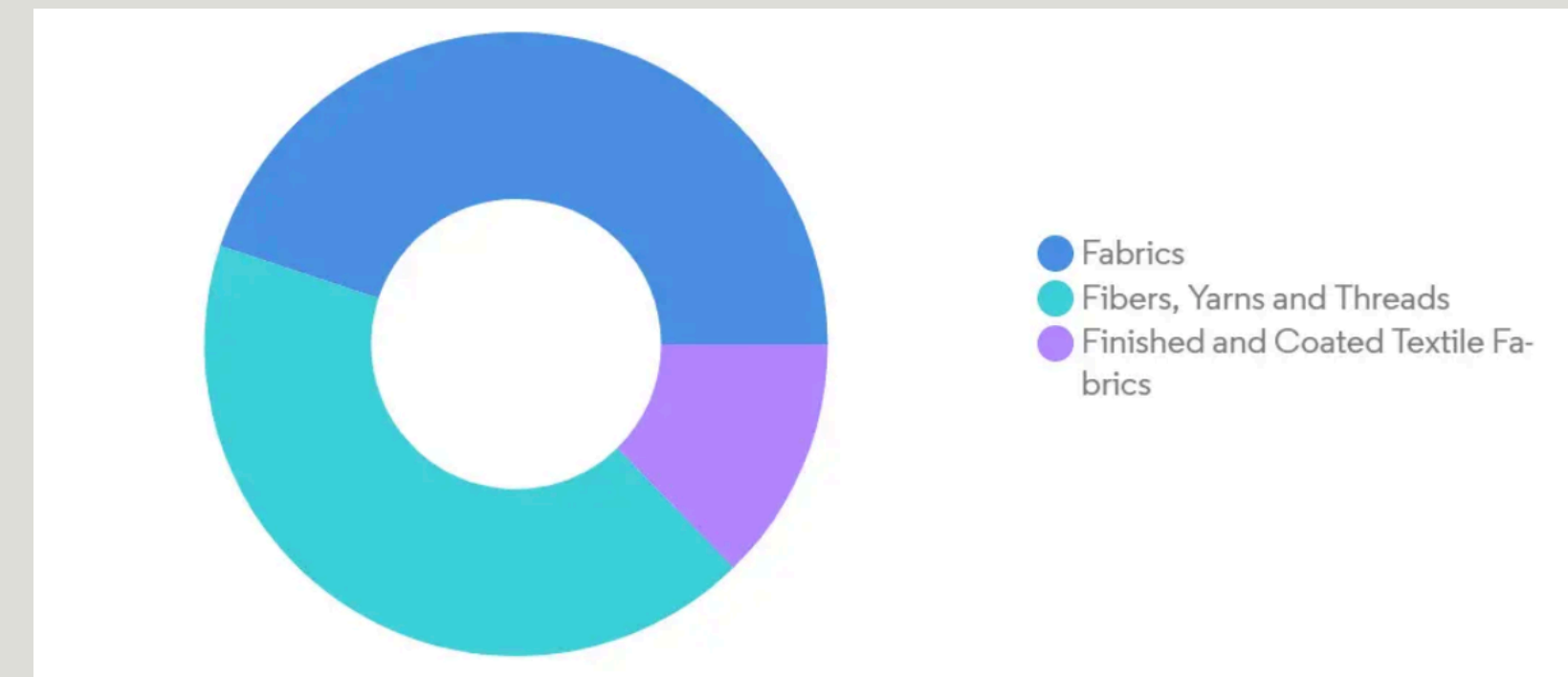
## Near shoring to Africa

Within Africa, the entire textile/clothing sector is already the second-largest employer after agriculture. In Kenya, data shows that every job in the garment sector generates 5 other auxiliary jobs. With shorter shipping routes to European and

USA markets, Africa also has an important strategic advantage over Asian manufacturers. In fact, it takes just three weeks for a shipping container to travel from West Africa to Western Europe and a month to travel to the East coast of the United States. Africa also benefits from lower (or comparable) labor costs to Asia and apparel manufacturers in many African countries offer duty-free deals (or reduced tariffs as much as 30% compared to Asia) when entering European, American, and Australian markets giving Africa a competitive edge over its Asian counterparts.

For instance, Ethiopia is already a destination for apparel manufacturing such as Guess, Levi's, H&M, which have shifted their production there from China. According to the Oxford Committee for Famine Relief (OXFAM), if Africa, East Asia, South Asia, and Latin America were each to increase their share of world exports by 1% the resulting growth could lift 128 million people out of poverty.

## Share of textile and fabrics imported from Africa to the USA (2021)



Source: Mordor Intelligence

**Data shows that every job in the African garment sector generates 5 other auxiliary jobs.**



# African Fashion industry outlook

## Luxury Consumer Market

The African luxury goods market may be small in international terms but its potential is considered promising. It's also experiencing a steady rebound following the disruptions of the Covid-19 pandemic. The countries to watch? South Africa is the biggest luxury market in Africa, worth \$133 million, according to Euromonitor International. Other countries with growing luxury potential include Nigeria, Morocco and Egypt. South Africa has a rapidly growing middle class that will increasingly enter the luxury market and this will impact luxury brands opportunities for the future, if no further setbacks are expected.

## Investments in African Luxury Brands

African fashion doesn't yet have an answer to Chanel or Dior. Newly launched investment fund Birimian ( also see next article ) seeks to change that as the first operational investment company dedicated to scaling African fashion brands into global luxury houses. Birimian is providing \$30,000 to \$3 million of investment and will support high-potential brands from Africa and its diaspora with production, financial planning and distribution on the back end, while giving them access to fashion stakeholders, working with Fédération de la Haute

Couture et de la Mode, Institut Français de la Mode, trade show Who's Next and fashion prize Andam. Brands will also undergo financial due diligence with Ernst & Young and market positioning with consultancy Nelly Rodi to construct a five-year business plan. Birimian launches with four designer labels, selected based on their social media engagement and existing international sales: Christie Brown (Ghana), Loza Maléombho (Ivory Coast), Simone et Élise (Ivory Coast) and Yeba (Belgium). The firm will invest in 10-15 brands total by September and mentor 20 more without taking a stake, says founder and chief executive Laureen Kouassi-Olsson, a specialist in African private equity who has built an all-female executive team to run the firm.

**Where the needs of the world and your talents cross, there lies your vocation.**

## All-Female Investment

### Group Birimian

Birimian is a long-term investment company championing African heritage luxury and premium brands by providing patient capital, institutional support, strategic advice and operational excellence. Their mission is to transform Africa's continent's creatives into powerful entrepreneurs, sustainable enterprises and brands generating long-term value for the continent.



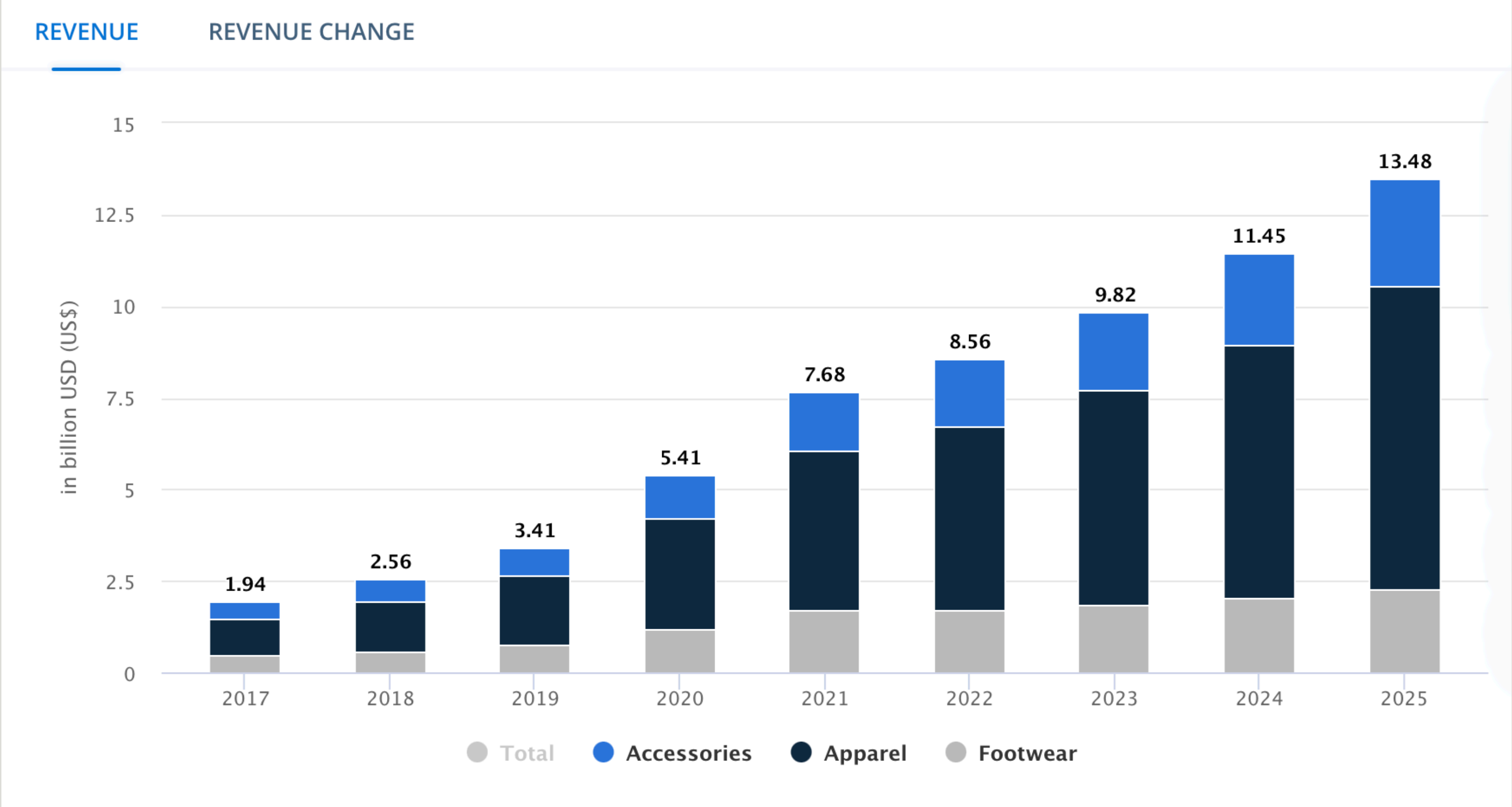
Picture from the 'She is King' collection by African designer Christie Brown



# African Fashion industry outlook

## Revenue in the Fashion Segment

- Revenue in the Fashion segment is projected to reach US\$8.56bn in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2025) of 16.35%, resulting in a projected market volume of US\$13.48bn by 2025.
- With a projected market volume of US\$312.20bn in 2022, most revenue is generated ( produced ) in China.In the Fashion segment, the number of users is expected to amount to 332.5m users by 2025.
- User penetration will be 18.4% in 2022 and is expected to hit 25.3% by 2025. The average revenue per user (ARPU) is expected to amount to US\$37.90.



Source: [statista.com](https://www.statista.com) Note: Data shown is using current exchange rates. Data shown does not yet reflect market impacts of Russia-Ukraine war.



# African Fashion industry outlook

## Retail: Africa loves malls

Africa's vibrant mall culture, which is particularly strong in Kenya, South Africa, Nigeria and Egypt, presents ample opportunities for luxury brands to establish high-end retail outlets in desirable locations. For Kenya's richer citizens, malls are the first port of call for luxury goods. There are currently over 30 malls in Nairobi and its environs, with the famous Westgate Mall catering to affluent local consumers and expats with a taste for Lacoste clothing, Hugo Boss fragrances, Bose audio equipment and Converse shoes. In Cape Town, the V&A Waterfront is a hub for fashion brands Louis Vuitton, Coach and Michael Kors. While luxury goods are beginning to be purchased through e-commerce platforms like Jumia, the physical market still holds sway as a place to buy designer brands. Customers prioritize in-store expertise and advice when parting with their money.

## Growing e-commerce market

From the early days of trade by barter to the days of online shopping, commerce has come a long way. Consumers no longer have to wait long periods to get their goods delivered or limit themselves to trading within their environs. Now, consumers can place orders from the comfort of

their homes and have them delivered in a short time, ranging from a few hours to a few days. This increase in convenience has led to a corresponding increase in consumer spending. In Africa, the average spending by online shoppers has risen steadily over the years.

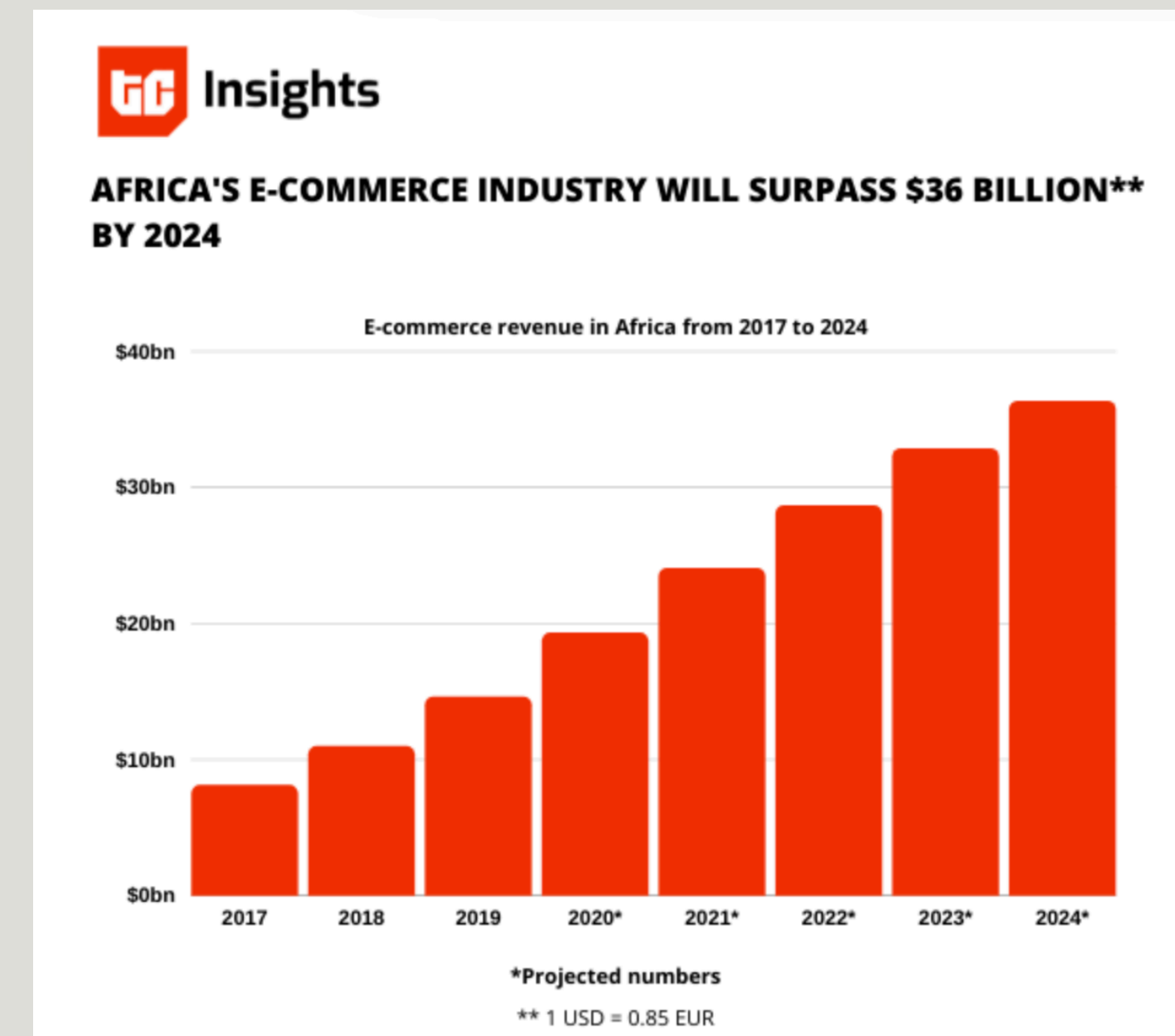
In 2020, the African e-commerce market was estimated to be worth \$20 billion, and between 2014 to 2018, the number of online shoppers on the continent increased annually, at an average growth rate of 18%, higher than the global average of 12%.

**Shopping online is now an established habit for most African consumers, and it will remain so for the foreseeable future.**

The e-commerce industry is a powerful driver of development in the African economy, positively impacting sellers, buyers, and the market in general. E-commerce is eroding the geographical walls that once limited trade between parties on different continents. For sellers, they can now expand their geographical reach to target more customers, while buyers now have more options to choose from. Having more options means that they

can get more value for their purchases and shop as it suits their convenience. The pandemic and lockdowns also resulted in a corresponding increase in digital and economic transformation.

**Read more** on how multi-brand retailers are now moving to the next level, rewriting the e-commerce playbook and strengthening their business models for sustainable growth on page 13 of this report.



Source: TG Insights



# African Fashion industry outlook

## What are Africa's challenges?

To feature and amplifying Interesting African Fashion and Luxury brands on the global stage, it's important the companies can cope with scale. Without the production and distribution capabilities to meet a surge in orders, brands find it difficult to maintain their businesses.

The main challenge is at the level of production, while most of these brands pride themselves in working with local artisans and local craftsmanship, respecting deadlines, quality and quantity standards are a bit tricky to supply the growing demand of the business on the international scale. This is due to lack of training and infrastructure.

The current growth trajectory of e-commerce on the continent is burdened primarily by issues around logistics, internet penetration, payments, regulation and consumer trust.

E-commerce is also nothing without payment gateways and solutions. By 2019, 57% of Africa's adult population was underbanked, and even though fintech companies consistently churn out payment solutions in a bid to cater to the needs of consumers, cash on delivery (CoD) remains a fan favourite where payment is concerned. Cash is tangible, and to a lot of consumers, more trustworthy. However, CoD comes with a high amount of risk, both for merchants and delivery

agents. This means that the problem is not necessarily about increasing the availability of safe and convenient digital payment solutions, but rather increasing adoption.

Charting a path forward for commerce must take into consideration improvements in connectivity, logistics and payments. In logistics, for instance, drone delivery and crowdsourced delivery can be the solution to navigating the poor road network in many African countries. Consumer trust, on the other hand, will increase by further educating consumers about the safety and transparency of digital payments. To support this, data protection and consumer protection laws should also be put in place, as consumer confidence will spring not only from the efforts of e-commerce platforms but regulators and policymakers as well.





# Next Gen African Fashion Talent





# Business strategy

## Exciting African fashion brands

All eyes are on Africa and its creative industries right now and increasing demand for sustainable luxury fashion with a notable return to artisanship and story-telling is dominating the industry and driving demand for African fashion. Luxury consumers really question their “why”. They’re looking for brands with a significant mission, DNA and identity. They’re also looking for consciousness and responsibility in what they’re consuming. African designer brands offer that quest for consciousness and that quest for responsibility.

British *Vogue*’s February 2022 issue sees African models Adut Akech, Anok Yai, Majesty Amare, Amar Akway, Janet Jumbo, Maty Fall, Nyagua Ruea, Abény Nhial and Akon Changkou grace two magnificent covers, captured by Rafael Pavarotti. While these powerful young women have risen to prominence in the modeling world, a fresh group of talented African designers are also making their presence felt in the industry.

From Orange Culture’s effortlessly cool androgynous offering, to Vivendii’s afro-futuristic style codes and Adeju Thompson’s innovative direction of Lagos Space Programme, it’s hard to keep up with the emerging creatives of the moment. Get to know my selection of African talents changing the fashion landscape.

## Sindiso Khumalo



Not only does Cape Town-based designer Sindiso Khumalo have a flair for a feminine silhouette, she also champions eco-conscious practices – all of which led to her becoming a joint winner of the 2020 LVMH Prize. Inspired by her Zulu and Ndebele heritage, the Central Saint Martins alum creates

beautifully crafted modern separates, adorned with confectionery prints.

Invest now! The signature prairie dresses are a summer staple – featured at Net a Porter.

[Instagram page of Sindiso Khumalo](#)

## It’s hard to keep up with the emerging African creatives of the moment.

## Bloke by Faith Oluwajimi

Cape Town-based designer Faith Oluwajimi has a knack for bridging the gap between contemporary design and handicraft. He is working closely with artisans in his native country, the designer sources materials locally in order to concoct androgynous garments that are as textured as they are perfectly cut.

[Instagram page of Bloke](#)



Invest now! The exquisite handcrafted cardigan is a versatile wardrobe investment.



# Business strategy

## Saul Nash wins 2022 Woolmark Prize



In April 2022, London-based designer Saul Nash was announced as the winner of the International Woolmark Prize, winning AU\$200,000 for his innovative capsule of sportswear, created with

wool that facilitates movement. “Wool you can dance in”

For designer and choreographer Nash, the challenge of the Woolmark Prize was producing his usual luxury activewear using wool, perhaps an unlikely material. The designer had studied knitwear at fashion school but when he embarked upon launching an activewear label, he’d put it aside. With Woolmark, Nash discovered he could use a wool yarn with high density, to produce garments with high elasticity suitable for movement in tops and trousers. For outerwear, he created modular wool garments with bonded seams that are 100 per cent waterproof. The designer is excited to continue innovating with wool in future collections, because of its sweat wicking and cooling properties, when created thin enough.

[Instagram page of Saul Nash](#)

## Mmusomaxwell

Also awarded last Month is South African design duo Mmusomaxwell with the Karl Lagerfeld Prize for Innovation, receiving AU\$100,000 . The fledgling brand made a collection of hyper feminine garments featuring locally sourced wool made by South African artisans. Before, Mmusomaxwell was working partly with polyesters and dead stock available locally in South Africa.

Since visiting Paris with African luxury incubator Birimian and seeing the quality, the designers were keen to improve their materials. Woolmark came at the perfect time, allowing them to pay local artisans to embroider and weave certified wool for their collection.

[Instagram page of Mmusomaxwell](#)

**Fashion is an emotion and you live emotion through people.**





# Business strategy

## Orange Culture



Orange Culture goes beyond the parameters of a fashion brand to describe itself as a “movement”. Founder Adebayo Oke-Lawal’s effortlessly cool, androgynous offering is refreshingly bright: classic silhouettes are injected with an “African touch” via zingy prints and colors. Keeping things local is at the heart of Orange Culture’s ethos – garments are

manufactured in Lagos, using ethically-sourced fabrics provided by local makers. heritage, the Central Saint Martins alum creates beautifully crafted modern separates, adorned with confectionery prints.

Invest now! Opt for the delicate mesh Dad long-sleeve - seen at Browns

[Instagram page of Ornage Culture](#)

## E-commerce X Social for African Fashion

When African multi-brand retailers emerged in 2019, their early focus was on supporting a more inclusive industry and heightening awareness of the continent's luxury offer — both regionally and internationally. All that is still part of the agenda, but these multi-brand retailers are now moving to the next level, rewriting the e-commerce playbook and strengthening their business models for sustainable, long-term growth, selling African brands within Africa and in key export markets such as the US. Here are 3 interesting initiatives:

## Industrie Africa

[Industrie Africa](#) launched in 2018 with a mission to challenge the perception of fashion on the continent. A virtual showroom of sorts, the site highlights the full breadth of African design talent with a directory of over 80 brands from 24 different African countries. Industrie Africa is taking its objective one step further with a shoppable platform that brings those high-end and emerging labels to the doorstep of its global audience. “There’s been a seismic shift in the way African fashion is being seen around the world, and we just happened to be on the cusp of that,” says co-founder and native Tanzanian Nisha Kanabar in an interview with Vogue,. “We really want to continue to disrupt the traditional world views surrounding what it means to be an African designer, shop African, or have an African identity.”

Thanks to its partnership with DHL, which has built a robust infrastructure in Africa, Industrie Africa is able to serve international customers with surprisingly reasonable shipping prices, too: the flat rate for shipping to Europe at \$35.

Invest now! Shop African Designer Fashion at [Industrie Africa](#).

[Instagram page of Bloke](#)



Source: Industrie Africa campaign 2020



# Business strategy

## The Folklore. A B2B wholesale e-commerce platform



The Folklore Group enables global customers to discover and shop top luxury African and Black-owned designer fashion, accessories, and beauty

brands online. The key to long-term growth for African multi-brand retailers is a thriving e-commerce channel. Amira Rasool, founder of The Folklore, a New-York based online multi-brand retailer that stocks African brands and brands from the African diaspora, raised \$1.7 million this April in a pre-seed funding round led by Slauson & Co, an inclusive early-stage venture capital firm.

The Folklore has recently launched a separate B2B wholesale e-commerce platform called The Folklore Connect, intended to help global retailers discover and work with African and diasporic designer fashion and lifestyle brands. The retail platform is also attempting to support and nurture Black designers. Last month, it launched Farfetch Futures, an initiative aimed at supporting designers by providing business, marketing and tech support.

## Jendaya

Another e-commerce platform is Jendaya ( launched in December 2021 ) an African multi-brand retailer exploring a mix of consumer online sales, B2B advisory and editorial content, for guidance on the African market. Unlike The Folklore or Industrie Africa, Jendaya also stocks international brands, bringing them to the African consumer and market. Customers worldwide can shop African luxury brands on the Jendaya platform.

Area • Marine Serre  
Casablanca • Imad Eduso  
Ottolinger • Givenchy • Emmy Kasbit  
Sian Swimwear • Louis Vuitton • Cool TM  
Alaïa • Christie Brown • Dolce & Gabbana  
Balenciaga • Nensi Dojaka • Paoli • Maxivive  
Rich Mnisi • Marc Jacobs • Awa Meite • Chanel  
Lanvin • Thom Browne • A-Cold-Wall\* • Adinkra  
ADM Projects • Kahindo • Amir Taghi • Ralph Lauren  
Taro Ishida • Homme Plisse • Okapi • Aissata Ibrahima  
By Far • Tara Matthews • Marty Moto • Amiri • Balmain  
Rueben Selby • Benjamin Benmoyal  
Rick Owens • Abigail Ajobi  
Raf Simons • Abiola Olusola  
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# Business strategy

## Investing in the Creative Industries: Fashionomics

Fashionomics Africa is an initiative of the African Development Bank Group to foster the fashion industry in Africa as a lever to create jobs. The creative industries in Africa offer massive potential for continent-wide job and GDP growth. For instance, the textile and clothing sectors, comprising a majority of women in their workforce, together represent the second-largest sector in developing countries after agriculture. Additionally, there is great scope to hire more youth. By using technology as a driver for the development of the skills and capacity of African creative industries, the African Development Bank Group aims to stimulate job creation on the African continent, especially for women and youth. Guided by its belief that global and regional value chains are paramount to boosting inclusive growth, the AfDB debuted Fashionomics in May 2015 during its annual general meetings to discuss ways to strengthen the global value chain of Africa's fashion industry.

Download the most recent Fashionomics Report on Africa's Creative, Textile and Fashion Industry [here](#).



Source: Fashionomics

## The role of the creative industries in the African economy

Diversifying African economies and furthering regional integration are essential parts of the Bank's ambition.

benefits and become a vehicle to further African regional integration and identity for a more resilient continent.

**13 million young Africans joining the labour market every year.**

With 13 million young Africans joining the labour market every year, the development of labour-intensive sectors is imperative for a stable and prosperous Africa. The ability of global value chains to create jobs as the result of new activities constitutes a formidable opportunity, resulting in new trade patterns for African countries. Such new activities, commonly referred to as 'creative industries', comprise emerging sectors such as the music, film, fashion, design and food industries. These industries use African culture and creativity as their unique selling point, both within and outside the continent, and are particularly attractive to large numbers of young people – skilled and unskilled. They both create economic



# Africa Intelligence Zoom Seminar

All eyes on Africa





# Africa Intelligence Zoom Seminar

June 30 | 10 - 11 AM | Online Seminar | With Guest Speaker and African Culture Professor Sissi Johnson | Free Subscription

## All eyes on Africa. The Global Appeal for African Luxury Fashion

This is your unique chance to learn from an expert how increasing demand for sustainable luxury fashion is dominating the industry and driving demand for African fashion.

Global interest in luxury goods is rising, with a notable return to artisanship and story-telling. With a long history of creating goods that focus on traditions of great craftspeople, the opportunities are boundless for African creatives to find success beyond the mass, fast-fashion consumption model.

On Thursday, June 30th from 10-11 AM CET, ISRID Academy presents an **Africa Intelligence Zoom Seminar**, featuring guest speaker Executive and Professor Sissi Johnson. In line with the new short online course developed by Sissi's nonprofit The Hopenclass and Moshions, Rwanda's leading luxury fashion house: "Africa to the World: Analysing the Global Appeal for African Luxury Fashion".

This is your unique opportunity to learn from an expert about the dynamics behind the luxury fashion landscape from and to the African continent.

### Talking points

- How is luxury embedded into African cultures?
- What relationship do continental Africans and the diaspora have with the luxury industry?
- How can this inspire you and your business?

[Subscribe for the Online Seminar](#)

## About Sissi Johnson



**Sissi Johnson** is a Business Executive and Scholar focused on Culture and Innovation acknowledged as a "global game-changer" by Condé Nast and American Express for her work in academia, luxury, and creative industries.

For 10 years, Sissi has learned, unlearned, researched, and taught critical fashion studies, luxury, business, and innovation around the world at postgraduate level. Her multimedia portfolio is featured in curricula internationally, including at New York University. Among others, Sissi has spoken at Harvard and the University of Oxford on "The Currency of Image: How Art, Music, Film can reframe Narratives and Identity".

Through [SelfSells](#), her agency she consults world-leading brands such as LuisaViaRoma, Kering, Nespresso, and SONY on consumer marketing and cultural innovation. Her collaboration with LVMH French Haute jewelry Maison Chaumet on the "Trésors d'Afrique" collection is their largest since 1780 and a case study of cultural appreciation in the luxury industry. In 2017, Sissi co-launched the world's first Luxury Brand Management MBA program on African Gastronomy with Chef Dieuveil Malonga who she continued to work alongside for the development and opening of "Meza Malonga" his award-winning afro-fusion restaurant in Rwanda as featured by Michelin, Forbes and more.

[sissi@selfsells.co](mailto:sissi@selfsells.co)

[Instagram of The Hopenclass](#)



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Fashinza  
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Mordor Intelligence  
Techcabal  
The Hopenclass  
[futurelearn.com](https://futurelearn.com)  
LinkedIn  
The Business of Fashion | Professional  
McKinsey Insights





# Get in touch

## Who is Isrid? And what can she do for you?

Isrid is a trendwatcher, talent developer and global talent finder specialized in the fashion and luxury business, also providing a series of courses and master classes to raise the bar in the industry.

[Isrid would love to meet you](#)

## Know better, do better.

What's happening now in the fashion and luxury business? How to develop a next fashion career strategy? Isrid provides a range of courses and programs to raise the bar in the industry and to keep you ahead of the trends, rather than following them.

[Visit Isrid Academy](#)

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