

## C.L.A.S.S. Workshop: a new generation of fashion based on 4 dimensions of values.

We offer three curated **training formats for different professionals and needs in the fashion industry**, focused a new generation of fashion based on 4 dimensions of values (Design, Innovation, Sustainability and Communication). Below is a brief overview of our sustainable fashion training formats.

**Looking for something specific?** We also provide fully **customisable training programs** to match your business goals and learning needs.

### 1. DESIGNERS

Topics and approach:

- **Contemporary Consumer DNA:** values and experiences more than just a product
- **Sustainability:** what does it mean for a company and for a product – tools to quickly “recognize it”
- **Sustainable Design Strategies**
- **Basis about Innovation, Smart Ingredients and business models**
- **Communication:** the basis to be able to align the storytelling and the story making, avoiding greenwashing risks and getting new generation of business values

**Suggested Format:** 2 main sessions of ca 2 hours each for a total of 4 hours + Q&A (total of 5h). Ideally, one session will be held in the morning, the other one in the afternoon.

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### 2. TECHNOLOGIST – DEVELOPMENT

Topics and approach:

- **Contemporary Consumer DNA:** values and experiences more than just a product?
- **Quick introduction to Sustainable Design strategies**
- **Introduction about sustainability** with some hints about certification and measurements
- **Introduction to INNOVATION with a focus on INGREDIENTS**
- **Communication:** the basis to be able to align the storytelling and the story making, avoiding greenwashing or loss of business values

**Suggested Format:** 2 sessions for a total of 5 hours + Q&A:

- 2 hours for introduction to sustainability, communication and consumer behavior
- 3 hours for materials and certifications

Ideally, one session will be held in the morning, the other one in the afternoon.

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### 3. BUYERS

Topics and approach:

- **Contemporary Consumer DNA**: values and experiences more than just a product
- **Quick introduction about Sustainable Design Strategies**
- **Basis about Innovation with Smart Ingredients and business models**
- **Sustainability**: basis to quickly “recognize it”
- **Communication**: the KEY indication to create VALUE for contemporary consumer, so how to check company and product communication messages and choose valuable products to be able to align the storytelling and the story making, avoiding greenwashing or loss of business values

**Suggested Format:** 1 session of 2 hours + Q&A

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### FULL PACKAGE

- All three modules combined into a 3-day intensive Workshop.
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Contact us at [assistant@classecohub.org](mailto:assistant@classecohub.org) to learn more and co-create your own path to responsible fashion.

