

COURSE INFORMATION**Course:** BUS Summer 001**Course Title:** New Fashion and its influence in today's Industry and modern life**Semester:** Summer 2019**Instructor:** ALIA SUNDERJI**Office:****Email:****Phone:**

COURSE MATERIALS & REQUIREMENTS**Prerequisites:** 36 hours**Required Reading:**

COURSE PURPOSE

This is a course designed to provide students with opportunity to look into Vancouver Fashion Industry with the perspective from both art and business aspects including marketing strategies, brands, products, retail to gain understanding of sustainable clothing and its influence in today's fashion industry and modern life.

COURSE OBJECTIVES

The course has three main components to it. We will start by understanding the concept of new products from a consumer perspective. We will explore why and how consumers adopt new products and what could be barriers to the adoption of a new product. The second component of the course concerns the product itself. Here we will develop a basic understanding of the 'New Product Development' process and cover topics like – opportunity identification, concept development and evaluation, and design. Through the final component of the course we will hone our skills in creating an effective marketing strategy for new products. We will learn to apply basic marketing elements (e.g., STP, branding, 4Ps) to the context of new products.

Given that this course approaches the new product development process from a consumer perspective, it will be a suitable course for individuals from various different backgrounds. For example, people from marketing, operations, entrepreneurship, engineering etc. will also find value in this course.

This is primarily a case based course, and has several lectures that draw on assigned reading material. The required readings will help you get more from my lecture presentations, and will be relevant to the case discussions.

COURSE FORMAT

This course is designed like a workshop and will use the following pedagogical format:

- Lectures – basic concepts to the student
- Cases – how theoretical concepts have been applied in practical situations
- Class Project – application of the principles learned in class
- Presentations – communication skills
- Guest Speakers – learn from industry expertise (How did they do it? Learn how the founders of lululemon and local technical apparel brands took their ideas and made them into multi-billion-dollar companies. Students will have the opportunity to learn about entrepreneurs in the international and Canadian apparel industry)
- Company visits – lululemon, MEC, etc

This format is intended to provide students with a holistic and interactive learning experience of new product development and marketing. Sessions are primarily workshop oriented discussions covering material from the readings and cases. Please note that the lectures and class discussions are designed to go beyond the readings.

COURSE ORGANIZATION

The course has three hours of for each class. All case analyses, project-related discussions, exams, and group and individual presentations will take place during allocated lecture times. Additional cases, readings, etc. will be handed out in class, or made available through Canvas.

GRADING

Requirement	% of Grade
Participation	20%
Individual Assignments & Group Project	50%
Exam	30%
TOTAL	100%

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Company info:

Lululemon



lululemon.com

Our vision

Founded by Chip Wilson in Vancouver, Canada in 1998, lululemon is a yoga-inspired, technical athletic apparel company for women and men. What started as a design studio by day and yoga studio by night soon became a standalone store in November of 2000 on West 4th Avenue in Vancouver's Kitsilano neighbourhood. Our vision for our store was to create more than a place where people could get gear to sweat in, we wanted to create a community hub where people could learn and discuss the physical aspects of healthy living, mindfulness and living a life of possibility. It was also important for us to create real relationships with our guests and understand what they were passionate about, how they liked to sweat and help them celebrate their goals. Today, we do this in our stores around the globe.

Our product

Our first designs were made for women to wear during yoga. Through plenty of feedback from our guests, ambassadors and elite athletes, we now design for yoga, running, cycling, training and most other sweaty pursuits for women and men. Not to mention, our designers are athletes and sweat-minded people, too.

Our best life

A constant that has never wavered is our desire to empower people to reach their full potential through providing the right tools and resources, and encouraging a culture of leadership, goal setting and personal responsibility. Our core values of quality, product, integrity, balance, entrepreneurship, greatness and fun are lived by our people every day and are at the heart of our unique company culture.

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MEC



[https:// www.mec.ca/en/](https://www.mec.ca/en/)



Mission and values

We inspire and enable everyone to lead active outdoor lifestyles. We do that by selling outdoor gear, clothing and services. We match our members with gear that suits their needs. But we offer more than products, we offer passion. We love to share our expertise, experience, and enthusiasm.

We started small: a few young climbers in the mountains who dreamed of gear that wouldn't let them down at prices they could afford. We've grown from a few members to millions, and our interests have grown too. Now we climb, ski, hike, run, paddle and cycle. As we grew from a small business to a big one, we remained a different kind of business. We're a member-owned co-operative, not focused on making big surpluses, just enough to sustain what we do.

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What guides us as we go

- **Quality** - We offer high-quality, high-performance products at very competitive prices.
- **Integrity** - We listen carefully to one another. We deal in good faith. We are honest, fair, and ethical.
- **Co-operation** - We understand the power of community and co-operative principles. We draw on the strength of people working together.
- **Creativity** - We embrace original ideas and fresh ways of looking at the world. We draw on these to build and evolve our heritage.
- **Leadership** - We lead by example. We seek to motivate other individuals and organizations to act for people and the planet.
- **Sustainability** - We work to make and market our products sustainably. We strive to build and operate our facilities with minimum ecological impact.
- **Stewardship** - We act to preserve and restore wild places. We do so actively, consistently, and generously.
- **Humanity** - We work actively to ensure those who make our products are treated with respect.
- **Adventure** - We believe in living life to the fullest, with a spirit of adventure, a thirst for challenge, and a desire to learn.

Where we want to go

We aspire to be the most viable, vibrant outdoor retail business in Canada. We want to bring about a future where Canadians of all ages, and especially our youth, play outdoors in self-propelled ways more often and in ever-increasing numbers; have access to a comprehensive, carefully nurtured network of parks, wilderness, and outdoor recreation areas; and have a connection to nature that is stronger than ever. We want MEC and our members to set examples that inspire other organizations and individuals towards environmental, social, and economic sustainability. In short, we want to leave the world better than we found it.

A bigger picture

Being part of a global co-operative movement links us with co-ops in 103 countries, everything from financial institutions to grassroots neighbourhood shops. It fundamentally affects the way we do business, as we look at more than the business case of what will pay off right now, and instead seek solutions that are socially and environmentally responsible, keep us financially viable, and serve the needs of members. The [co-operative principles](#) are guidelines by which co-operatives put their values into practice.

MEC is Canada's largest co-op by membership, a sound, successful enterprise, and something we feel proud to be a part of.

Instructor Bio: (need more information and maybe a better photo)

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ALIA SUNDERJI

Founder, Luv the Grub

Alia is a powerhouse social entrepreneur and SFU instructor who runs Luv the Grub, a Vancouver-based social enterprise that has both an environmental and socio-economic mission. Partnering with local farmers and produce markets, Alia repurposes bumped, bruised and misshapen fruits and vegetables as ingredients for making jams, chutneys and spreads. Fun fact: Alia graduated from the SFU Beedie School of Business 10 years ago. She has now returned to SFU, as a Social Entrepreneur and Sustainable Innovation Lecturer, teaching fourth year business students about sustainable innovations.