

You are required to write a report of 1000 words in response to the following brief:

Context

You are a manager working in the buying/merchandising of Forever 21. This week the press has been full of media coverage of H&M's new Balmain partnership. A high profile advertising campaign featuring model of the moment Kendall Jenner is a prominent feature of the media coverage and follows many months of high profile celebrities including Beyoncé, Kanye West, Rhianna, Kim Kardashian and Rita Ora wearing the Balmain look to various red carpet events. The Balmain look has become easily recognisable and is characterised by heavy beading, structured tailoring, glitzy embellishments and military references.



Challenge

Your CEO wants a new range featuring the 'Balmain' look in store in 10 weeks. Product development takes 3 weeks, sourcing of the fabric takes 4 weeks and the production of the garments takes another 5 weeks, both fabric and garment production take place in India. The shipping to the consuming market takes another 3-4 weeks.

Report Content

With reference to the above scenario, your report should evaluate these key questions:

- What can you do to change the lead time above?
- How can you achieve this?
- What impact will this have on the supply chain?
- What compromises may need to be made?

- Make a recommendation to the CEO about how this might be mitigated in the future

Instructions

In order to complete this assignment you will need to read extensively on the theory of the apparel pipeline and all associated theoretical concepts covered in the Fashion management lectures and apply this knowledge and understanding in answering the questions.

Please ensure you reference all your sources of evidence using the Harvard system of referencing. Ensure you are careful about the quality of reference you use, especially for industry and company information. Further guidance on referencing can be found via:

<http://www.library.manchester.ac.uk/services-and-support/students/support-for-your-studies/my-learning-essentials/workshops-and-online-resources/>

You should write in a report format:

- Use appropriate headings and subheadings
- Write concisely
- Use tables, charts, images where appropriate
- Provide a list of references at the end of your report
- Number your pages

Please ensure you include only your student number on your report.



in MS Word or pdf format.

Grading Criteria

1st 80%+	Demonstrates an in-depth understanding of theory and practice relating to the apparel pipeline, supply chain management and the global fashion industry, with a coherent and logical set of arguments and/or ideas to answer the brief, demonstrating an innovative or sophisticated approach which might be used by a fashion company. Provides excellent synthesis of material offering practical operational and strategic insights, drawing on theoretical understanding to apply practical solutions. Draws on exemplary and robust data collected from an outstanding range of good sources. Excellent use of wider reading of key academic texts as well as substantial further reading. Exceptional academic presentation, written style and referencing.
1st 70-79%	Demonstrates an excellent in-depth understanding of theory and practice relating to the apparel pipeline, supply chain management and the global fashion industry, with a coherent and logical set of arguments and/or ideas to answer the brief. Provides excellent synthesis of material offering practical operational and strategic insights, drawing on theoretical understanding to apply practical solutions. Draws on exemplary and robust data collected from an outstanding range of good sources. Excellent use of wider reading of key academic texts as well as substantial further reading. Exceptional academic presentation, written style and referencing.
2:1/60-69%	Demonstrates a very good, clear understanding of theory and practice relating to the apparel pipeline, supply chain management and the global fashion industry, with a suitable focus to answer the brief. Provides a clear and logical set of arguments and/or ideas. Material is well organised offering practical insights which tend to be focused on operational aspects of the brief, drawing on theoretical understanding to apply practical solutions. Draws on a reasonable range of data collected from a good range of suitable sources. Evidence of wider reading of key academic texts. Clear presentation, good written style and appropriate referencing.
2:2/50-	Demonstrates a good understanding of theory and practice relating to the apparel pipeline, supply chain

59%	management and the global fashion industry, with a reasonable focus on the brief. A tendency to be descriptive rather than providing practical solutions and/or tends to demonstrate a surface understanding of the theory that might inform the task. Satisfactory links to data collected from a reasonable range of sources. Tends to be reliant on course materials with little evidence of extended additional reading. Occasional lapses of understanding, accuracy or logic. Academic style and referencing is lacking in parts.
3rd 40-49%	Evidence of some understanding of theory and practice relating to the apparel pipeline, supply chain management and the global fashion industry, but also evidence of misunderstanding. Lack of clear focus on the brief. Fails to make appropriate responses in relation to the brief. Makes some attempt to link to data collected from a basic range of sources. Use of evidence and theory that is not always relevant. Little evidence of additional reading. Answer incomplete. Academic style and referencing are poor.
30-39%	Demonstrates some general knowledge relevant to the apparel pipeline, supply chain management and the global fashion industry, but inadequate focus on the assessment brief. Fails to link discussion to data/does not make use of data collected from relevant sources. Significant errors evident. Lack of reading and referencing.
Below 30%	Completely lacking in sufficient focus on the brief. Has failed to meet the learning outcomes.