

Fashion School		
Sector: Education & Training	Project Value: JD 8M	Location: Amman
<p>Potential Opportunity</p> <p>Jordan has a thriving apparel / textile industry based, among other matters, on preferential access to export markets. This relatively new industry for Jordan provides opportunities for Jordanian's to acquire design/marketing skills and become the drivers for long term localization of the industry, by providing the talent needed to move the industry up-market into high fashion and high quality apparel for the MENA region and elsewhere.</p> <p>Many youngsters in the Arab world have the talent, creativity and flare needed to participate in the fashion industry; but they need education, direction and support to launch careers in this field. Fashion is more than just creativity and passion - it's also highly commercial and competitive and requires detailed knowledge in various fields such as design, manufacturing, business, and marketing.</p>		
<p>I. Description of the Business</p> <p>The establishment of an affiliated fashion school that will provide students the opportunity to gain their bachelor and master's degrees in a range of degree programs based upon fashion: fashion design, clothing and apparel manufacture, textiles, business studies, and marketing. The fashion school would be affiliated to an established school that is keen to establish links into the MENA region and could be located in close proximity to other schools that provide complementary courses, such as fine arts and business studies.</p>		