

Last month, ISEM's Master in Fashion Management (MFM) students took part in an exceptional International Approach experience across London and Amsterdam, two leading global hubs where fashion, technology, sustainability, and innovation are shaping the future of the industry.

ISEM

Fashion Business School
UNIVERSIDAD DE NAVARRA



Over the course of two immersive one week programs, students gained firsthand insight into how major organizations are transforming their business models through digitalization, omnichannel strategies, customer experience, and interdisciplinary thinking. In London, the group participated in a future-focused workshop at London College of Fashion and visited the headquarters of ASOS, while also exploring innovation strategies at iconic brands such as Burberry, Hackett London, and Jo Malone.



In Amsterdam, students deepened their understanding of evolving fashion education at Amsterdam Fashion Institute, explored global brand management at PVH Corp., discovered the role of circularity and craftsmanship in denim innovation at House of Denim, expanded their industry perspective through FashionUnited, and engaged with emerging brand-building models through Nude Project. Together, these experiences provided an invaluable opportunity for direct industry engagement, strategic reflection, and a deeper understanding of how innovation is redefining fashion management worldwide.