



DIGITAL FASHION ACADEMY

Professional Certification in FASHION ECOMMERCE MANAGEMENT

Acquire in-demand skills to build a career in the Digital Fashion industry.



WHAT IS DIGITAL FASHION?

▶ **DIGITAL ACTIVITIES**

All activities that aim to communicate and sell fashion through digital channels

▶ **D2C, MARKETPLACE, OMNICHANNEL**

B2C Ecommerce, marketplaces, affiliates, digital concessions, social media, digital in store

▶ **DIGITAL MARKETING AND COMMUNICATION**

Digital communication activities from digital marketing to customer service, from omnichannel to digital in store



more than just education

WHY STUDY WITH US?

At Digital Fashion Academy, we redefine education for the digital age, specialising in **e-business** for the fashion and luxury industries.

Our courses centre on **essential digital skills**, spanning e-commerce, management, finance, technology, CRM, digital marketing, analytics, and more.

By choosing Digital Fashion Academy, you're not just investing in a course; you're gaining access to a **unique curriculum, experienced mentors**, and a **network** of like-minded individuals to support you secure a thriving career in fashion and technology.

Our tailored courses ensure you **acquire** the **precise skills** demanded by the industry, backed by industry experts and a community that shares your goals.

Join Digital Fashion Academy and embark on a transformative journey that not only hones your skills but opens doors to exciting **opportunities** in the ever-evolving world of fashion

WHO ARE OUR COURSES FOR?

For people looking to build their career as a Digital Fashion professional

Fashion & Luxury professionals who want to upgrade their skills with the digital and/or fashion component

Digital Fashion Professionals junior to mid seniority who need to extend their knowledge to different areas i.e. career development; upgrade role

Consultants/ Suppliers to fashion brands who want to acquire essential Fashion and Ecommerce knowledge, best practices, KPIs

Entrepreneurs or business owners looking to expand the online business to a regional / global audience





CERTIFICATE COURSE

FASHION ECOMMERCE MANAGEMENT

A top-rate curriculum built by **industry experts** that covers everything you need to know to become a **certified Fashion Ecommerce Manager**

“

The key to success in Ecommerce is understanding how all activities in the digital value chain interact with each other.

ENRICO FANTAGUZZI, CO-FOUNDER OF DFA



ENROLMENT IS OPEN

**Early bird offer.
Enrol now to
enjoy 14% off.**

~~€1,800~~
€1,550



[CLICK HERE TO ENROL](#)

Outcomes for you



Gain a 360° understanding of how ecommerce works in fashion and luxury companies with a focus on strategy, organisation and key performance indicators (KPIs)



Develop expertise in organising, managing, and optimising ecommerce teams to achieve operational excellence



Attain a thorough understanding of fashion e-commerce store management, marketplaces, operations & logistics, and customer relationship management (CRM)



Advance your career in the Digital Fashion industry by learning in-demand digital skills



Apply best practices from leading Fashion and Luxury players and build your core management abilities



Analyse and evaluate performance of real fashion case studies using essential KPIs and metrics

HOW TO PARTICIPATE



- Next Cohort Starts: February 5th 2025
- Commitment of 2.5 hours per week



- Self-paced on-demand lessons
- Flexible learning: take this course wherever you are
- Guided learning experience
- Optional live sessions



- Engage remotely with teachers and colleagues through our platform
- Join our private community



- Mentoring support



- Scheduled assessments: timetabled milestones to achieve (complete in 25 weeks)



Professional Certificate in
Fashion Ecommerce Management

KEY FACTS

WHAT YOU WILL LEARN
End-to-end Fashion
Ecommerce Management

DELIVERY FORMAT
Online On-demand

COMMITMENT
2.5 hours per week

COURSE DURATION
25 weeks

START DATE
FEB 2025

PRICE
€1,800 | GB £1,550 | AU \$2,960 |
US \$2,050

ASSESSMENT
Project work and quizzes

CERTIFICATION
Fashion Ecommerce
Management

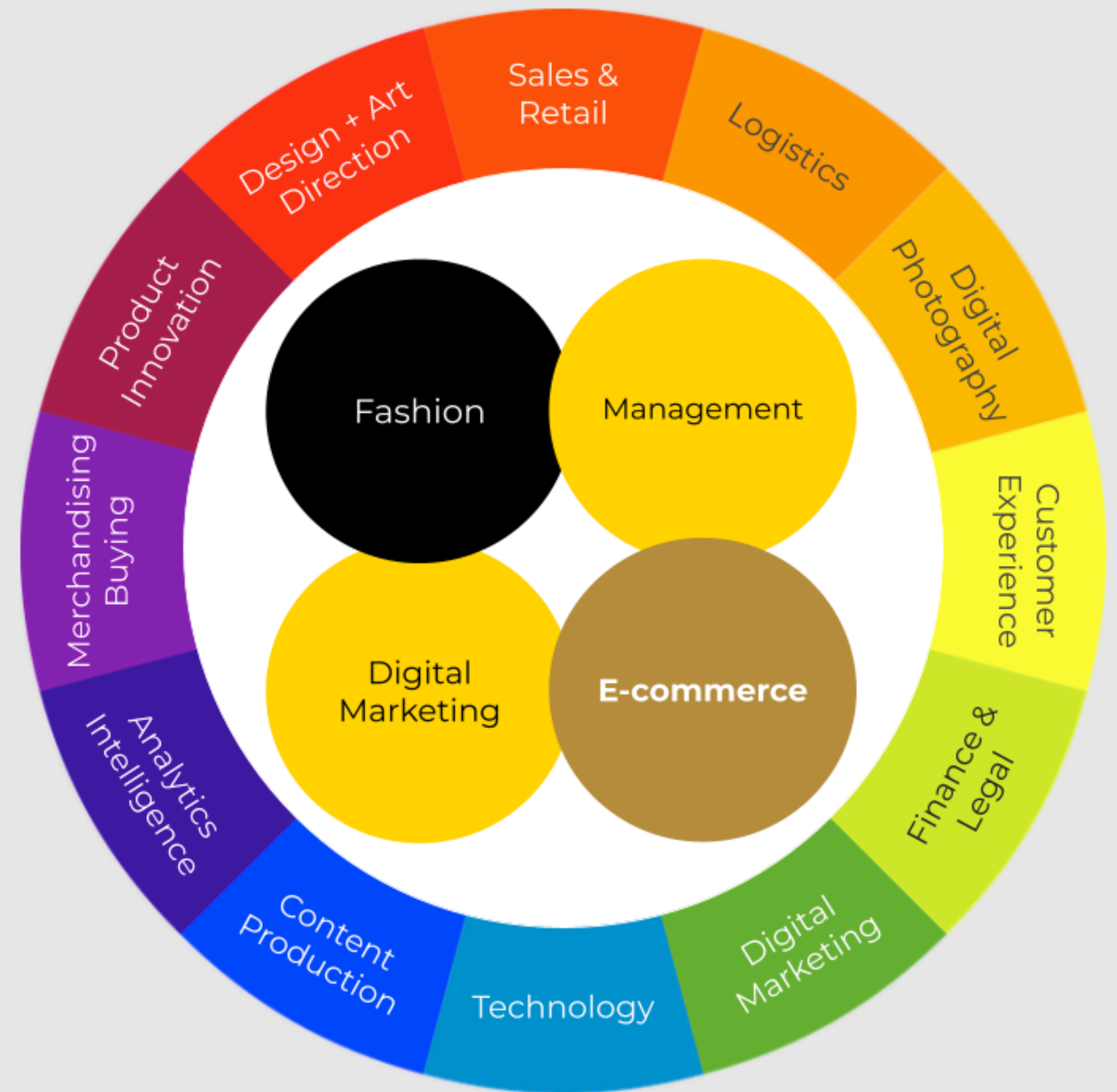
GAIN A 360° VIEW OF DIGITAL FASHION

DFA COMPETENCE MODEL

This model represents the body of knowledge considered essential for Digital Fashion professionals.

From business skills to an understanding of technology.

The four circles in the centre represent the knowledge areas and the external circle demonstrates the working areas from a processes stand point.



ECOMMERCE COURSE MODULES



[CLICK HERE FOR PROGRAMME](#)

A photograph showing a person from behind, looking at a light-colored sweater and a white button-down shirt hanging on a wooden hanger. The scene is brightly lit, likely near a window. The text 'YOUR LEARNING EXPERIENCE WITH DFA' is overlaid on a white rectangular background in the upper left corner of the image.

YOUR LEARNING EXPERIENCE WITH DFA

ON-DEMAND COHORT BASED

We've designed this course as a **structured yet flexible** learning experience, where self-paced study is complemented by scheduled assignments.

While the course is entirely on-demand, you have the option to join live sessions and engage with our private community.

This flexibility allows you to participate from anywhere in the world while still enjoying the benefits of a cohort. Begin and complete the course alongside fellow students, earn your certification on time, and share the journey with others.

Unique training sessions from our Industry Experts

On-demand lessons

This training is designed by instructional and learning experience (LX) designers, to be both practical and highly applicable at work.

- No scheduled lessons
- Comprehensive training
- Self-managed / self-paced
- Video lessons
- Multimedia resources & quizzes
- Toolkits, templates, workbooks
- Practice Labs for hands-on application

Build your project portfolio

- Apply your learning practically by creating your fashion Ecommerce Digital Portfolio
- Build a reference you can use in your business

Mentoring

Join our clinic sessions to ask questions, showcase your work and receive feedback to support your growth

Optional Live Sessions

Live sessions are your opportunity to collaboratively engage, discuss and share.

- Attendance is optional
- x1 per month
- Access to Subject Matter Experts
- Discussions and Q+A
- Engage with peers
- Catch up: lessons are recorded and available on-demand

Accountability

- Scheduled assessments: timetabled milestones to achieve
- Checklists and roadmap to help you stay on track

Social Learning

Share, reflect and engage with your fellow students during the course through our platform, private community and live sessions

ABOUT US

We are **professionals** from the Fashion & Luxury industry who share our knowledge, skills and experience.

The professionals who collaborate with Digital Fashion Academy are some of the most **experienced** professionals in the Fashion Industry.

Our teachers are either from **fashion brands** or from **agencies** specialising in digital disciplines such as Digital Marketing and E-commerce Technology.

The managers from **brands** bring to the table the **strategic** approach, the brand vision and the pragmatic approach to customer satisfaction;

The specialists from the **agencies** bring to the table the ability to **innovate** and the competence in the most up-to-date and ever changing aspects of the digital fashion management.

[OUR TEACHERS](#) >

INDUSTRY APPROVED

We want you to learn the most **relevant skills** that employers are looking for. That's why we partner with **fashion companies** and **agencies** who specialise in the Fashion and Luxury industry.

We have formed a **Scientific Committee** and teaching faculty consisting of industry experts, making sure that our courses are current and focused on the skills employers need most.

fashion
STRATEGIA, INNOVAZIONE E MERCATI

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CERTIFICATES & DIGITAL BADGES

DFA Certificates and Digital Badges are a recognition of the effort and dedication you'll put into this significant journey, verifying your knowledge and new skill set.

You can share it with the world through your social profiles and have the opportunity to showcase your involvement to potential employers, friends, and family.



WHAT OUR STUDENTS SAY

“Great Digital Fashion course, covering all the digital pillars of a fashion company, such as finance, marketing, logistic, website, CRM, privacy, legal, product, price... and high qualified teachers with years of experience in fashion market. Really interesting also the workshops with concrete cases in fashion environment.”

Benedetto,
Digital Marketing Manager
@ North Sails

“I recommend this course to all those who are interested in pursuing a career in digital and also to those who already occupy managerial positions, both for the variety of topics covered (a 360-degree view) and for updating on the latest tools and market trends . Enrico and his team are extremely helpful and very clear in their exposition, all the speakers are very qualified.”

Martina,
Ecommerce Merchandising
Specialist @ Gucci

“A Fashion Academy that offers a wide range of courses using a team of professionals with decades of experience. Specifically, the course in Ecommerce management for fashion was rich, complete, suitable both for those who are approaching the digital world and for those who are already part of it. Definitely recommended for those who want to deepen and enrich their skills and knowledge.”

Gabriella, Ecommerce
Manager @ Kocca



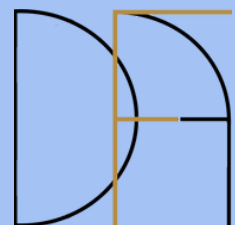
[READ MORE REVIEWS >>](#)



Ready to get certified as an **Fashion Ecommerce Manager?**

[GET EARLY BIRD OFFER](#)

[CONTACT US | BOOK A CALL](#)



DIGITAL FASHION ACADEMY



CONTACT US

Our team is ready to answer any questions you might have regarding this course.

▶ **EMAIL**

info@digitalfashionacademy.com

▶ **BOOK A CALL**

[Click here](#)

▶ **CONNECT WITH US**

[LinkedIn](#)