



# BoF Professional

BoF Professional is an essential daily resource for fashion creatives, executives and entrepreneurs all over the world and is now available to you



Through BoF Professional, we aim to provide our members with in-depth analysis and actionable insights for navigating the rapidly-changing global fashion industry.

- Imran Amed, founder of The Business of Fashion

## What's Included:



### Daily Industry Insight and Analyses

BoF's award-winning journalists across the globe deliver the daily news cycle from an international perspective and cover the most important topics your organisation need to be in-the-know about.



### Case Studies and How To Guides

BoF's monthly case studies breakdown the long-term strategies used by the leading companies to either grow or survive. This includes Gucci's Merchandising Success, H&M's Inventory Problem, How Dior Plugged into Digital China.



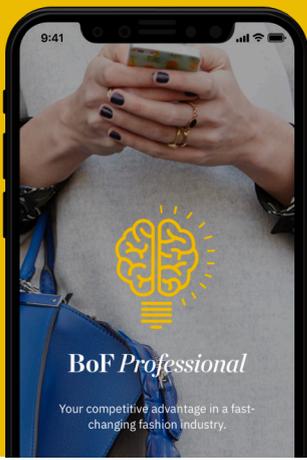
### Online Courses

BoF's online learning library includes six immersive courses available on-demand. Featuring industry veterans on wide-ranging topics from buying & merchandising, to styling, to digital marketing you can learn about a new function or simply brush up your skills.



### Live Conversations

BoF's live webinars are a monthly opportunity to join a live, in-depth conversation between BoF's senior editors, including Lauren Sherman, Chief Correspondent, and Imran Amed, Editor-In-Chief, as well as other notable fashion industry experts.



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## To Get Access:

1. Simply [register here](#) and sign up with your work or school email which will automatically give you full access to your own BoF Professional account.



- ▶ **Note:** If you already have a BoF account associated to your email, you'll automatically receive an email from BoF asking you to confirm your complimentary membership
2. Check your inbox for a confirmation email and click the link to confirm your membership (this email is sent from: [noreply@businessoffashion.com](mailto:noreply@businessoffashion.com))
    - ▶ **Tip:** Be sure to check your spam inbox and add BoF as a contact to ensure you receive future emails and newsletters. You will not have full access until you have confirmed your membership
  3. Once confirmed, you will automatically get full access to your own BoF Professional account. You're all set!
    - ▶ **Download** our iPhone App on the App Store.

## If You Need Support:



For any questions regarding your BoF Professional membership, please contact our dedicated team on [professional.groups@businessoffashion.com](mailto:professional.groups@businessoffashion.com)

▶ [\*\*GET STARTED\*\*](#)



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## FAQs:

### **How do I sign up?**

Click [here](#) to enter your school associated email address and create a password.

### **What shall I do if I did not receive the confirmation email?**

Please get in touch with [professional.groups@businessoffashion.com](mailto:professional.groups@businessoffashion.com). We will then be able to resend the email and activate your account

### **I have activated my account but I still do not have Professional access?**

Please ensure you are logged into the correct account. If you still do not have full access please select your initials located in the top right corner of the page and provide us with a screenshot of the menu you see

### **What features are included within BoF Professional?**

BoF Professional gives you access to unlimited access to articles, exclusive analysis and briefings, case studies, special reports, online learning courses, the iPhone mobile app as well as exclusive invitations to digital and in-person events.

### **Where can I manage the newsletters I am subscribed to?**

You can choose which emails you are subscribed to under your account details (click on your initials in the upper right corner of the screen).

### **What if I already have an individual membership?**

You can Log into your BoF Professional account [here](#). Your membership continues as per usual.

### **Who can I contact if I have any questions?**

Our dedicated team: [professional.groups@businessoffashion.com](mailto:professional.groups@businessoffashion.com)