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01

TODAY'S GAME

Play fun scenarios

Make strategic decisions

See if you can build a fashion empire!

TRENDS

STRATEGY

BIG IDEAS

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WHY IT MATTERS

Fashion is a $2.5T global industry.

Your ideas can create real change.

Business skills turn creativity into opportunity.

You have the power to shape a more innovative, inclusive, and sustainable future.

GOOD FASHION BRIGHTER FUTURES

PEOPLE

PLANET

PROFIT

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03

HOW TO PLAY

1. Read the scenario

2. Choose your answer

3. Earn points

4. Climb the leaderboard!

THINK
CREATE
BUILD

SAME
PEOPLE
BIGGER
POSSIBILITIES

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SUCCESS

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EXAMPLE CHALLENGE

You're launching a new handbag.
Which strategy would you choose?



A Luxury pricing for exclusivity

+100

VS



B Affordable & sustainable materials

+100

There's no single right answer...
It's about strategy!

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05

SEE YOU THERE!

Friday, October 3

2:00 PM PT

On Adobe Connect

Fun game • Prizes • Real insights

SAME PEOPLE
BIGGER POSSIBILITIES

FASHION
PEOPLE
IDEAS
IMPACT

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