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Teaching note

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TEACHING NOTE
FROM FABRICS TO FASHION - A YOUNG WOMAN'S JOURNEY IN STARTING A CIRCULAR FASHION BUSINESS

SYNOPSYS

This case study explores the transformative journey of Sanja Lazarevska, who transitioned her father's traditional textile business into the successful circular fashion enterprise, 'April22'. Growing up in the family's apparel factory, Sanja, driven by environmental concerns in the fashion industry, envisioned creating eco-friendly, fashionable, and affordable products. Lacking technical knowledge, she embarked on an educational journey, collaborating with experts in sustainable fashion and overcoming obstacles in securing funding and convincing her father to adopt a circular fashion model. Sanja's commitment to sustainability helped navigate pandemic challenges, reducing ecological footprint. Now in a growth phase, April22 stands on a foundation of sustainability, quality, and a blend of traditional and modern business practices. April22, focusing on recycled materials, zero-waste design, and ethical manufacturing, gained success and now has set to expand into Western European markets. Sanja's journey emphasizes core values, market research, determination, and customer feedback, showcasing the positive potential for change in the fashion industry and the adaptability of family businesses to eco-friendly practices and innovation.

TARGET AUDIENCE

The case study is designed for undergraduate studying business management, entrepreneurship, sustainable business practices, and fashion management. It is particularly relevant for courses that focus on innovation, strategic management, and sustainable business models. The target audience includes:

- Entrepreneurship and business Students: Analyze Sanja Lazarevska's entrepreneurial journey in the context of starting a sustainable fashion business.

- Fashion Management Students: Evaluate the unique selling proposition of April22, combining sustainability with quality products, and understand the implications for success in the fashion industry.

LEARNING OBJECTIVES

The knowledge and skills gained expand the knowledge of linear versus circular business models and entrepreneurship skills. The case will support a wide range of learning objectives, focusing on gaining an understanding of the following:

- Understanding the importance of sustainability in business
- Explore the challenges and opportunities associated with transforming a traditional linear business model into a circular and sustainable one
- Entrepreneurial skills: creativity, innovation in process, from idea into business.

APPLICATION IN THE CLASSROOM

- Interactive Activities: Engage students in discussions, role-playing, or case simulations to deepen their understanding of sustainable business practices and entrepreneurship.

-Guest Speaker: Invite guest speakers from the fashion industry or sustainable business sector to share their experiences and insights, connecting real-world perspectives with the case study.

-Field Trips or Industry Visits: Arrange visits to sustainable fashion production facilities or businesses to provide students with a practical understanding of the challenges and opportunities in the industry.

TEACHING STRATEGY/PROCESS INCLUDING SPECIFIC TIMING:

- **Step 1 Introduction (10 mins):**

  Present the case background and introduce key themes of sustainability, and entrepreneurial process such as business model transformation.
- **Step 2 Interactive Discussion (20 mins):**

  Engage students in a discussion using the provided discussion questions to explore different aspects of the case.
- **Step 3 Group Presentations (15 min or max 3 min per group):**

  Have each group present their canvas to fostering collaborative learning.
- **Step 4 Analysis (10 mins):**

  Analyse specific aspects of businesses

  Make final conclusions on the differences
- **Step 5 Conclusion and Takeaways, or Follow up Assignments (10 mins):**

  Summarize key takeaways, lessons learned, and overarching themes from the case study.

FOLLOW-UP ASSIGNMENTS (OPTIONAL)

Assign research projects or essays on related topics, such as the circular economy, sustainable fashion trends, or successful entrepreneurship in the fashion industry.

Assessment: Evaluate students based on their participation in discussions, the quality of group presentations, and any additional assignments.

Note: Encourage students to think critically about the intersection of tradition and innovation, the role of sustainability in business, and the challenges and rewards of implementing a circular fashion model.

DISCUSSION QUESTIONS

- *What motivated Sanja to transition her father's textile business into a sustainable fashion enterprise?*
- *Identify and discuss the key challenges Sanja faced during the transformation process?*
- *How can other fashion businesses adopt similar practices to reduce their ecological footprint?*
- *Discuss the startup's plans for further expansion, technological advancements, community building, and achieving carbon neutrality?*
- *Identify and analyse the key lessons Sanja learned throughout her entrepreneurial journey?*
- *How can these lessons be applied to aspiring entrepreneurs in the sustainable fashion industry?*
- *How can Sanja's journey be an inspiration to other young entrepreneurs who want to create positive change in their industries or communities?*

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Endnotes