Creativity, Innovation and Entrepreneurial Initiative (FBA)
Guía docente 2025-26

PRESENTATION

This subject explores the intersection of creativity, innovation, and entrepreneurship in the fashion industry, with a special focus on future-facing retail strategies. Through lectures, discussions, and hands-on activities, students are invited to critically reimagine the role of fashion spaces and their impact on customer experience.

As part of the course, students will participate in the workshop **"Fashion Retail Spaces 4.0"**, where they will investigate how storefronts and physical retail environments can become more than points of sale; spaces of storytelling, identity, and value creation. By analyzing real brands, developing user profiles, and prototyping speculative window displays, students will gain practical tools to design emotionally engaging, brand-aligned, and forward-thinking retail experiences.

The course encourages bold thinking, curiosity, and the ability to translate insights into compelling visual narratives for the fashion world of tomorrow.

- **Degree**: Executive Master in Fashion Business Administration FBA
- **Module and subject**: Creativity, Innovation and Entrepreneurship
- **ECTS**: 3 ETCS
- **Term:** 1
- **Type of content**: Required
- **Professors of Creativity**: Javier Antón (PhD U.Navarra, CCCP Columbia U.) / Juan Roquette (PhD U.Navarra)
- **Language**: English
- **Room**: 1, Madrid ISEM venue. Workshop: Studio space, School of Architecture Unav, Pamplona

COMPETENCIES

CG01 – Development of a problem-solving approach; becoming accustomed to thinking critically and proposing creative solutions to problems.

CG02 - Identification and effective handling of information relevant to the work. Exhaustive management of information sources within the fashion industry and gathering of data, contrasting them with different situations

CG03 – Development of personal skills for management: prioritizing objectives, programming activities in an appropriate manner and executing them within the foreseen period, revealing a capacity for criticism, reflection, time management, sensitivity to human diversity, in different situations and in different cultures, as well as an ability to continue learning through experience.

CG04 - Achieving effective performance in teamwork environments. Developing the ability to foster an environment of collaboration, communication and trust among team members, as well as diagnosing, facing and resolving interpersonal conflicts without damaging personal relationships.

CG05 – Listening to and conveying ideas effectively, using the appropriate channel at the right time, basing your observations and conclusions on specific data.

CG06 - Reaching satisfactory agreements for the parties involved, and discovering or creating elements that generate an added-value dimension for the relationship.

CG08 - Acquiring new knowledge, modifying habits and being open to change.

CG09 - Recognizing and addressing the ethical and social responsibility dilemmas in an appropriate manner, applying deontological principles and organizational values to the situations and options that are presented.

CG10 - Developing business leadership, not only as a matter of knowledge, technology or charisma, but becoming aware that it also feeds on generosity, creativity, enthusiasm and the example of one's own behavior, as well as an ability to create a climate of trust among collaborators.

CB6 - Possessing and understanding knowledge that provides a basis or opportunity to be original regarding the development and/or application of ideas, often within a research context.

CB7 - Students should know how to apply the knowledge acquired and have an ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts relating to their area of study.

CB8 - Students should be able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments

CB9 - Students should know how to communicate their conclusions and knowledge and the ultimate reasons that underpin them to specialized and non-specialized sections of the public in a clear and unambiguous way.

CB10 - Students should have the learning skills that allow them to continue studying in a way that is largely self-directed or autonomous.

CE09 - Acquire a global vision of the fashion industry and the functioning of its market: to understand fashion as a sector of activity subject to progressively shorter cycles, one that struggles to adapt to a complex consumer in which decisive factors - aesthetic, sociocultural, anthropological, emotional – have to be known in depth (segmentation, behavior, trends).

CE10 - Design a commercial strategy, in constantly-changing contexts, in which the following play a key role: commercial research, consumer behavior, the portfolio of company brands, the distribution process and business plans.

CE11 – Gain an in-depth knowledge of the most innovative business models in the fashion industry and understand and manage factors concerning innovation relating to products, designs, materials, manufacturing processes, distribution and the sale of fashion items.

PROGRAM

The subject consists on a conceptual session and the workshop ending on the group presentations of the Projects.

Dates:

-Introductory session on Friday September the 26th, 6-7:15PM

-Workshop session on Saturday October the 4th, 9AM-2PM

EDUCATIONAL ACTIVITIES

Face-to-face classes

Personal study

Student work based on different sources of information. Primary and Secondary Research. Preparation during the workshop of a real-scale window draft design and final presentation of a proposal.

ASSESMENT

ORDINARY CALL

To achieve the learning goals, the course will combine a theory class with a creative workshop designed to experiment with creativity with a creative challenge.

To achieve the learning goals, students will have:

● Active participation in class discussions and workshop (20%)

● Proactive co-creation and teamwork applied on the PROJECT (60%)

● Final presentation of the Project (20%)

Contribution to class will be determined by active participation in class discussions and your ability to involve yourself in the workshop.

Absences, and being such a short course, affect learning. If the missed class was unexpected, the participant needs to contact the teacher as soon as possible and provide documentation for the absence as well as providing the aforementioned "personal notes" as well. Such absences will be considered in the final grade.

The workshop and Team Project will be graded based on the following parameters: Brand analysis / User persona / Storefront concept / Slideshow & Final presentation at the end of the workshop

EXTRAORDINARY CALL

The students that fail on the Ordinary Call will need to develop a deep analysis of a succesful Case Study of a project of a Brand that fosters experience and service over

product. It will be submitted in a complete dossier. It will have to break down the process and description of the creative mechanisms of the Case.

OFFICE HOURS

JAVIER ANTÓN SANCHO [(jantonsa@unav.es)](mailto:jantonsa@unav.es)

- Office **B1102 (948425600. Ext: 802707)** School of **Architecture**. **Third** floor.
- Schedule for Mentoring: Through email.

BIBLIOGRAPHY AND RESOURCES

CREATIVITY

We highly recommend the new book of Seth Godin, called: "The Practice" - Shipping Creative Work. Localízalo en la biblioteca

Institutions that may inspire you:

IDEO, MIT D-Lab, COTEC, Creative Mornings, Weekly Filet, Sketchin, Logotel

Mihaly Csikszentmihalyi: "Flow, the secret of happiness"

Austin Kleon: "Steal like an artist" and other books

Maeda, John: "The laws of simplicity"

Gladwell, Malcolm: "Outliers"

Sir Ken Robinson: "Do schools kill creativity?"

David Kelley: "How to build your creative confidence"

Brene Brown: "The power of vulnerability"

Debbie Millman: "Anything worthwhile takes time"

Jason Fried: "Make creative destruction a regular part of your routine"

Maria Popova: "Seven Things I have learned"

SERVICE DESIGN

"This is Service Design Thinking" by Marc Stickdorn and Jakob Schneider

- This book provides an introduction to the principles and processes of service design. It offers practical tools, methods, and case studies to help readers understand and apply service design thinking.

"Service Design: From Insight to Implementation" by Andy Polaine, Lavrans Løvlie, and Ben Reason

- This book explores the key concepts and techniques of service design, including research, ideation, prototyping, and implementation. It provides real-world examples and case studies to illustrate the application of service design in various industries.

"Service Design: A Practical Introduction" by Lara Penin

- This book offers a comprehensive introduction to service design, covering its principles, methods, and tools. It presents a step-by-step approach to service design projects and discusses the integration of service design with other disciplines.

"Service Design for Business: A Practical Guide to Optimizing the Customer Experience" by Ben Reason, Lavrans Løvlie, and Melvin Brand Flu

- This practical guide explains how service design can be used to improve the customer experience and create value for businesses. It provides insights into the design process, stakeholder management, and service prototyping.

"Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation" by Patrick Van Der Pijl, Justin Lokitz, and Lisa Kay Solomon

- Although not solely focused on service design, this book introduces design thinking methods and tools that can be applied to service design projects. It offers a holistic approach to business design and includes case studies and exercises.

"Service Design Patterns: Fundamental Design Solutions for SOAP/WSDL and RESTful Web Services" by Robert Daigneau

- This book focuses specifically on service design patterns in the context of web services. It provides practical guidance on designing scalable and maintainable service-oriented architectures.