

SOCIAL KALA ACADEMY

WEBINAR LANDING PAGE

HERO SECTION

Build & Launch Your Fashion Brand Step-by-Step

Live Webinar | Today at 7 PM

Turn your fashion ideas into a **real, profitable brand**

Learn how to go from:

 Idea → Collection → Launch

In this live session, we'll break down exactly how fashion brands are built in today's market.

 **Limited Seats for Live Session**

 [Join WhatsApp Group to Get Access]

They will fill their details after that they should get an option to join the group

Group link <https://chat.whatsapp.com/JbWsnoVpqqD1gSQMgAwTr7>

SUBTEXT (AUTHORITY)

Learn directly from insights based on real industry experience from fashion professionals who have worked with brands like:

Zara, Mango, Diesel, Bhasin Brothers, Rajbinder Chahal

WHAT THIS SESSION WILL COVER

In this live session, you will learn:

- ✓ How to validate your fashion brand idea
 - ✓ How to choose the right niche & positioning
 - ✓ How to build your first clothing collection (6–10 pieces)
 - ✓ How to find vendors & manufacturers
 - ✓ How pricing and profitability actually works
 - ✓ How to launch your brand online step-by-step
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WHO THIS IS FOR

This session is designed for:

Aspiring Fashion Entrepreneurs

Want to start their own clothing brand

Fashion Designers

Looking to launch their own label

Boutique Owners

Want to create their own product line

Existing Fashion Brands

Looking to scale online

WHAT YOU WILL WALK AWAY WITH

By the end of this session, you will have:

- ✓ Clarity on your fashion brand idea
 - ✓ A clear understanding of how collections are built
 - ✓ Insights into sourcing & vendor selection
 - ✓ Understanding of pricing & margins
 - ✓ A roadmap to launch your brand
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SESSION BREAKDOWN

What we'll cover step-by-step:

Step 1: Brand Foundation

- Market research
 - Niche selection
 - Brand positioning
 - Target audience
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Step 2: Product & Collection

- How to design or source
 - Building a 6–10 piece collection
 - Fabric sourcing
 - Sampling process
 - Vendor discovery
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Step 3: Pricing & Production

- Costing per product
 - Pricing strategy
 - Profit margins
 - Production basics
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Step 4: Marketing & Launch

- Instagram strategy
 - Content creation
 - Influencer collaborations
 - Launch strategy
 - Selling online
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WHY THIS SESSION IS DIFFERENT

Most fashion courses teach design.

This session will show you:

👉 How to actually build a fashion brand that sells

- ✓ Real-world insights
 - ✓ Practical execution steps
 - ✓ No fluff, only clarity
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ABOUT THE PROGRAM (SOFT INSERT)

This session is based on our **90-day Fashion Brand Building System**, where we help founders go from idea to launch step-by-step.

ABOUT THE MENTOR

Vertika Raj Arora

Fashion Designer | NIFT Graduate | Brand Consultant

Worked with:

Diesel, Mango, Zara, Bhasin Brothers, Rajbinder Chahal

Bringing real industry experience into brand building.

FINAL CTA

Join the Live Session Today at 7 PM

Get clarity on how to build your fashion brand the right way.

👉 **Join WhatsApp Group for Access & Updates**

[Insert Link]

SCARCITY

⚠️ Limited live access

⚠️ Zoom link shared only in the group

FAQ SECTION

Is this session free?

Yes, this is a free live training session.

Do I need experience?

No, this is designed for beginners and existing brands.

Will I get a roadmap?

Yes, you'll get a clear step-by-step direction.

FINAL CLOSE

If you've been thinking about starting your fashion brand...

👉 This session will give you the clarity you need to begin.