



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 and all employees.**



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.



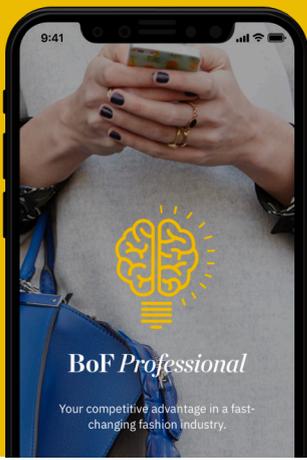
Online Courses

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 company email which will automatically give you full access to your own BoF Professional account.
 - ▶ **Note:** If you already have an account with your work email, you'll receive an email from BoF asking you to confirm your 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)
 - ▶ **Tip:** Be sure to check your spam inbox and add BoF as a contact to ensure you receive future emails and newsletters.
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

▶ **GET STARTED**



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FAQs:

▶ **How do I sign up?**

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

▶ **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?**

Log in to your BoF Professional account [here](#) and take the following steps to ensure this does not auto renew and continue to be charged:

1. Click your initials in the yellow box in the upper right hand corner of the screen
2. Click 'BoF Professional'
3. Follow the on-screen instructions to cancel

(Please note, you will continue to have access to your BoF Professional individual membership for the remainder of your subscription period and then be automatically added to the company membership).

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

Our dedicated team: professional.groups@businessoffashion.com