



skillsmart retail™



Under embargo until  
Monday 27 August, 2007

## **ABC Awards - the new name in Fashion Retail**

Two new qualifications, ABC Awards Levels 2 and 3 Diplomas in Fashion Retail were announced today (Monday 27 August 2007).

Retail no longer represents the low paid, long hours and few prospects culture that it once did. As identified by the sector, a career in retail represents a future of unlimited potential, responsibility and personal development. These qualifications provide a unique opportunity to enter the sector and provide an excellent grounding for further progression into higher study and a fulfilling career within fashion retail.

The curriculum content of the Levels 2 and 3 Diplomas in Fashion Retail has been researched and developed through an innovative and interactive collaborative relationship (industry focused) between academia (London College of Fashion, part of University of the Arts) and Retail Business Employers (Arcadia).

The new ABC Level 2 Diploma in Fashion Retail, which is available to any candidate, has a uniqueness over existing provision within this sector in as much as there is integrated learning through practical application – in-store and academic activities. This uniqueness is also enhanced with the innovative assessment methodology combining both practical industry based assessment, along with the tradition academic traditional methods.

This unique delivery and assessment approach ensures the candidates have a fulfilling experience in developing their personal attributes along with skills and knowledge to excel in the fashion retail industry and harbour an entrepreneurial talent.

Carol Graham, ABC Awards Business Development Manager said: : “ ..... ”

The qualifications have been developed with a primary aim of stimulating candidate interests in the Fashion Retail industry, and equipping them with the skills, insight, knowledge and understanding to practically

apply theory in the workplace in order to deliver a top quality customer experience in a fast moving environment. The qualifications are supported by Skillsmart Retail.

Karen Dennison, from the Fashion Retail Academy said: " ....."

The new ABC Level 3 Diploma in Fashion Retail will be restricted to Retail CoVEs. This qualification has been developed with the primary aim of enabling candidates to acquire the depth of skills and underpinning knowledge to support progress into further education/training or employment (on a management training programme) within a Fashion Retail Company.

?? at Skillsmart Retail said: " "

The 2 qualifications will be formally launched at the Fashion Retail Academy, Gresse Street London on Thursday 6 September 2007 – 11.00am – 1.00pm. To attend, please R.S.V.P. by 31 August to Bernadette Done (details below)

**ENDS**

Further information:

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Notes to editors

- ABC Awards is recognised as an awarding body whose qualifications meet criteria applied by QCA. ABC has over 250 accredited qualifications on the NQF. Further information is available at [www.abcawards.co.uk](http://www.abcawards.co.uk)
- Further information about the Fashion Retail Academy is available at ....
- Further information about Skillsmart Retail is available at ...