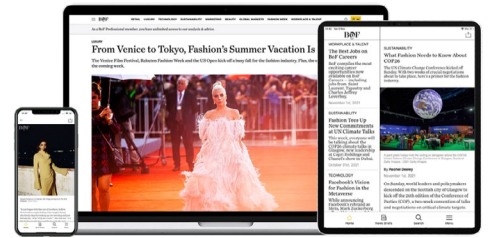


## BoF **PROFESSIONAL**

Agenda-setting intelligence, analysis and advice for the global fashion and beauty community.

Now available to you and all your employees.



## How To Get Access

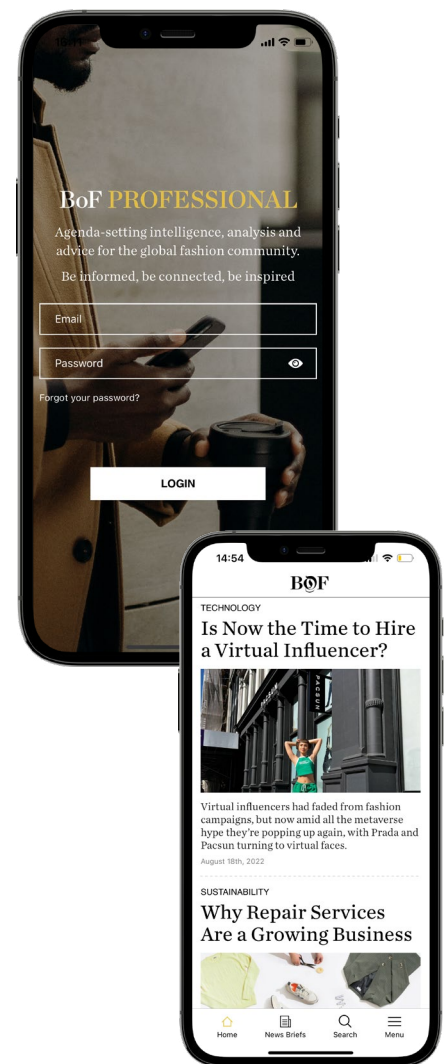
1. Log out of any BoF Professional memberships associated with a personal email address, and then click [here](#).
2. You will be redirected to the BoF website. Enter your work or school email in the 'Enter Your Email' field, and click 'Continue' (avoid using social media logins).

**Note:** If you already have a BoF account associated with your email, you will automatically receive an email from BoF asking you to confirm your complimentary membership.

3. Go to your email, copy the code from the email from *The Business of Fashion*, paste it into the web browser's code box, and click 'Continue'.

Check your spam inbox and add BoF as a contact to ensure you receive future emails and newsletters. You will not have full access until you have confirmed your membership.

4. After redirection, provide all necessary personal information on our website.
5. Upon completion, you will receive an email to activate your membership. Click 'Activate Membership' to access your BoF Professional membership.



**GET STARTED NOW**

For any questions, contact our team at [professional.groups@businessoffashion.com](mailto:professional.groups@businessoffashion.com)

## What's Included

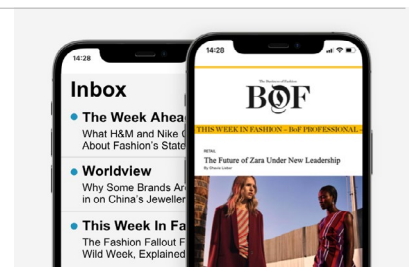
Daily analysis and advice you won't find anywhere else

Stay one step ahead with unrivalled, world-class journalism covering: *Retail, Luxury, Technology, Sustainability, Marketing, Beauty & Wellness, DTC, Global Markets* and *Workplace & Talent*.



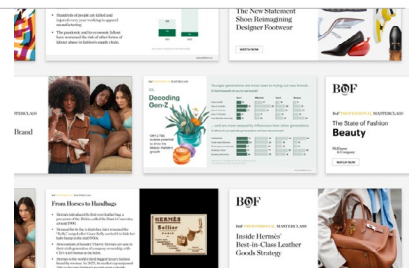
Essential weekly email briefings

Ensure you're always well-informed on the most important fashion industry developments with our must-read weekly newsletters: *This Week in Fashion, The Week Ahead* and *Worldview*.



Live and on-demand masterclasses to drive business performance

Discover live and on-demand masterclasses providing key learning outcomes to drive business performance and support professional development. Recently launched classes include *How to Launch and Grow a Hero Product, Fashion's New Rules For Sports Marketing* and *The Art and Science of Retail Store Success*.



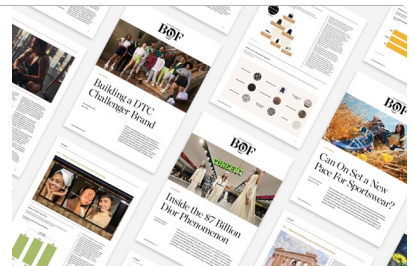
Unmissable digital live events

Find inspiration and connect with the global BoF Professional community through our regular programme of digital live events, including our #BoFLIVE series, BoF Professional Summits and VOICES, our annual gathering for big thinkers.



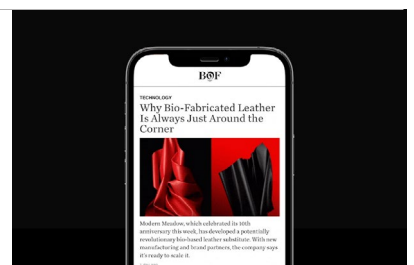
Actionable business case studies

Understand the trending topics beyond the headlines across fashion marketing, retail, technology and e-commerce to help you make better business decisions. Recent case studies include *The Complete Playbook for Generative AI in Fashion, Inside Hermès' Best-in-Class Leather Goods Strategy* and *Selling Luxury to the 1%*.



Full access to the BoF Professional iPhone app

Catch-up on the latest headlines on the go via our newly updated BoF Professional iPhone app, with daily newsfeed, extensive archive and topic-based navigation in an ad-free environment.



## FAQs

---

**What should I do if I did not receive the confirmation email?**

Please get in touch with [professional.groups@businessoffashion.com](mailto:professional.groups@businessoffashion.com).

We will be able to resend the email and activate your account.

**I have activated my account but I still do not have full BoF Professional access?**

Please ensure you are logged into the correct account.

If you still do not have full access please select your initials located in the top right corner of the page and provide a screenshot of the menu to [professional.groups@businessoffashion.com](mailto:professional.groups@businessoffashion.com).

**What if I already have an individual membership?**

You can log into your BoF Professional account [here](#).

Your membership continues as per usual.

**What features are included within BoF Professional membership?**

BoF Professional gives you access to unlimited access to articles, exclusive analysis and briefings, masterclasses, the iPhone mobile app as well as exclusive invitations to digital and in-person events.

If you have a Teams membership, in addition to the above, you will gain access to all case studies.

If you have an Executive membership, in addition to the above, you will gain access to all case studies, in-depth reports from BoF Insights and join live video calls with BoF's expert journalists.

Please see the *What's Included* page or visit [BoF Membership Packages](#) for more information.

**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 top right corner of the screen and select Email Subscriptions to update your email notifications.

If your question has not been answered above, please reach out at [professional.groups@businessoffashion.com](mailto:professional.groups@businessoffashion.com)