



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.

To Get Access:

1. Please make sure you are logged out of any BoF Professional memberships associated with a personal email address, and then click [here](#). You will be redirected to the BoF website, please enter your work or school email address where it states 'Enter Your Email', and click 'Continue' (do not use the social media login options).



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.

2. Then go to your email and copy the code from the email sent to you by The Business of Fashion, paste it into the code box on the web browser you were just on and click 'Continue'

Tip: Be sure to 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.

3. You will be redirected to fill in your personal information on our website, please fill in all boxes required
4. Once completed, you will be sent another email asking you to activate your membership. Please click 'Activate Membership' and then you will have access to your BoF Professional membership.

If You Need Support:



For any questions regarding your BoF Professional membership, please contact our team at professional.groups@businessoffashion.com

▶ [GET STARTED](#)



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 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 Building a DTC Challenger Brand, The Complete Guide to Influencer Marketing, Inside the \$7 Billion Dior Phenomenon.



Online Courses

BoF's online learning library includes five 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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FAQ's:

What shall I do if I did not receive the confirmation email?

Please get in touch with professional.groups@businessoffashion.com. We will then be able to resend the email and activate your account

I have activated my account but I still do not have 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 us with a screenshot of the menu you see

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?

You can Log into your BoF Professional account here. Your membership continues as per usual.

Who can I contact if I have any questions?

Our dedicated team: professional.groups@businessoffashion.com