

AFRICAN FASHION LAW CAREER WEEK

FLAA

Fashion Law Career Toolkit and Consolidation



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01.

INTRODUCTION

Day 6 is a consolidation and translation exercise.

Up to this point, you have been exposed to industry structure and the commercial logic of fashion businesses operating in African markets but *knowledge has limited value unless it can be operationalised.*

Today is about *converting understanding into professional readiness*, thereby bridging the gap between insight and action.

Today will help you:

- Translate the week's insights into credible career tools you can use
- Present your interest in fashion law with professional clarity and credibility
- Initiate applications and outreach with a clearer understanding of tone, timing, and purpose
- Understand how to continue building competence and visibility beyond this programme

02.

CAREER TOOLKIT 1:
CV AND COVER LETTER GUIDANCE

Your CV and cover letter are tools for demonstrating judgment. In fashion law, especially in African markets, credibility comes from showing that you understand how businesses operate, where risk arises, and how legal input supports commercial activity. Presentation matters, but substance matters more.

Avoid exaggeration, generic enthusiasm, and unnecessary detail. Focus on relevance.

CV GUIDANCE

01. Structuring your CV

Your CV should clearly answer three questions:

1. What legal foundation do you have?
2. What exposure do you have to fashion, beauty, or adjacent commercial sectors?
3. What does your experience suggest about how you think, not just what you have done?

Keep the CV concise. One page is sufficient for early career candidates.

02. Education

Do:

- List relevant coursework where it signals regulatory or commercial literacy.
- Highlight research, writing, or seminars connected to IP, consumer protection, trade, contracts, compliance, or corporate law.

Example:

- LLB, [University Name]
- Relevant Coursework: Intellectual Property Law; Consumer Protection Law; International Trade Law
- Research Paper: Regulatory Approaches to Cosmetic Product Safety in Emerging Markets

This shows subject matter engagement without overclaiming expertise.

03. Experience (legal and non legal)

Experience should be framed by function and exposure, not just titles.

Legal internships or roles

Weak framing:

- Drafted legal documents and assisted senior associates.

Stronger framing:

- Supported review of commercial agreements and compliance documentation for consumer facing businesses, with exposure to IP protection and regulatory considerations.

This signals awareness of what the work was doing in a business context.

Non legal experience

Non legal roles are acceptable if framed correctly.

Example:

Operations Assistant, Fashion Brand

- Supported product launches with exposure to supplier contracts, labelling requirements, and cross border logistics.
- Gained familiarity with compliance considerations affecting production and distribution.

04. Skills and interests

Avoid generic lists.

Include:

- Legal research and writing
- Regulatory analysis
- Contract review (if accurate)

Avoid:

- “Passionate about fashion”
- “Detail oriented” without evidence

If listing interests, ensure they reinforce, not distract from, your profile.

PART II: COVER LETTER GUIDANCE

01. Purpose of the cover letter

Your cover letter explains why your background makes sense for this specific environment. It should not repeat your CV. It should contextualise it.

Length: one page maximum.

02. Opening paragraph

State clearly who you are and why you are writing.

Example:

I am a final year law student with academic and practical exposure to intellectual property and consumer protection law, writing to express interest in opportunities within your firm's commercial and regulatory practice, particularly as it relates to fashion and consumer brands.

This is precise and restrained.

03. Middle paragraphs: demonstrating fit

This is where you show judgment.

For law firms:

- Emphasise research, drafting, regulatory analysis, and commercial awareness.
- Show you understand the firm advises clients, not operates businesses.

Example:

My academic focus on IP and consumer protection, combined with exposure to fashion brand operations, has developed my understanding of how legal risk is managed through advisory and transactional support rather than in house decision making.

For brands or platforms:

- Emphasise operational exposure, compliance awareness, and cross functional understanding.
- Avoid positioning yourself as an external adviser.

Example:

My experience supporting brand operations has given me insight into how legal considerations affect product development, marketing, and distribution decisions in real time.

04. Closing paragraph

Be measured.

Example:

I would welcome the opportunity to further discuss how my background aligns with your work. Thank you for considering my application.

COMMON MISTAKES IN AFRICAN FASHION LAW APPLICATIONS

Mistakes that cost candidates opportunities:

Treating your interest in fashion as a substitute for legal competence

- Using the same CV for brands and law firms
- Overstating fashion law expertise
- Ignoring the commercial realities of African fashion businesses

Key insight:

In African fashion, legal value is practical, not theoretical.

Your CV and cover letter should show that you understand how law supports production, distribution, IP protection, and growth.

Pro Tip:

As you gain experience, keep a record of the specific activities you worked on in each transaction or project. This makes it easier to recall your contributions later, especially when updating your CV or cover letter.

03.

CAREER TOOLKIT 2:
PROFESSIONAL OUTREACH EMAILS

WHAT OUTREACH EMAILS ARE FOR

OUTREACH EMAILS ARE NOT JOB APPLICATIONS. THEY ARE USED TO:

- START PROFESSIONAL CONVERSATIONS
- SIGNAL INTEREST AND KNOWLEDGE
- SHOW AWARENESS OF HOW LEGAL WORK FITS INTO FASHION BUSINESSES

IF YOUR EMAIL TRIES TOO MUCH TO SECURE A ROLE IMMEDIATELY, IT MAY BE DOING TOO MUCH.

WHAT A STRONG OUTREACH EMAIL INCLUDES

A STRONG OUTREACH EMAIL DOES THREE THINGS:

- STATES WHO YOU ARE, BRIEFLY
- EXPLAINS WHY YOU ARE REACHING OUT TO THIS PERSON OR ORGANISATION
- MAKES A REASONABLE, LOW PRESSURE REQUEST

LENGTH MATTERS.

TRY TO ENSURE IT CAN BE READ IN UNDER ONE MINUTE OR TWO. THE PERSON YOU'RE REACHING OUT TO PROBABLY HAS A LOT OF EMAILS TO READ SO BREVITY AND DEPTH ARE KEY.

WHAT OUTREACH EMAILS SHOULD LEAVE OUT

DO NOT INCLUDE:

- YOUR FULL CV OR LIFE STORY
- EMOTIONAL LANGUAGE OR EXCESSIVE ENTHUSIASM
- CLAIMS OF EXPERTISE
- VAGUE REQUESTS LIKE “ANY OPPORTUNITY AVAILABLE”

IN AFRICAN FASHION CONTEXTS, ABILITY TO SHOW CLARITY IN YOUR MESSAGING ALSO SIGNALS PROFESSIONALISM.

CONTEXT MATTERS

OUTREACH SHOULD CHANGE BASED ON WHO YOU ARE CONTACTING.

LAW FIRMS:

POSITION YOURSELF AS SOMEONE SEEKING INSIGHT INTO ADVISORY WORK.

FASHION BRANDS:

POSITION YOURSELF AS SOMEONE INTERESTED IN HOW LEGAL AND COMPLIANCE ISSUES AFFECT OPERATIONS.

USING THE SAME EMAIL FOR BOTH REDUCES YOUR CHANCES OF REACHING THE RECRUITER.

04.

CAREER TOOLKIT 3:
LEGAL & ACADEMIC PRACTICE
RESOURCES

SELECTED ACADEMY RESOURCES

THIS TOOLKIT CURATES MATERIALS AND EVENTS THAT SUPPORT DEEPER LEARNING IN AFRICAN FASHION LAW AND COMMERCIAL PRACTICE.

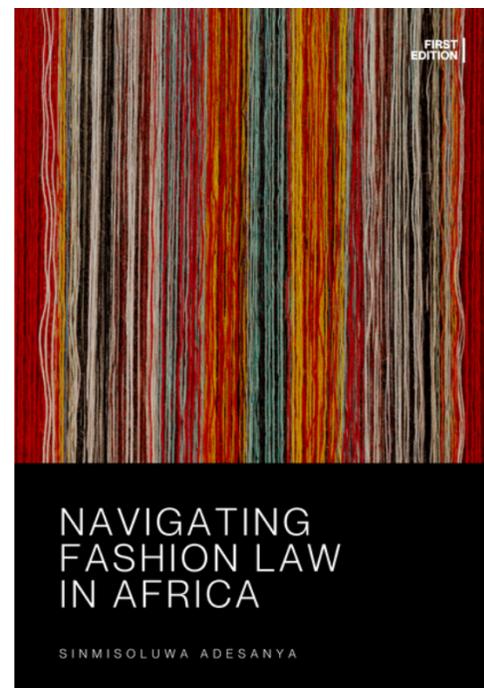
IT IS ORGANISED IN THREE SECTIONS:

1. FOUNDATIONAL KNOWLEDGE: UNDERSTANDING THE INDUSTRY AND REGULATION
2. EARLY CAREER DEVELOPMENT: EXPOSURE & SKILLS
3. ANALYTICAL & APPLIED LEARNING: CASEWORK AND RESEARCH

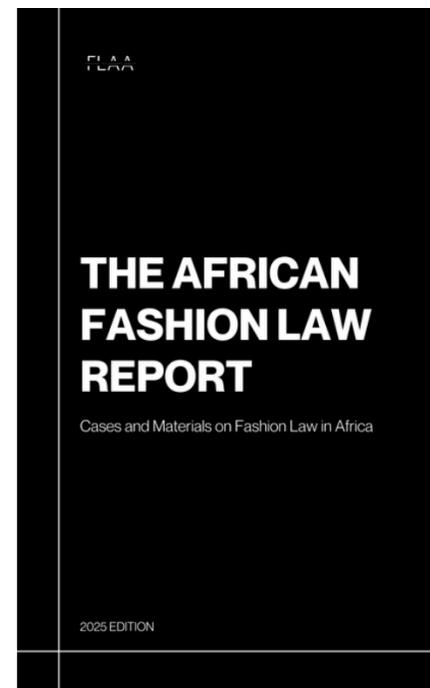
01. FOUNDATIONAL KNOWLEDGE: UNDERSTANDING THE INDUSTRY AND REGULATION

WHY IT MATTERS:

STRONG LEGAL ADVICE OR CAREER PROGRESS STARTS WITH KNOWING HOW AFRICAN FASHION BUSINESSES OPERATE, WHERE LEGAL RISK EMERGES, AND HOW REGULATION AFFECTS COMMERCE. WITHOUT THIS, EXPERIENCE IS ABSTRACT AND CVS OR OUTREACH LOSE RELEVANCE.



**NAVIGATING
FASHION LAW
IN AFRICA
BOOK (2025)**



**AFRICAN
FASHION LAW
REPORT
(2025)**



**ARTICLES &
INSIGHTS**

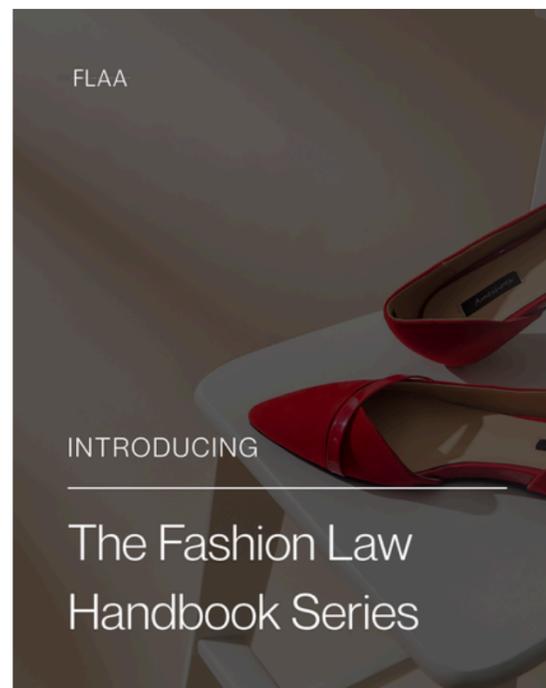
02. EARLY CAREER DEVELOPMENT: EXPOSURE & SKILLS

WHY IT MATTERS:

EARLY CAREER LEGAL PRACTITIONERS OFTEN LACK CONTEXT. UNDERSTANDING REAL-WORLD APPLICATION, EXPOSURE POINTS, AND PROFESSIONAL BEHAVIOR IS CRITICAL FOR BUILDING CREDIBILITY IN AFRICAN FASHION MARKETS.



FASHION CAREER ACCELERATOR (2025)



FASHION LAW HANDBOOK SERIES (2025)



PANEL WITH LAGOS FASHION WEEK (2025)

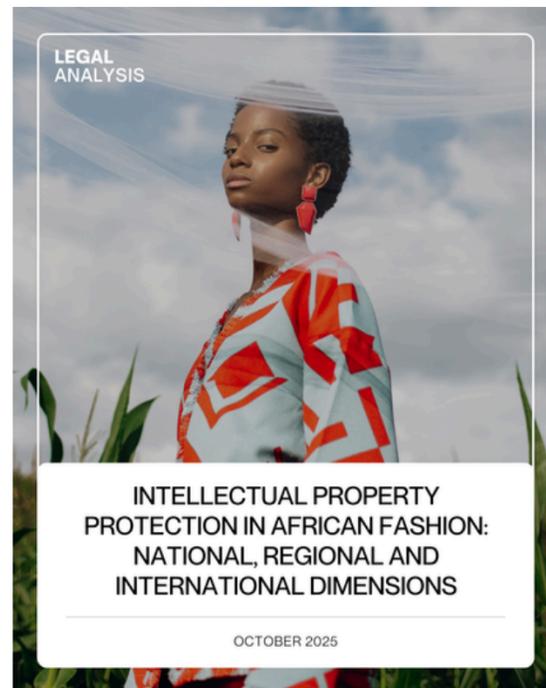
03. ANALYTICAL & APPLIED LEARNING: CASEWORK AND RESEARCH

WHY IT MATTERS:

TO PROVIDE CREDIBLE LEGAL SUPPORT, YOU MUST UNDERSTAND HOW LAWS ARE APPLIED, RISKS INTERPRETED, AND PRECEDENTS USED IN REAL BUSINESS SCENARIOS. ANALYTICAL SKILLS REINFORCE JUDGMENT AND STRENGTHEN CVs, COVER LETTERS, AND CONVERSATIONS.



AFRICAN JOURNAL FOR FASHION LAW AND POLICY (2025)



LEGAL ANALYSES ON AFRICAN FASHION



INDUSTRY EVENT ON SOURCING IN AFRICA

05.

KEY TAKEAWAYS

KEY TAKEAWAYS FOR DAY 6

- IN THE AFRICAN FASHION INDUSTRY, LEGAL CREDIBILITY COMES FROM UNDERSTANDING HOW BUSINESSES OPERATE AND WHERE LEGAL RISK ARISES.
- STRONG CVS FOCUS ON EXPOSURE, FUNCTION, AND RELEVANCE. WEAK ONES LIST TASKS AND ENTHUSIASM.
- COVER LETTERS SHOULD EXPLAIN FIT FOR A SPECIFIC ENVIRONMENT, NOT REPEAT A CV OR MAKE GRAND CLAIMS.
- OUTREACH EMAILS ARE FOR STARTING PROFESSIONAL CONVERSATIONS, NOT ASKING FOR OPPORTUNITIES OUTRIGHT.
- BUILDING A FASHION LAW CAREER REQUIRES DELIBERATE LEARNING. CURATED RESOURCES AND APPLIED ANALYSIS MATTER MORE THAN VOLUME.



AFRICAN FASHION LAW CAREER WEEK 2025