



AY 2024/25

Double Award Master's Programme / Academic Master's Programme in

FASHION MANAGEMENT

www.domusacademy.com

DOMUS ACADEMY MILANO

About Domus Academy



Domus Academy for me is a modern Myth where Naivness awe Complexity (and viceversa) and Rationality embraces Poetics (and viceversa).

Juan Carlos Viso/Juanco

Domus Academy is the place where everything and its opposite is discussed, where ideas grow and invade the surrounding world.

Emanuele Biondi

In my opinion, there have been only three real design schools: Bauhaus, which corresponded to the industrial society, Ulm to the mass society, and Domus Academy, the school of the postindustrial society.

Antonio Petrillo

Domus Academy is a melting pot of culture and cultures, of up-coming and established professionals; it is the place where design is not a discipline but a way of seeing things and tackling life.

Giulio Ceppi

Awards and recognitions

SCHOOL AWARDS:

- Included in the **QS World University Rankings** by Subject
- Included in **THE Impact Rankings**
- Included in **UI GreenMetric**, the ranking of the world's most sustainable universities
- Selected by **Azure magazine** as Top 8 Interior Design and Interaction Design Schools
- Listed by **Domus Magazine** as one of Europe's Top 100 Schools of Architecture and Design
- Listed as one of the Best Design Schools in the World by **BusinessWeek**
- **Compasso d'Oro** Award by the ADI, Associazione Disegno Industriale (Industrial Design Association)



STUDENT AWARDS:

- Elena Candeliere, Nicholas Aron and Wiphawee Maneengarm (Master in Interaction Design, Master in Product Design and Master in Service Design): **Winners CLASSified Award 2023**
- Christophe Pillet (Master in Product Design): **Winner Wallpaper* Magazine Design Awards 2023** (Best Outdoor Lounge category)
- Niko Koronis (Master in Design): **Winner Wallpaper* Magazine Design Awards 2023** (Best Construction category)
- Maddalena Casadei (Master in Product Design): Included in **AD100/2022**
- Irem Başer Oğan (Master in Product Design): **Winner IF Design Award 2021**
- Morgan Ræ (Master in Interior & Living Design): **Winner Radical Innovation Award 2021**
- Namit Khanna (Master in Product Design): **Winner EDIDA India Young Talent 2021**
- Carolin Voitke (Master in Fashion Design): **Finalist Mittelmoda Contest 2021**
- Daniele Ficarra (Master in Product Design): **Winner Swarovski Foundation Institute contest 2021**
- Defne Koz, Marco Susani (Master in Product Design): **Winners Compasso D'Oro 2020**

Why Domus Academy



A PLACE FOR ENVISIONERS

The visionary school of design research and experience supporting the next-generation to be system game-changers and leaders of tomorrow, encouraging young talents to use imagination and creativity to shape the world and create the change.

CROSS-KNOWLEDGE PROFILES

The school has always focused its pedagogical approach on vertical knowledge as well as on horizontal skillset, contaminating different areas of knowledge and providing students with a long lasting curriculum.

REAL INTERNATIONAL ENVIRONMENT

An open international and collaborative environment where talents can work with faculty and companies on future based concepts through disruptive and cross-disciplinary design approaches.

UNIQUE EXPERIENCE & CAREER OPPORTUNITIES

Learning methodology based on multiple activities: lectures, workshops, labs, bootcamps, and customisable study plan. Connections with companies and professionals, masterclasses with designers and Alumni. Highest Certified Placement rate.

ICONIC POSTGRADUATE DESIGN SCHOOL IN THE DESIGN CAPITAL

Full range of Postgraduate courses with Italian and International accreditation. Based in Milan, the world's capital of fashion and design. Internationally recognised as one of the most iconic Schools.

Milan, Design & Fashion Capital



Design is part of the fabric of Milan. From the city's fashion tradition to its new role as a startup hub, Milan is home to a thriving commercial design industry and a globally facing creative culture. Life in Milan moves at a relentless pace, in fact it's hard to remain unmoved or detached from all the cultural, social and business activities afoot. It follows that there is no better place to pursue a design education.

Milan is the world capital of fashion and design, brimming with innovative and creative people, emerging designer boutiques and businesses whose longstanding success is built on design.

The centre of Milan is home to the flagship stores of some of the most important fashion and design brands, including Cappellini, Driade, Kartell, Versace, Armani and Valentino. Therefore, students can draw inspiration from the trend-setting work of the world's leading designers and, at their fingertips, will be Italy's finest artisans and manufacturing facilities, that make Made in Italy craftsmanship famous around the world.

Milan bristles with life. Every year during the Fashion Weeks, Design Week and their various ancillary activities such as the Fuorisalone, Milan becomes one big showroom, full of non-stop exhibitions, performances, parties and conferences featuring prestigious international guests. But the reach of design doesn't stop there, it can be seen in the outline traced by the city's new skyline, in the partnerships being developed between research, design and business, and in the deployment of new technologies that tackle the widest possible range of design problems.

Milan is a creative environment like no other.

Programme Leader



Gaya Calabrò

*Double Award Master's Programme / Academic Master's Programme
in Fashion Management*

“Fashion management in our opinion is the right juxtaposition between creativity and business to ignite future changes based on our history.”

Gaya Calabrò has an extensive background as Online Manager and e-commerce Buyer which led her to follow projects starting from managing brands' portfolio of Fashion and Accessories categories, to prospecting new partners & support and developing online strategies and marketing campaigns.

She is specialized in European Public Relations, with a major in marketing. She began her professional career working between Paris and Milan for a well-known software house, coordinating the marketing and communication activities. Afterwards she approaches the world of fashion and luxury, working as menswear buyer at .com and retail international companies. She currently works as an E-commerce and Buying consultant for fashion and lifestyle brands in Italy, Switzerland and China.

Academic Offering

ACADEMIC MASTER'S PROGRAMME

DURATION: 11 months

ACCREDITATION: Italian Ministry for University and Research (MUR)

CREDITS: 60 ECTS

LANGUAGE: English

INTAKE SEPTEMBER 2024: from 10/09/2024 to 25/07/2025

INTAKE NOVEMBER 2024: from 12/11/2024 to 14/11/2025

INTAKE FEBRUARY 2025: from 27/01/2025 to 23/01/2026

VALIDATION: NABA



DOMUS ACADEMY MILANO

DOUBLE AWARD MASTER'S PROGRAMME (MASTER OF ARTS)

DURATION: 13-15 months

ACCREDITATION: Privy Council UK and Italian Ministry for University and Research (MUR)

CREDITS: MUR – IT (Master Accademico di Primo Livello / Academic Master First Level) = 60 ECTS PRIVY COUNCIL – UK (Master of Arts) = 180 CAT, UK Credits (equivalent to 90 ECTS)

LANGUAGE: English

INTAKE SEPTEMBER 2024: from 10/09/2024 to 28/11/2025

INTAKE NOVEMBER 2024: from 12/11/2024 to 13/02/2026

INTAKE FEBRUARY 2025: from 27/01/2025 to 22/04/2026

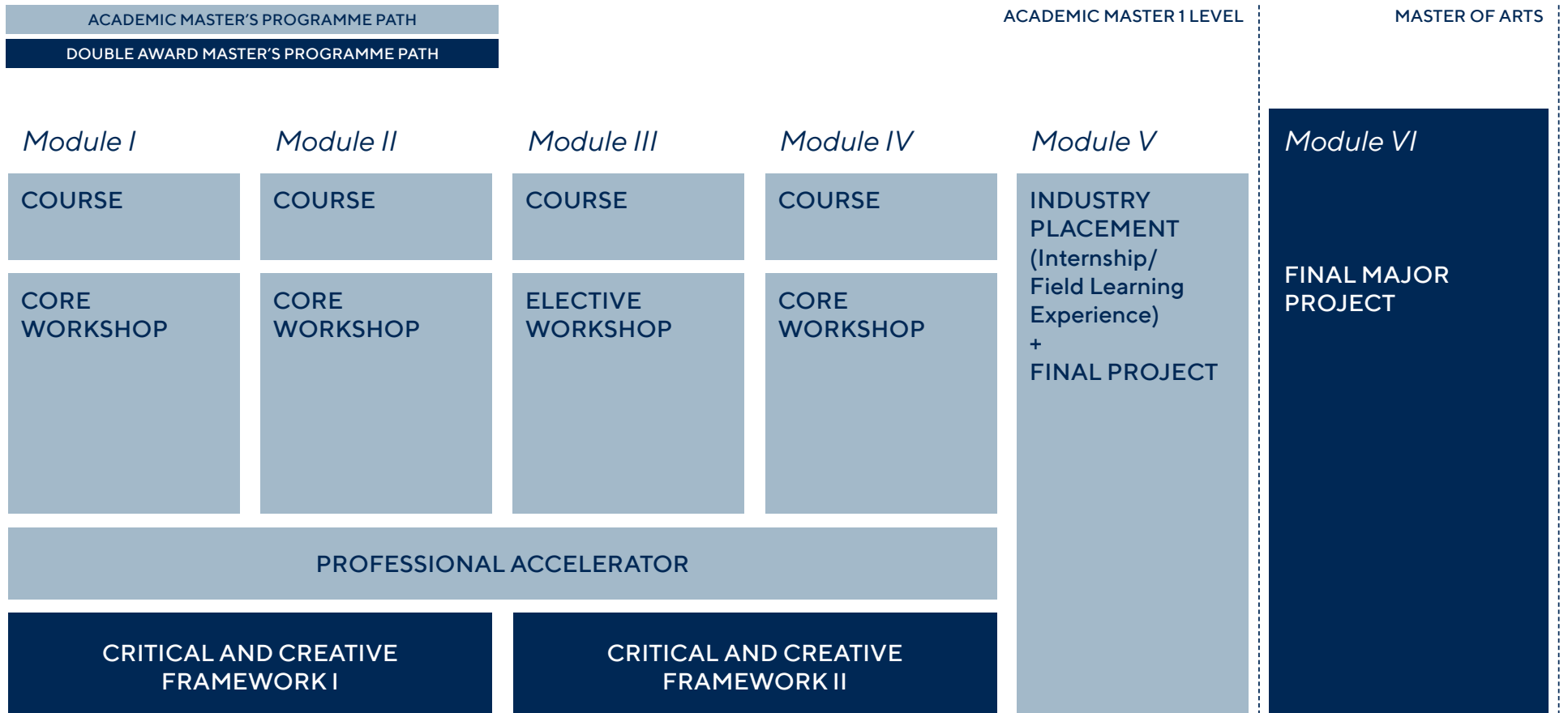
VALIDATION: Regent's University London and NABA



REGENT'S
UNIVERSITY LONDON

FASHION MANAGEMENT

Programme Structure



Each Master's Programme is **workshop based**, supplemented with seminars, lectures, tutorials and fieldwork.

The **Academic Master's Programme path** consists of **4 modules** (course + workshop) plus **1 module** including a professional experience and a final project.

The **Double Award Master's Programme path** includes additional dedicated modules, as the 6th module related to the **Final Major Project**, giving you the unique opportunity to pursue your design studies in Italy getting an **Academic Master Degree** validated by the Italian Ministry for Education and a UK validated **Master of Arts Degree**.

Programme Structure



Step 1

Post from Influencer to go to Mano Account

Step 2

Redirection to Mano Secrets Account

Step 3

Choose the right image and repost with special hashtag

THEORETICAL COURSES: coursework focuses on examining the theory that underpins the field through lectures and exercises, as well as tutorials that teach management and marketing strategies specific to the industry. Throughout, you will be exploring the most cutting-edge technology such as design software and 3D modelling tools, learning how to create a unique brand and developing their own professional identity.

WORKSHOPS: guided by industry professionals and faculty project leaders, you will work with leading companies on projects such as creating new products or services for different industrial sectors on a worldwide scale.

FINAL PROJECT: you will be able to develop personal, in depth body of work as a culmination of your academic path. You will develop design research, create projects and explore conceptual ideas that are transformed into tangible outputs.

PROFESSIONAL EXPERIENCE: to gain real experience working in your field, you will choose to either do an internship at a company site, work on a project on campus in collaboration with a company and complete an entrepreneurship module. In each case, you will benefit from mentorship, an inside perspective on your field and valuable career connections.

CRITICAL AND CREATIVE FRAMEWORK: in this module, you will undertake in-depth research on selected topics and themes. You will investigate new methodologies and integrated a critical perspective in the development of a research that represents reflections on the contemporary context and that will contribute to the body of knowledge in your disciplinary area. This research will inform and provide the theoretical framework and foundations for the Degree Project.

FINAL MAJOR PROJECT: you will develop an individual degree project that represents a professional body of work as final step of your Master's experience. During the development, there will be a high degree of individual self-guided study that is guided by mentors and advisors.

Mano, The Italian Touch, project by Jungeun Lee, Girisha Sawlani, Dilara Tasdemir, Verena Kohl, Master in Fashion Management 2018 in collaboration with The Firman

Fashion Management Courses and Workshops

A fashion show runway scene. In the center, a male model in a light grey suit and white turtleneck walks towards the camera. To his right, another model in a dark blue suit walks away. The runway is flanked by an audience of people, some of whom are taking photos. The background is dark and out of focus.

THEORETICAL COURSES

Fashion Marketing & Management
Integrated Communication Strategy
Advanced Business for Design
Professional Accelerator Activities

CORE WORKSHOPS

Fashion Brand Management
Fashion Merchandising & Buying

ELECTIVE WORKSHOPS

One to be chosen among:

Fashion Styling
Entrepreneurship through Design
Retail & Visual Merchandising
Digital Communication

Fashion Management Courses and Workshops

FASHION MARKETING & MANAGEMENT - THEORETICAL COURSE

The Fashion Marketing & Management course examines advanced marketing and management principles and provides strategic frameworks and operational tools to develop a comprehensive marketing plan for a fashion company.

INTEGRATED COMMUNICATION STRATEGY - THEORETICAL COURSE

The course focuses on the promotion and communication strategies that fashion and luxury brands can create, plan and execute.

ADVANCED BUSINESS FOR DESIGN - THEORETICAL COURSE

The course offers you the possibility to deeply understand and practice core aspects of real life business scenarios that determine the economic performance and viability of a company, studio or consultancy. You will explore fundamental accounting, financial and business planning tools; short and long term profitability aspects; various sustainable business model approaches; and how to build long-lasting competitive advantages. It will provide an overview of the various options to fund innovative projects or enterprises within a long-term horizon and a general framework around intellectual propriety and copyright aspects and regulations.

PROFESSIONAL ACCELERATOR ACTIVITIES - THEORETICAL COURSE

The Professional Accelerator module aims at consolidating and advancing the professional profile of students, together with the acquisition of a critical awareness of the future job trends and market opportunities. The module provides you with the skills and abilities to build their own professional profile, through an outstanding portfolio and CV offers you opportunities for contact with the professional world.

FASHION BRAND MANAGEMENT - WORKSHOP

The Fashion Brand Management workshop aims to present in detail the dynamics of brand management and the various strategies to increase and nurture the value of fashion brands.

FASHION MERCHANDISING & BUYING - WORKSHOP

The purpose of the Fashion Merchandising and Buying workshop is to give students a detailed insight on the key role and responsibilities of a Retail Merchandiser and Fashion Buyer in a context of both retail and wholesale channels. Students examine the prerequisites of the role: from professional competencies to personal attributes. In the current omni-channel fashion retail context, buyers are accountable for ensuring that a store's merchandise mix has the appeal to convince and convert potential customers. They are accountable for maximizing turnover and profit margins while minimising inventory risk. Students engage in analysing fashion trends through a deep examination of fashion catwalks, shows and presentations. They learn to identify market opportunities by analysing consumer demand, trends and behaviour from a socioeconomic and cultural point of view, and to translate them into a feasible buying concept and a balanced assortment range.

FASHION STYLING - WORKSHOP

The Fashion Styling workshop explores the cultural, social, aesthetic and practical aspects of fashion image-making. The workshop focuses on the strategic figure of the fashion stylist, as a professional who is able to build a visual narration through the development of an idiosyncratic vision.

ENTREPRENEURSHIP THROUGH DESIGN - WORKSHOP

The workshop explores issues, theories, cultures, and methods associated with the goal of designing an "ideal business", starting from the assumption that every successful business and company is the realization of something that originated as a dream.

RETAIL & VISUAL MERCHANDISING - WORKSHOP

The objective of the Retail and Visual Merchandising workshop is to create retail experiences that balance brand values and identity with the location, space and windows of the assigned store/showroom, and execution feasibility.

DIGITAL COMMUNICATION - WORKSHOP

The workshop support you in appraising effective and innovative digital communication strategies, which can be implemented by lifestyle and luxury brands. In particular, the objective is to design and execute communication concepts and plans focused on generating tangible business results and brand image and awareness.

Workshops



Our teaching approach is based on workshops developed in collaboration with innovative and renowned companies and addressing specific research themes.

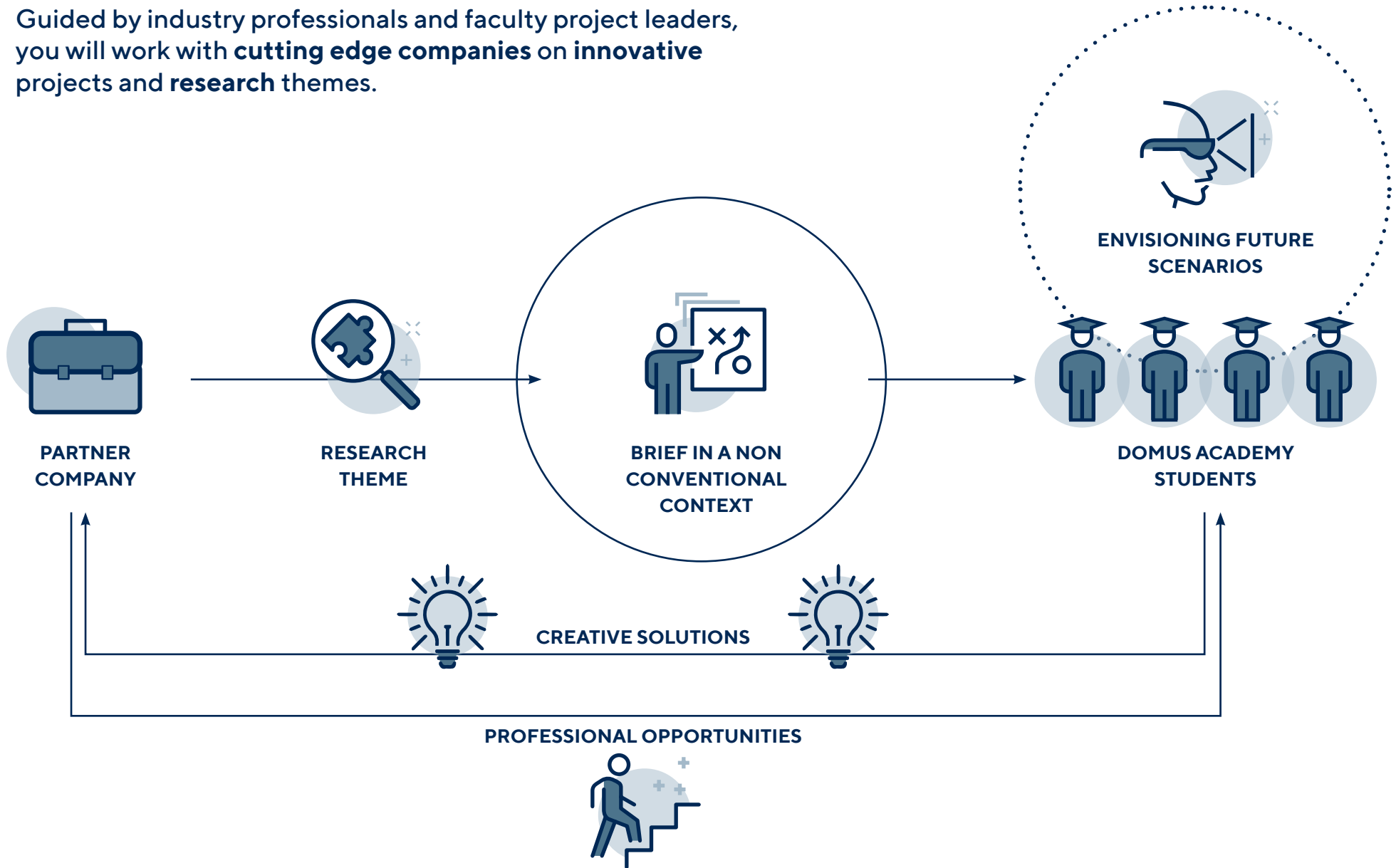
In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present their work and ideas as a link between the specific disciplinary perspective and the broader cultural/economic context.

Based on a cross-disciplinary methodology, each workshop can involve you from different Master's Programmes working on diverse aspects of the same research issue.

The workshop culminates in a final presentation to the faculty and invited company representatives and professionals.

Workshops Cycle

Guided by industry professionals and faculty project leaders, you will work with **cutting edge companies** on **innovative projects** and **research themes**.



Faculty



Contemporary and ethereogeneous faculty composed by teachers, visiting professors, famous and emerging designers, professionals, startupper, innovators, creators, influencers, journalists, special guests, such as:

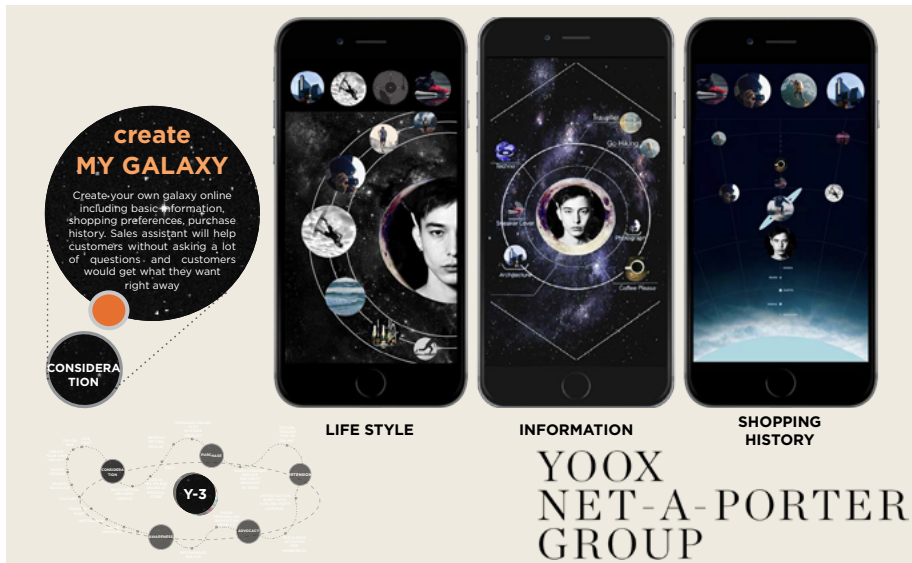
Fernando G. Alberti, Andrea Banfi, Stefania Benigni, Stefania Boleso, Edoardo Fano, Sabrina Firman, Diletta Grella, Peter Hamer, Chiara Monateri, Gabriela Moschini, Serena Sala, Laura Santanera, Marina Spadafora, Annamaria Tartaglia, Carolina Guajana, Gabriela Coniglio.

FERNANDO G. ALBERTI

Professor (chair) of Strategic Entrepreneurship | Director of the Institute for Entrepreneurship and Competitiveness

Companies and Projects

Several companies and design studios collaborate with the Master in Fashion Management such as: 10 corso como, BALLY, Biffi Boutique, La Rinascente, Moncler, MyTheresa, Slowear, Versus Versace.



“Customer journey experience in the age of omni channel”, project by Keerthi Kumar Sikaripura, Payal Thakrar, Qin Ruiqi, Saloni Makhani, Sireethorn Saenmanee, Fashion Brand Management workshop in collaboration with Yoox Net à Porter
Confidence is the new beautiful! YNAP draws for Y3 an integrated customer journey devoted to their Japanese clientele. Y3 will create a SPACE that gravitates their customers to the brand, yet reflecting their own personality. A SPACE that is physical, digital and oneric.



“Mano, The Italian Touch”, project by Jungeun Lee, Girisha Sawlani, Dilara Tasdemir, Verena Kohl, Fashion Buying workshop in collaboration with The Firman

MANO (*Hand*) is the name of a fresh concept store based in Seoul, Korea, Asia’s new fashion and culture hub. This store is intended as a hidden spot for Trend-Savvy & Tech Savvy ‘Seoulistas’, to rediscover the value of human touch, through the contemporary Italian Renaissance. Settled in a traditional Korean house in the neighbourhood of Bukchon, it combines fashion, lifestyle, wellbeing, a spa and a library, offering special events and merchandise.



Alumni

Domus Academy Alumni Community includes **over 5,000 Alumni** from all over the world spreading the value of a shared experience and culture.

Alumni are actively involved in many activities such as the annual **Alumni Reunion** organized during the Milano Design Week and the series of talks **“Connecting the Dots”** where notable former students are interviewed to discuss their career development, professional experience and inspirations.

Some of Domus Academy Alumni:

Kittima Kwangnok: Founder of the fashion brand KITTIMA

Hahn Doan: Junior digital analyst Contactlab

Gaia Piazzesi: Online Store Manager Triboo

PIA-MARIA LAUX

Co-founder, SHAREaLOOK

“Looking back at my time at Domus Academy, I consider it truly remarkable how I could observe my fellow students and me unleashing our potential. The intense collaboration with diverse individuals forces you to tear down any mental wall that you might have built up during your life and become a creative, open-minded problem solver.”

Facts and Figures



40+

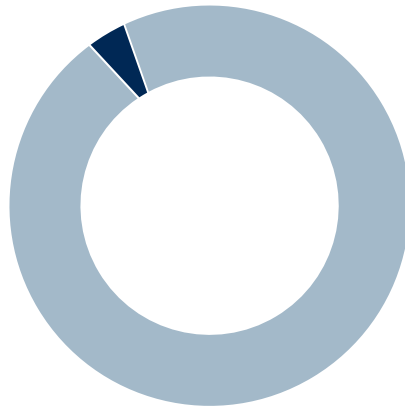
STUDENTS'
NATIONALITIES



International
Students
93%

Italian
Students
7%

Source: BVA Doxa 2023



96%
Placement Rate



100%
Internship/Field
Learning Experience

Admission Process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- For the Academic Master's Programme: holding a first level academic degree (Bachelor's Degree or Academic Diploma) in a field related to the chosen study programme.
- For the Double Award Master's Programme: holding a first level academic degree equal or higher than 2:2 (British undergraduate degree classification). Students holding a Bachelor's Degree lower than 2:2 will be requested to attend an interview with the postgraduate admission panel proving also one year of relevant work experience.

Master's Programmes are also open to students with not related degrees or diplomas, if the applicant is motivated by a research interest towards the programmes' topics.

Certificate of English language proficiency (for Academic Master's Programme: IELTS 5.0 or equivalent; for Double Award Master's Programme: IELTS 5.5 overall and 5.5 in every single part or equivalent).

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

- Curriculum vitae
- Copy of Bachelor's Degree or Academic Diploma translated into English or official certificate of expected Graduation issued by the Institution
- Copy of Bachelor's Degree or Academic Diploma's official transcript / mark sheet translated into English (listing subjects and exams, with corresponding number of hours / credits) or most updated official transcript / mark sheet if not graduated yet
- Certificate of English language proficiency (for Academic Master's Programme: IELTS 5.0 or equivalent; for Double Award Master's Programme: IELTS 5.5 overall and 5.5 in every single part or equivalent)
- Motivational letter
- Copy of passport
- Portfolio of projects (not compulsory for Master in Business Design, Master in Fashion Management, Master in Luxury Brand Management)
- Application fee of €100
- Two reference letters for Double Award Master's Programme only

3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

<https://admissions.domusacademy.com/dadea/>

Please notice that if you are supported by an external educational counselor your representative will send us directly your application pack.

4. ENROL IN THE PROGRAMME

Upon being offered a place, the student must secure it by submitting the Enrolment Form and a receipt showing the payment of the pre-enrolment fee within official deadline provided in the admission letter; Admissions office will inform students on documents needed for enrolment and matriculation to the course.

Domus Academy will assist students for visa application.

Non-European students will need to apply for study visa via [University](#) and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.



Lecture by SLAM JAM, Master in Fashion Management 2021



Domus Academy is part of Galileo Global Education, a leading international provider of higher education with an offer that spans from applied arts, fashion, design and digital/Internet to business and medicine.

Through its network of **54 schools**, the group is present in over **91 campuses** in **13 countries** around the world and has over **170,000 enrolled students**.

It is Europe's largest higher education group, in terms of both geographical spread and breadth of course offering.

Galileo Global Education's mission is to be the world education leader in innovation, creativity, arts and culture – one of the most promising higher education segments over the short and long term, everywhere in the world.

Domus Academy is part of the following associations:





DOMUS ACADEMY MILANO

Think further, Design beyond