



MASTER LEVEL I

MADE IN ITALY, FASHION AND LUXURY

2ND Edition

1500 hours 60 ECTS

Academic Year 2021/2022

MA1325

Title	MADE IN ITALY, FASHION AND LUXURY
Edition	2 ND Edition
Area	Made in Italy
Category	MASTER
Level	Level I
Academic Year	2021/2022
Duration	One year, 1500 hours, 60 ECTS
Presentation	<p><i>“Made in Italy”</i> is a worldwide famous label which describes cultural heritage, timeless elegance and well-known glamour.</p> <p>In a context where the fashion and luxury industries keep on developing rapidly and are in constant high-demand, the Italian fashion system keeps growing in the main international markets, while still remaining recognisable thanks to its creativity, brand luxury sector and its innovative medium-sized enterprises (MSEs).</p> <p>As the Italian excellence of raw materials and manufacturing, craftsmanship, know-how, expertise and creative energy are well recognised within the world of fashion, being familiar with the characteristics of the Italian system represents a value added for those who wish to work in the fashion industry.</p>
Objectives	<p>In this context, this Postgraduate Master course provides students with a strong background that allows them to understand the fashion industry dynamics with a specific reference on Made in Italy and the role that it plays within the fashion industry. This Postgraduate Master focuses on the development of the fashion sector throughout history, marketing strategies and company branding, supply and production chains and fashion communications.</p>

<p>Target audience</p>	<p>The course aims at providing young graduates, young professionals and passionate about fashion with technical skills in the fashion and luxury industry, in order to develop a strong sensitiveness and knowledge towards fashion, quality and “Made in Italy” branded products, identify new business opportunities and successfully manage creative projects within international environments.</p> <p>This Postgraduate Master course mixes technical knowledge, high quality professionals’ experiences and practical case studies, by enabling students to build their own professional network while studying through high-technological didactic tools.</p>
<p>Activities</p>	<p>This Postgraduate Master Course will be delivered online through our didactic platform available 24/7.</p> <p>The distance learning system shall provide assisted learning along a predetermined educational path, with access to didactic materials specifically developed, with a wide range of interactive individual and group activities, supervised by tutors and experts in the field, able to interact with students and to answer their enquiries.</p> <p>The study of the didactic materials, both digital (video lessons of the lecturers with graphic animations) and on paper support (lecture notes and/or texts), is conducted according to the time schedules and personal availability of the student.</p> <p>Students may avail of video lessons for the study of theoretical knowledge, of bibliographies and sitographies, in addition to notes and documents necessary for the acquisition of practical skills.</p>

<p>Committments</p>	<p>Students are expected to:</p> <ul style="list-style-type: none"> • study the didactic material specifically arranged; • participate in online activities; • successfully meet the required learning outcomes of each module as stated in course outline in order to pass the assignments; • revise the assignments according to the lecturers' comments in an event of the failure to meet one or more of the learning outcomes for each module; • successfully pass the final dissertation defence real time via digital tools.
<p>Access Qualifications</p>	<p>The following access qualifications are required:</p> <ul style="list-style-type: none"> • Bachelor's Degree qualification (EQF level 6)
<p>Access requirements</p>	<p>Students are expected to:</p> <ul style="list-style-type: none"> • study the didactic material specifically arranged; • participate in online activities; • successfully meet the required learning outcomes of each module as stated in course outline in order to pass the assignments; • revise the assignments according to the lecturers' comments in an event of the failure to meet one or more of the learning outcomes for each module; • successfully pass the final dissertation defence real time via digital tools.
<p>Enrolment terms</p>	<p>Enrolment always open</p>

Enrolment fees

€ 2000,00

to which are added € 116 for service contribution

To be paid upon enrolment in a single instalment or divided in two instalments, as follows:

	Instalment	Deadline
1	1000€ + € 116 per spese di bollo	at the time of registration
2	1000€	after 1 st month of the enrolment

€ 2000,00

to which are added € 116 for service contribution

CONVENZIONE POU Turkey only for students enrolled through affiliated Institution:
VODAFONE Turkey

	Instalment	Deadline
1	250€ + € 116 per spese di bollo	at the time of registration
2	250€	after 1 st month of the enrolment
3	250€	after 2 nd month of the enrolment
4	250€	after 3 rd month of the enrolment
5	250€	after 4 th month of the enrolment
6	250€	after 5 th month of the enrolment
7	250€	after 6 th month of the enrolment
8	250€	after 7 th month of the enrolment

Payment modalities

The payment of the total amount/first instalment can be made by bank transfer, effected from the applicant only, at the following bank account details.

Please, indicate in the reason of payment your Name, Surname, a copy of the proof of payment and the Master's code: **MA1325**

Contenuti

During the course, the following topics will be covered:

- The History of Fashion and Costume
- Essential steps to launching a new brand
- Fashion timeframe, editions, collections
- The Fashion and Luxury distribution
- The Nearshoring definition and supply chains dislocation
- The concept of Made in Italy in the supply chain of Italian brands
- Types of partnerships with relevant legal and economic aspects
- The players in the supply chain
- Fashion as communication

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