



AY 2022/23

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

FASHION STYLING & VISUAL MERCHANDISING

www.domusacademy.com

DOMUS ACADEMY MILANO

About Domus Academy



Domus Academy for me is a modern Myth where Naiveness 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:

- **QS World University Rankings** by Subject: top 3 universities in Italy and among the best in the world in the Art & Design field (2022)
- Selected by **Azure magazine** as Top 8 Interior Design and Interaction Design Schools - 2016, 2017
- Listed by **Domus Magazine** as one of Europe's Top 100 Schools of Architecture and Design 2014-2017
- Listed as one of the Best Design Schools in the World by **BusinessWeek** - 2009
- **Compasso d'Oro Award** by the ADI, Associazione Disegno Industriale (Industrial Design Association) - 1994



STUDENT AWARDS:

- 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**
- Noel Braganza (Master in Interaction Design): **Winner Red Dot Award 2020**
- Ana Gabriela Teran, Yara Ghaouch (Master in Fashion Styling & Visual Merchandising): **Winners Bodytelling contest by Marie Claire 2019**

Why Domus Academy



DESIGN EMINENCE IN THE DESIGN CAPITAL

Study at a highly ranked school recognized by international institutions and publications as one of the best design schools worldwide. Experience Milan, the world's capital of fashion and design.

DISRUPTIVE DESIGN RESEARCH

Work on multiple unconventional projects with leading companies and professionals. Create disruptive design concepts and envision the future through possible and impossible scenarios.

DESIGN EXPERIENCE AND UNIQUE CAREER OPPORTUNITIES

Attend masterclasses with famous and emerging designers. Boost your connections during our workshops with the best companies and studios. Get your internship/field learning experience. Join an amazing global network of alumni.

DYNAMIC AND TAILORED PATHWAY

Customize your academic pathway. Take part in cross-disciplinary workshops and personalize your study plan according to your interests and career objectives.

DOUBLE AWARD MASTER'S PROGRAMMES

Earn a worldwide recognized, International Double Award Master's, consisting in a uk-accredited Master of Arts Degree from Regent's University London plus an academic Master's Degree accredited in Italy.

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.

Message from Director of Education

FOCUS ON VISION

Domus Academy was born from a disruptive and visionary philosophy in a period in which Italian Design successfully spread internationally. A group of practitioners and thinkers joined forces to run a laboratory of ideas, experimenting and exploring.

Students, emerging and experienced professionals, critics and intellectuals, gathered together to discuss and investigate the world to come—how they as designers could contribute and project change—to examine systems, challenging the status quo to construct and reflect on possible futures.

This same spirit is integrated into the current pedagogical approach (common to all of the master programmes) that combines inquiry and experiential learning components in an atelier-like environment. Seminars and workshops become the framework in which students, alongside the professors, became the protagonists in design discourse, challenging the project's space and developing and applying a critical mindset.

The goal is to go beyond the immediate, to think on a broader scale in order to return, to inform, or even reformulate the particular issue at hand.

With renewed urgency, our academic endeavours and programmes aim to prepare the students to manage the complexity of change and articulate the thoughts and ideas that will shape and guide our contemporary and future context.

Mark Anderson, Domus Academy Director of Education



Programme Leader



Gianfranco Olivotto

Double Award Master's Programme / Academic Master's Programme in Fashion Styling & Visual Merchandising

"Participants are offered mentorships to help you gain admission to the best-known international fashion competitions."

Master in Fashion Styling & Visual Merchandising

The Master in Fashion Styling & Visual Merchandising programme is workshop-based, supported by seminars, lectures, tutorials, and fieldwork. Industry professionals, the programme leader, and project leaders will guide you via individual coaching and mentorship.

The combination of accredited coursework and real-life professional projects gives students the opportunity to build on their academic foundation, while gaining valuable work experience directly applicable to their future careers.

Students can apply to the Academic Master's Programme, accredited by the Italian Ministry of Education, or to the Master of Arts degree with an international UK validation.

Career Profiles

Get the skills and abilities you need to meet the increasing demand for Fashion Brand Image Architects and Visual Communicators. The programme will equip you with the core skills and knowledge for a career in international fashion styling and visual merchandising. You will be able to consider a wide range of related roles, including:

FASHION STYLIST

E-STYLIST

VISUAL MERCHANDISER

E-MERCHANDISER

ART DIRECTOR

SOCIAL MEDIA MANAGER

FASHION TREND RESEARCHER

Dusty Souls, project by Zhou Wei, Surkova Veronika, Jain Prachi, Master in Fashion Styling & Visual Merchandising 2020, in collaboration with L'Officiel Italia. Photo: Francesco Vincenti.

Academic Offering

ACADEMIC MASTER'S PROGRAMME

DURATION: 11 months

ACCREDITATION: Italian Ministry for University and Research (MUR)

CREDITS: 60 ECTS

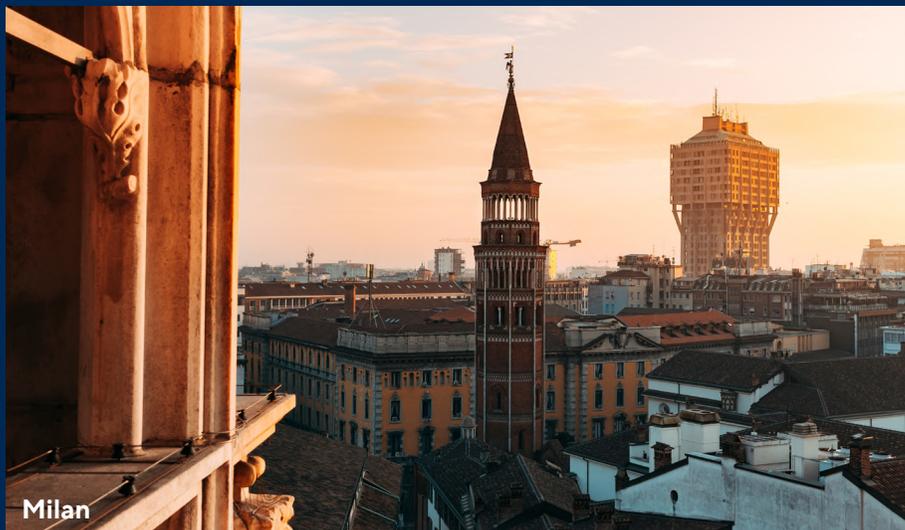
LANGUAGE: English

INTAKE SEPTEMBER 2022: from September 8, 2022 to August 2, 2023

INTAKE NOVEMBER 2022: from November 10, 2022 to November 10, 2023

INTAKE FEBRUARY 2023: from February 6, 2023 to January 26, 2024

VALIDATION: NABA



Milan

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: 180 UK CREDITS (EQUAL TO 90 ECTS) + 60 ECTS

LANGUAGE: English

INTAKE SEPTEMBER 2022: from September 8, 2022 to November 24, 2023

INTAKE NOVEMBER 2022: from November 10, 2022 to February 29, 2024

INTAKE FEBRUARY 2023: from February 6, 2023 to April 19, 2024

VALIDATION: Regent's University London and NABA

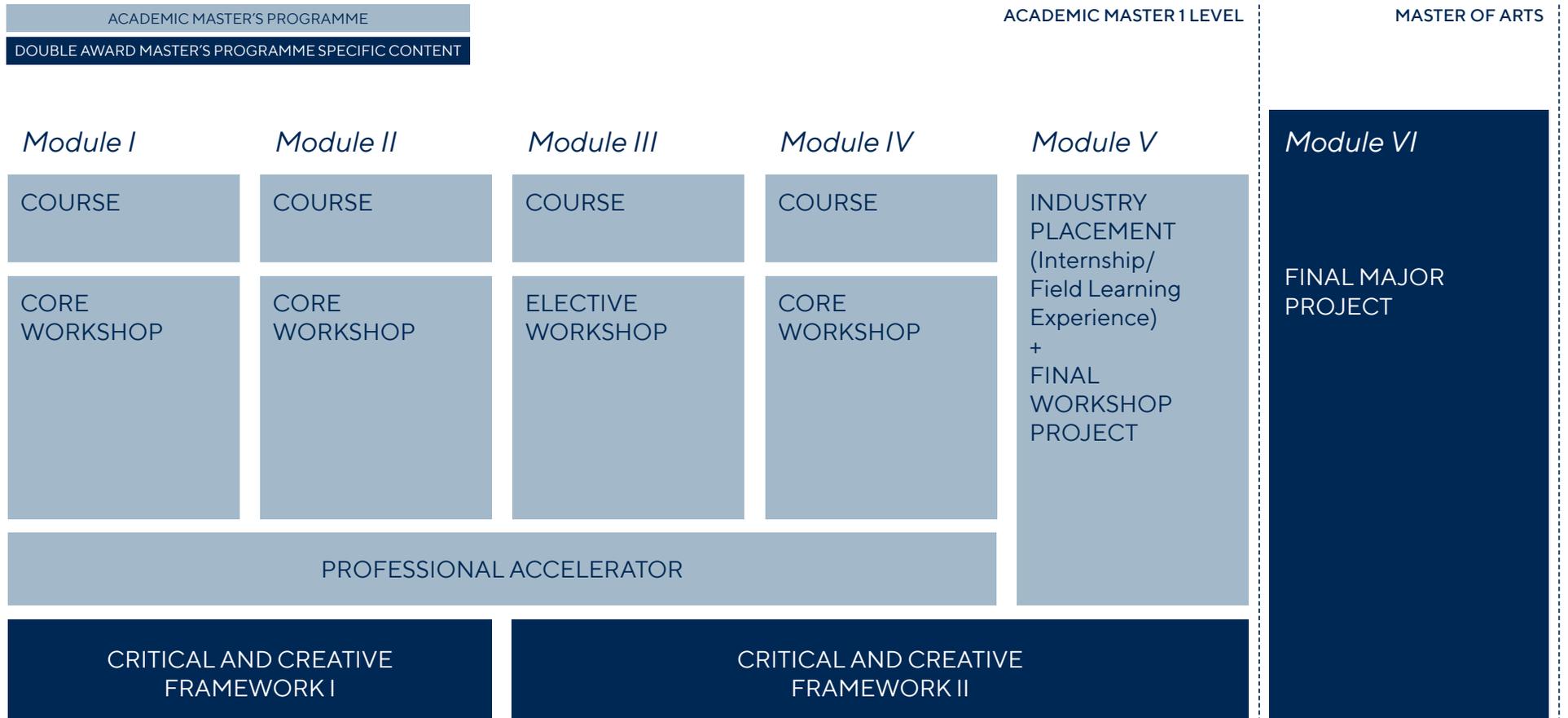


London

 **REGENT'S**
UNIVERSITY LONDON

FASHION STYLING & VISUAL MERCHANDISING

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 portfolio presentation.

The **Double Award Master's Programme** path includes additional dedicated classes and a 6th module as **Final Degree 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

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 your 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 WORKSHOP 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 their 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.

The Delirius Longing, project by Mohan Aparna Liz, Eleftheriana Nefeli Bompoki Kourou, Wang Xiaoyu, Yuna Park, Li-Chen Chang, Master in Fashion Styling & Visual Merchandising 2019 in collaboration with L'Officiel Italia

Fashion Styling & Visual Merchandising Courses and Workshops

THEORETICAL COURSES

Fashion Culture
Integrated Communication Strategy
Fashion Marketing & Management
Professional Accelerator Activities

CORE WORKSHOPS

Fashion Styling
Retail & Visual Merchandising

ELECTIVE WORKSHOPS

One to be chosen among:

Fashion Buying
Entrepreneurship through Design
Identity Design

Fashion Styling & Visual Merchandising Courses and Workshops

FASHION CULTURE - THEORETICAL COURSE

The Fashion Culture course offers the possibility to deeply analyse and understand the Fashion phenomenon, through an articulated and interdisciplinary approach that involves history, anthropology, sociology and psychology.

INTEGRATED COMMUNICATION STRATEGY - THEORETICAL COURSE

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

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.

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 your own professional profile, through an outstanding portfolio and CV and offers you opportunities for contact with the professional world.

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.

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.

FASHION BUYING - WORKSHOP

The Fashion Buying workshop gives you an insider view on the key role of a fashion buyer; from professional competencies and essential retail strategy and operations to personal attributes.

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.

IDENTITY DESIGN - WORKSHOP

The Identity Design workshop aims at developing the skills for designing the brand identity of a company, extend a pre-existent one and/or planning a promotional strategy.

Workshops



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

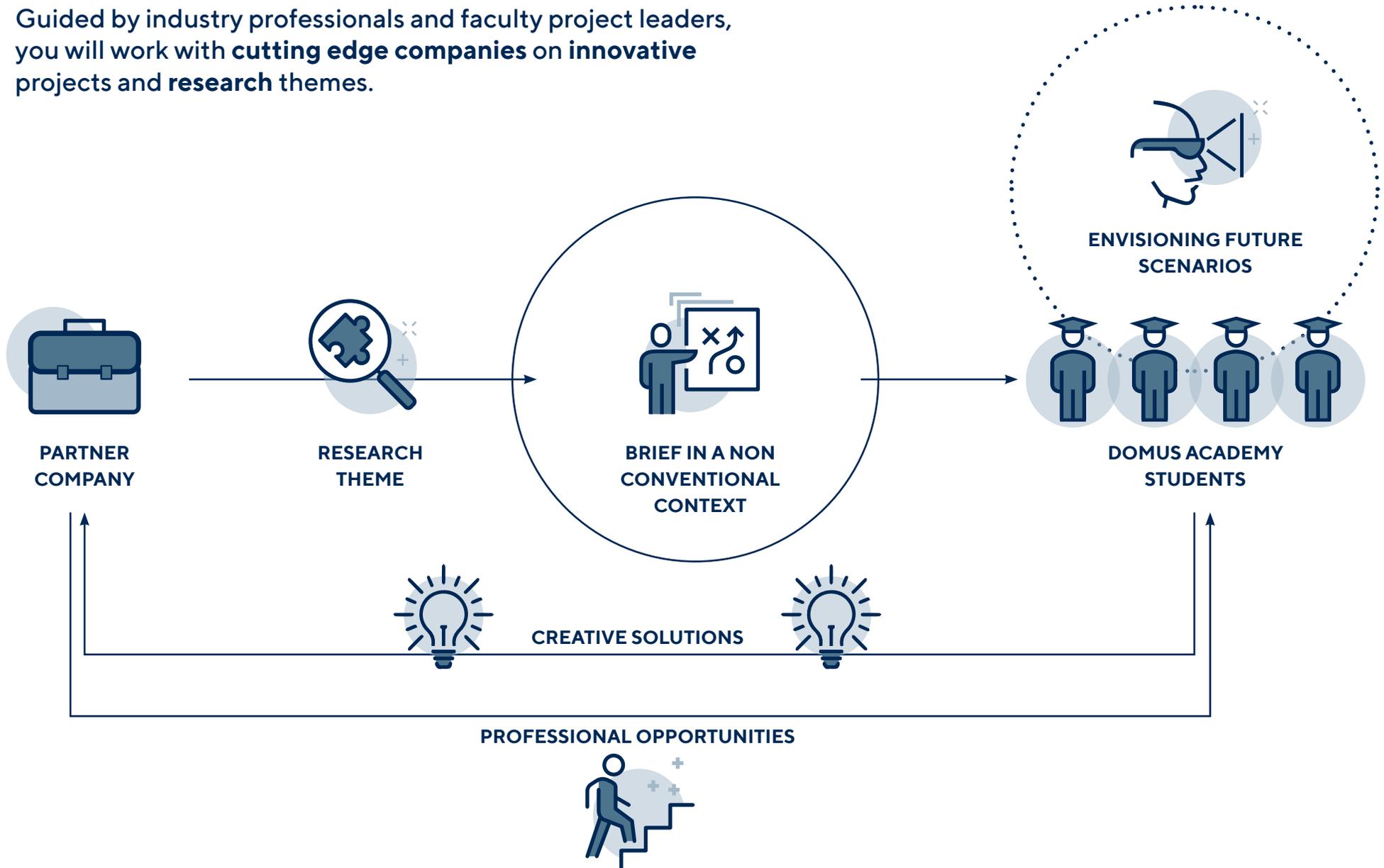
In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present your work and ideas as a link between the specific disciplinary perspective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

Based on a cross-disciplinary methodology, each workshop can involve students 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 Alberti, Matteo Augello, Gianpietro Baudo (L'Officiel Italia), Alberto Cavalli (Fondazione Cologni), Lucio Colapietro (L'Officiel), Ildo Damiano, Matteo Greco (The Greatest Magazine), Diletta Grella, Francesco Guerra, Simone Guidarelli, Peter Hamer (I see windows), Caterina Lunghi, Sara Maino (Vogue Italia), Antonio Mosconi (C.a.p. 74024), Simona Quadri (Vudafieri Saverino), Serena Sala, Marina Spadafora, Annamaria Tartaglia (The Brand Sitter), Pablo Arroyo, Riccardo Terzo (Vogue Talents), Emanuela Franzese (Alberta Ferretti) Francesco Fistarol (Gucci).

MARINA SPADAFORA

Fashion Designer and Fair Fashion Ambassador

Companies and Projects

Several companies and design studios collaborate with the Master in Fashion Styling & Visual Merchandising, such as: 10 corso como, L'Officiel Italia, Icon Magazine, La Rinascente, K-way, Moncler, Museo Salvatore Ferragamo, Timberland, Trussardi, Versus Versace.

Salvatore Ferragamo



“The Legacy”, project by Alejandra C. Bautista, Isha Rajkumar Khandelwal, Plamena Koleva Koseva, Mohammad Hazem Rezaq, Guiomar Elvira De Mesa Salinas, Retail & Visual Merchandising workshop in collaboration with Salvatore Ferragamo

Increasing awareness of Salvatore Ferragamo as a luxury fashion brand. The theme of this workshop was “Window displays: A strategy for visual communication connecting the online with the offline.” Students were asked to develop proposals for the visualization and promotion of the A/W 2017 Collection for in-store and window displays. The goal was to increase customer awareness of Salvatore Ferragamo as a luxury fashion brand.



“Tarot Tales”, project by Aishwarya Radhakrishnan, Bohan Liu, Hyeyun Seol, Kunal Moza, Marina Grau, Fashion Styling workshop in collaboration with L'Officiel Italia

Slow Future is about remembering the past in order to imagine the future. The inspiration for this editorial comes from Tarot Cards, used from the mid-15th century in various parts of Europe to play games such as Italian tarocchi and French tarot. In the late 18th century, they were used for divination in the form of tarotology and cartomancy (predicting the future). Focusing on a selected number of characters of old Tarot cards, the editorial is a collection of new portraits of street style.

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:

Francesco Fistarol: Packaging printed materials and gifts development and production Gucci

Eli Alfina: E-commerce Visual Merchandiser Specialist Versace

Flavia Marconi: Visual Merchandising Creative & Project Development Jil Sander

MARIA CHIARA MORGANTI

Marketing & Communication, Superga BasicNet SpA

“Domus Academy gave a boost to my professional career.”

Facts and Figures



40+

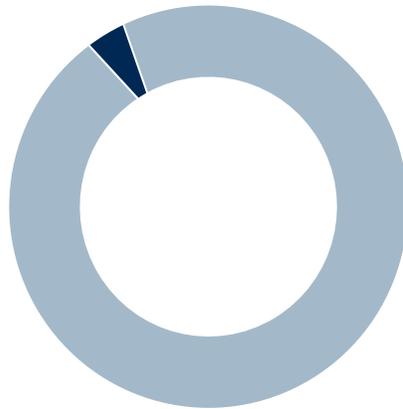
STUDENTS'
NATIONALITIES



International
Students
92,7%

Italian
Students
7,3%

Survey conducted in 2020 by Nielsen Group



91%
Placement Rate



100%
Internship/Field
Learning Experience

Fees and 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, Master in Service Design)
- Essay Assignment for Master in Service Design only (for more information on the required essay, please refer to DEA on line application)
- 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 (www.universitaly.it/) and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.

Academic Master's Programme fees

- € 21.900 (full fee, including pre-enrolment and tuition) for EU and EFTA* citizens
- € 24.900 (full fee, including pre-enrolment and tuition) for non EU and EFTA* citizens
- € 540 Degree Fee

Double Award Master's Programme fees

- € 23.000 (full fee, including pre-enrolment and tuition) for EU and EFTA* citizens
- € 29.000 (full fee, including pre-enrolment and tuition) for non EU and EFTA* citizens
- € 650 Degree Fee



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:



Exaggerated proportions, project by Bahar Seda, Cengiz Yeh I-Ting, Hsin-Hui Huang, Jain Grasim, Master in Fashion Styling & Visual Merchandising 2020 in collaboration with L'Officiel Italia

