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Domus Academy



FASHION MANAGEMENT

The master course aims at training the new managerial class for the fashion field: open mind professionals able to enhance and to turn into business the creativity of fashion designers and to bring innovation in management and production processes, in marketing strategies, in communication and distribution for the old and the new markets.

THE STRUCTURE

The program has three phases.

The first one provides students with the necessary tools and knowledge to approach the fashion system.

Developed in tight collaboration with companies, the second phase of workshops deeply explores the topical subjects of the fashion management field: product management, brand management, fashion buying, retail management, fashion communication and events. In each workshop a project focused on the subject explored is developed. The third phase is dedicated to the Final Master course Thesis.

THE AUDIENCE

The master course addresses graduates in economics, business administration, human science and fashion-related faculties, passionate about fashion and eager to develop new skills to start a career in a fashion company, or their own business.

THE FUTURE

Participants will find career opportunities as product manager, brand manager, retail manager, merchandising manager, communication manager, fashion buyer. They will also be able to start their own business.

LANGUAGE

English. Some lectures may be simultaneously translated from Italian into English

DURATION

12 months

INFORMATION

Phone +39 02 424140 01 / 25
fashionmanagement@domusacademy.it
www.domusacademy.com

The master course has worked with

Albino

Camera Italiana Buyer Moda

Felice Limosani

Fendi

L'Oréal

Montblanc

Red Valentino

Roberto Cavalli

Sergio Tacchini International

Sisley

Sonae Sierra

Swarovski Elements

Ter et Bantine

Versus

VJC

The master course is validated and awarded by the University of Wales



University of Wales
Prifysgol Cymru

Photo courtesy of Bonaveri Manichini



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