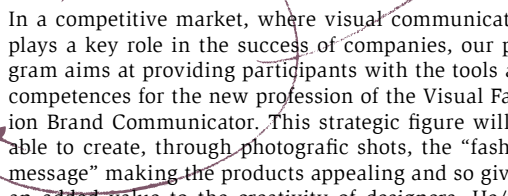




**FASHION STYLING
& VISUAL
MERCHANDISING**



In a competitive market, where visual communication plays a key role in the success of companies, our program aims at providing participants with the tools and competences for the new profession of the Visual Fashion Brand Communicator. This strategic figure will be able to create, through photographic shots, the “fashion message” making the products appealing and so giving an added value to the creativity of designers. He/She will be the aesthetic coordinator of the point of sale, where the brand values will be highlighted by researching the most effective way to reach the reference target market.

THE STRUCTURE

The program consists of three phases where students will learn to see what is new and trendy from a fashion perspective. The first phase focuses on management and marketing competences, on fashion culture and its iconographic languages. The second phase, developed together with leading companies, consists of workshops on key subjects like styling, display concepts planning, new web visual strategies, event design and “celebrity-ing” as communication tool for promoting the fashion brands. The third phase is dedicated to an individual final master project.

THE AUDIENCE

The master course is addressed to graduates in Fashion and Design disciplines, Photography, Architecture and Communication, as well as junior professionals in the fields of Industrial Design, Fashion Journalism, Fashion Styling, Visual Merchandising, Press Office and owners of fashion companies willing to upgrade their skills.

THE TARGET

Participants will be able to develop a career as Fashion Stylist or Visual Merchandiser, starting their own business or working for fashion companies. They will be able to work for fashion magazines, advertising agencies, TV, as Celebrity Assistants and in all those areas strongly involving visual communication skills.

LANGUAGE

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

DURATION

12 months

INFORMATION

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The master course works with

**Camera Italiana Buyer
Moda
Fendi
Gruppo Tod's
(Hogan Fay)
Moncler
Moschino
Privalia
Roger Vivier
Style.it (Condè Nast)
Bisk Italia
Brandvoyant
Jacaranda Studio
Studio Simonetta
Simonelli**

*Photo courtesy
of Moncler*



LAUREATE
INTERNATIONAL
UNIVERSITIES

Art & Design
Education