

UNIQUE.:

**ITALIAN
CHARME**

Italian way of communication
„CIAO“ „GRAZIE“
Compliments
Unusual customs:
Bella figura



Collaborations/Upcoming designers:

Pick of the week/Events/Buying

Craftsmanship/Made in Italy (Videos)

New circle / Camouflage

CIAO

FASHION STORES AS LIVING MAGAZINES

10 Corso Como was conceived in 1990 by the former fashion editor and publisher Carla Sozzani as the very first “Concept Store”. Starting with the art gallery and bookshop, Carla Sozzani has transformed a car-workshop in Milano into a multi-functional boutique, a living magazine where visitors are engaged with her editorial choices in food and fashion, music and art and lifestyle and design.

BRIEF

Candidates are requested to present original recommendations to 10 Corso Como based on in-depth research and analysis of the global luxury fashion retail industry. The research should cover industry macro-trends (business models, consumer behaviour, social and technological innovation) and best practices from existing luxury multi-label and specialty retailers.

Following their analysis, candidates will present learnings and insights relevant to their strategy. They need to create a portrait of luxury fashion consumers, their lifestyle and purchasing behaviour.

Finally, and most importantly, candidates will present a minimum of 3 original strategies for 10 Corso Como to remain a leading Concept Store. The solutions need to be realistic and implementable for the defined location of their choice.

The balance between consistency and creativity will be considered as a fundamental element of the project.

AUDIENCE

The competition is open to professionals and graduates in fashion-related disciplines, as well as marketing, economics, business administration and human sciences. Candidates should be passionate about fashion and eager to develop new skills in order to start a career in a fashion company. It is also open to fashion designers willing to launch a personal label and entrepreneurs or owners of a family business operating in the fashion industry.

JURY

Projects will be selected and evaluated by the Faculty of the Domus Academy Master in Fashion Management and the Domus Academy admissions jury.

REQUIRED MATERIALS

- The project must be presented in a 10-slide presentation and it will include a selection of relevant data with references, analytical models, visual research on trends and target customers, written description and visual mock-ups of the proposed strategy (min. 3 original ideas). Max 1000 words.
- Detailed curriculum vitae
- Motivation statement
- Copy of Bachelor Degree / Academic Diploma translated into English
- Academic Transcript / Marksheet of previous studies translated into English
- Copy of passport
- Domus Academy Application Form*

The candidates are asked to send their materials in one single file in .PDF format. Any further attached material will be considered a plus and will be evaluated by the jury.

* The application fee is waived for competition participants.

PRIZES

- One scholarship covering 60% of the total tuition fee of the Master's Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 40% of the total tuition fee of the Master's Program
- Two special mentions covering 20% of the total tuition fee of the Master's Program

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders - diploma fee is not included) and €16.990 (for EU passport holders - diploma fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **October 5th 2018**.

Candidates will be informed about the results of the competition by e-mail on **October 22nd 2018**.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following address: **www.competition.domusacademy.com**

or sent by e-mail to:

competitions@domusacademy.it

Subject: FASHION STORES AS LIVING MAGAZINES COMPETITION

When you submit your project, you will receive a confirmation that your submission was received within 48 hours. If you do not receive a confirmation, let us know at: competitions@domusacademy.it

MASTER'S PROGRAM DESCRIPTION

The Master in Fashion Management is a multi-disciplinary program for dynamic individuals wishing to enhance both their creative and managerial skills within the world of fashion. Through a combination of theory and hands-on practice, the program turns students into professionals who understand the language and rules of the fashion system, and who have expertise in the fields of brand management, fashion buying and communications. During the course of the program, participants will work in close collaboration with fashion industry managers and creative professionals enabling them to: gain necessary skills to generate market and consumer insights, guide the creative process, develop proposals, define their own analytic approach and language of expression, and develop advanced research projects on a range of topics and ideas.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2017/18 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- If an assigned scholarship is not confirmed, it can be transferred to the next candidate in the ranking list.
- Selected participants accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

INFORMATION

competitions@domusacademy.it