



**DOMUS ACADEMY MILANO**

**Think further, Design beyond**

AY 2025-26

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

**FASHION MANAGEMENT**



# 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, Venezuela

"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, Italy

"Domus Academy defined my identity as a designer at the center of chaos, multi-cultural influences and a beautiful country like Italy. One year at Domus Academy pushed my creativity to a higher level."

Sander Brouwer, The Netherlands

"Domus Academy was founded to create differences, heterogeneity, discontinuities, turbulence and leaps."

Isao Hosoe, Japan



# Awards and recognitions

## SCHOOL AWARDS:

- Included in the QS World University Rankings by Subject
- Included in THE Impact Rankings
- Included in UI GreenMetric, the ranking of the world's most sustainable universities
- Selected by Azure Magazine as Top 8 Interior Design and Interaction Design Schools
- Listed by Domus Magazine as one of Europe's Top 100 Schools of Architecture and Design
- Listed as one of the Best Design Schools in the World by BusinessWeek
- Compasso d'Oro Award by the ADI, Associazione Disegno Industriale (Industrial Design Association)



WORLD BRAND  
DESIGN SOCIETY

## STUDENT AWARDS:

- Elena Candeliere, Nicholas Aron and Wiphawee Maneengarm (Master in Interaction Design, Master in Product Design, Master in Service Design): Winners Compasso d'Oro Targa Giovani certification 2024
- Özge Üçoluk (Master in Visual Brand Design): Winner Bronze Award World Brand Design Society 2023/2024
- Christophe Pillet (Master in Product Design): Winner Wallpaper\* Magazine Design Awards 2023 (Best Outdoor Lounge category)
- Niko Koronis (Master in Design): Winner Wallpaper\* Magazine Design Awards 2023 (Best Construction category)
- 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





# Why Domus Academy

## **A PLACE FOR ENVISIONERS**

The visionary school of design research and experience supporting the next-generation to be system game-changers and leaders of tomorrow, encouraging young talents to use imagination and creativity to shape the world and create the change.

## **CROSS-KNOWLEDGE PROFILES**

The school has always focused its pedagogical approach on vertical knowledge as well as on horizontal skillset, contaminating different areas of knowledge and providing students with long lasting curriculum.

## **REAL INTERNATIONAL ENVIRONMENT**

An open international and collaborative environment where talents can work with faculty and companies on future based concepts through disruptive and cross-disciplinary design approaches.

## **UNIQUE EXPERIENCE & CAREER OPPORTUNITIES**

Learning methodology based on multiple activities: lectures, workshops, labs, bootcamps, and customisable study plan. Connections with companies and professionals, masterclasses with designers and Alumni. Highest Certified Placement rate.

## **ICONIC POSTGRADUATE DESIGN SCHOOL IN THE DESIGN CAPITAL**

Full range of Postgraduate courses with Italian and International accreditation. Based in Milan, the world's capital of fashion and design. Internationally recognised as one of the most iconic Schools.

# 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.



# Programme Leader



## Gaya Calabrò

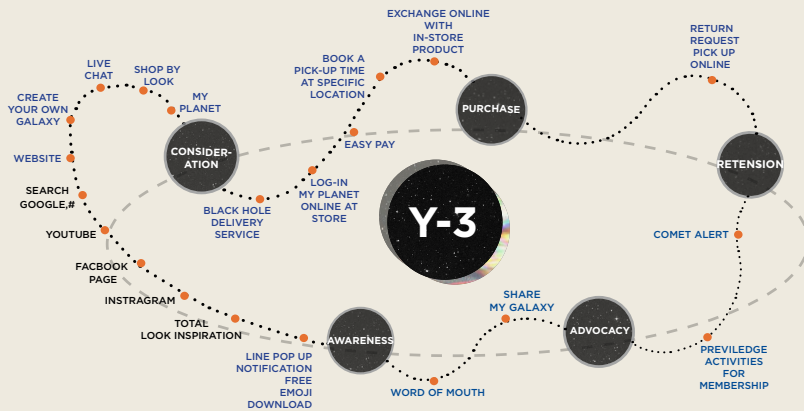
*Dual Award Master's Programme / Academic Master's Programme  
in Fashion Management*

**“Fashion management in our opinion  
is the right juxtaposition between  
creativity and business to ignite future  
changes based on our history.”**

Gaya Calabrò has an extensive background as Online Manager and e-commerce Buyer which led her to follow projects starting from managing brands' portfolio of Fashion and Accessories categories, to prospecting new partners & support and developing online strategies and marketing campaigns.

She is specialized in European Public Relations, with a major in marketing. She began her professional career working between Paris and Milan for a well-known software house, coordinating the marketing and communication activities. Afterwards she approaches the world of fashion and luxury, working as menswear buyer at .com and retail international companies. She currently works as an E-commerce and Buying consultant for fashion and lifestyle brands in Italy, Switzerland and China.

# Master in Fashion Management



The Master in Fashion Management 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

Mastering the culture and practices of the fashion business to progress to top management positions in the fashion industry. With many Alumni now working for innovative brands including Prada, Louis Vuitton and Ferragamo, you can aim high and aspire to a successful career in a variety of roles, including:

**Fashion Brand Manager**

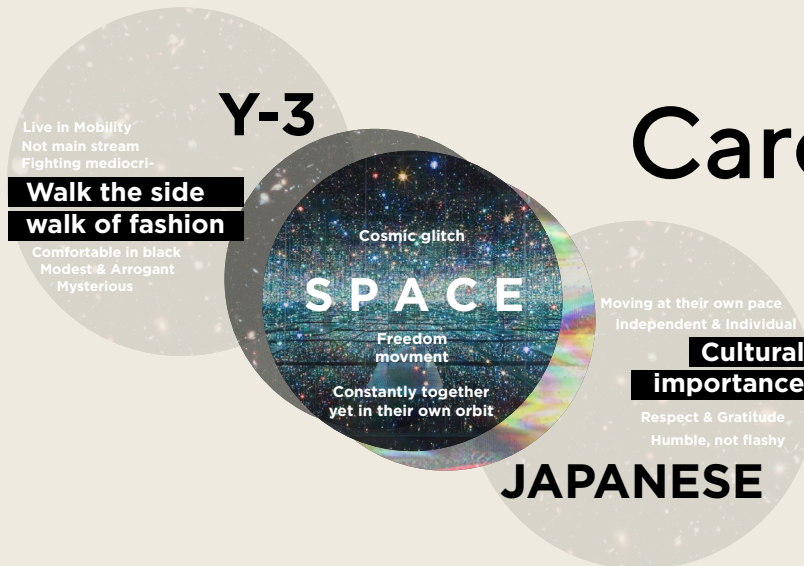
**Fashion Buyer**

**Fashion Merchandiser**

**Product Manager**

**Retail/store Manager**

**PR and events Manager**



*Customer journey experience in the age of omni channel,*  
project by Keerthi Kumar Sikaripura, Payal Thakrar, Qin Ruiqi,  
Saloni Makhani, Sireethorn Saenmanee, in collaboration with  
Yoox Net à Porter

# Academic Offering

## Academic Master's Programme

**DURATION:** 11 months

**ACCREDITATION:** Italian Ministry for University and Research (MUR)

**CREDITS:** 60 ECTS

**LANGUAGE:** English

**VALIDATION:** NABA, Nuova Accademia di Bella Arti

### 2025/26 intakes:

SEPTEMBER 2025: from 09/09/2025 to 31/07/2026

NOVEMBER 2025: from 06/11/2025 to 13/11/2026

FEBRUARY 2026: from 09/02/2026 to 12/02/2027

## Dual Award Master's Programme (Master of Arts)

**DURATION:** 14/15 months

**ACCREDITATION:** Privy Council UK and Italian Ministry for University and Research (MUR)

**CREDITS:** MUR – IT (Master Accademico di Primo Livello / Academic Master First Level) = 60 ECTS PRIVY COUNCIL – UK (Master of Arts) = 180 CAT, UK Credits (equivalent to 90 ECTS)

**LANGUAGE:** English

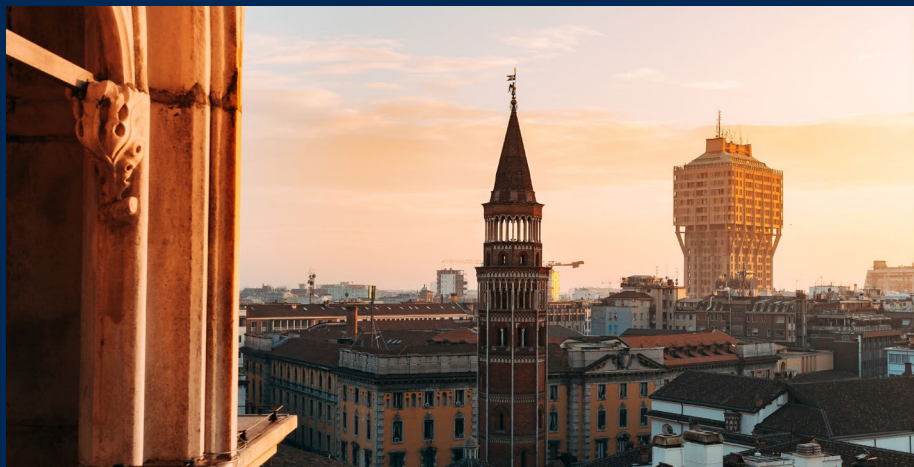
**VALIDATION:** NABA, Nuova Accademia di Bella Arti and Regent's University London

### 2025/26 intakes:

SEPTEMBER 2025: from 09/09/2025 to 20/11/2026

NOVEMBER 2025: from 06/11/2025 to 19/02/2027

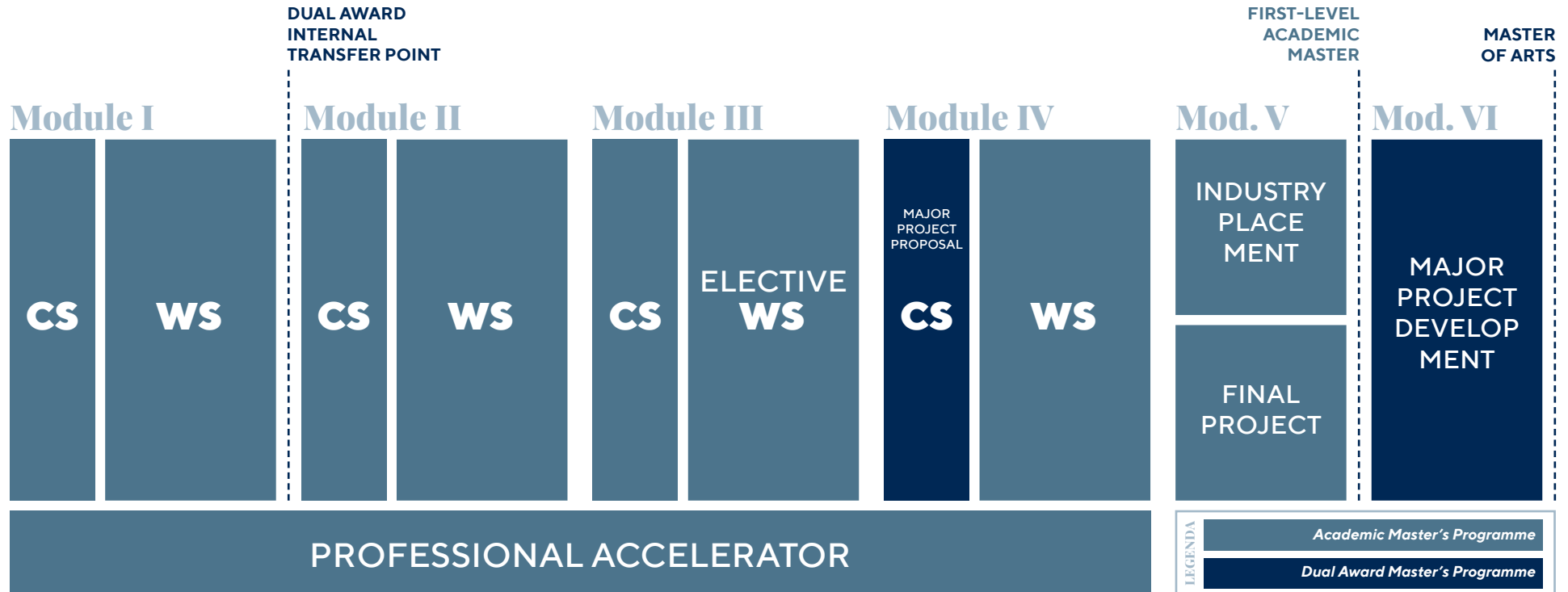
FEBRUARY 2026: from 09/02/2026 to 23/04/2027





# Programme Structure

*The Dual Award Master's Programme proposal is undergoing revalidation for the 2025-2026 Academic Year*



# 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 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.

Kittlion, project by Guangshu Xu, Hanbyul Chung, Lihan Zhao, Shradha Ravi Packiarajan, in collaboration with Kittima Milano



# Fashion Management Courses and Workshops

## THEORETICAL COURSES

*Fashion Marketing & Management*  
*Integrated Communication Strategy*  
*Advanced Business for Design*  
*Professional Accelerator Activities*

## CORE WORKSHOPS

*Fashion Brand Management*  
*Fashion Merchandising & Buying*

## ELECTIVE WORKSHOPS

One to be chosen among:

*Fashion Styling*  
*Entrepreneurship through Design*  
*Retail & Visual Merchandising*  
*Digital Communication*

THE RANGE OF SELECTION VARIES ACCORDING  
TO THE STUDENT'S ENTRY INTAKE

# Fashion Management Courses and Workshops

## **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.

## **INTEGRATED COMMUNICATION STRATEGY - THEORETICAL COURSE**

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

## **ADVANCED BUSINESS FOR DESIGN - THEORETICAL COURSE**

The course offers you the possibility to deeply understand and practice core aspects of real-life business scenarios that determine the economic performance and viability of a company, studio or consultancy. You will explore fundamental accounting, financial and business planning tools; short- and long-term profitability aspects; various sustainable business model approaches; and how to build long-lasting competitive advantages. It will provide an overview of the various options to fund innovative projects or enterprises within a long-term horizon and a general framework around intellectual propriety and copyright aspects and regulations.

## **PROFESSIONAL ACCELERATOR ACTIVITIES - THEORETICAL COURSE**

The Professional Accelerator module aims to consolidate and advance your professional profiles while fostering a critical awareness of future job trends and market opportunities. The module effectively frames various approaches to design and practice, offering thoughtful evaluations of the professional career opportunities highlighted by the speakers.

## **FASHION BRAND MANAGEMENT - CORE WORKSHOP**

The workshop in Fashion Brand Management addresses the dynamics within fashion brands and the various strategies they employ to develop and foster their value and offer. You are required to analyse a brand's vision, core values, and verbal and nonverbal DNA. You then learn to assess what is at the core of the brand's identity, explore new business opportunities and build powerful brand "touchpoints", through new brand extensions, advanced brand

content, and refined brand image, while ensuring the highest consistency throughout the consumer experience. The workshop tackles real industry-led briefs, obliged to practical outcomes in collaboration with the industry partner.

## **FASHION MERCHANDISING & BUYING - CORE WORKSHOP**

The purpose of the Fashion Merchandising and Buying workshop is to give you a detailed insight into the key role and responsibilities of a Retail Merchandiser and Fashion Buyer in the context of both retail and wholesale channels. You will examine the prerequisites of the role: from professional competencies to personal attributes. In the current omnichannel fashion retail context, buyers are accountable for ensuring that a store's merchandise mix has the appeal to convince and convert potential customers. They are accountable for maximizing turnover and profit margins while minimising inventory risk. You will engage in analysing fashion trends through a deep examination of fashion catwalks, shows and presentations. You will learn to identify market opportunities by analysing consumer demand, trends and behaviour from a socioeconomic and cultural point of view, and to translate them into a feasible buying concept and a balanced assortment range.

## **FASHION STYLING - ELECTIVE WORKSHOP**

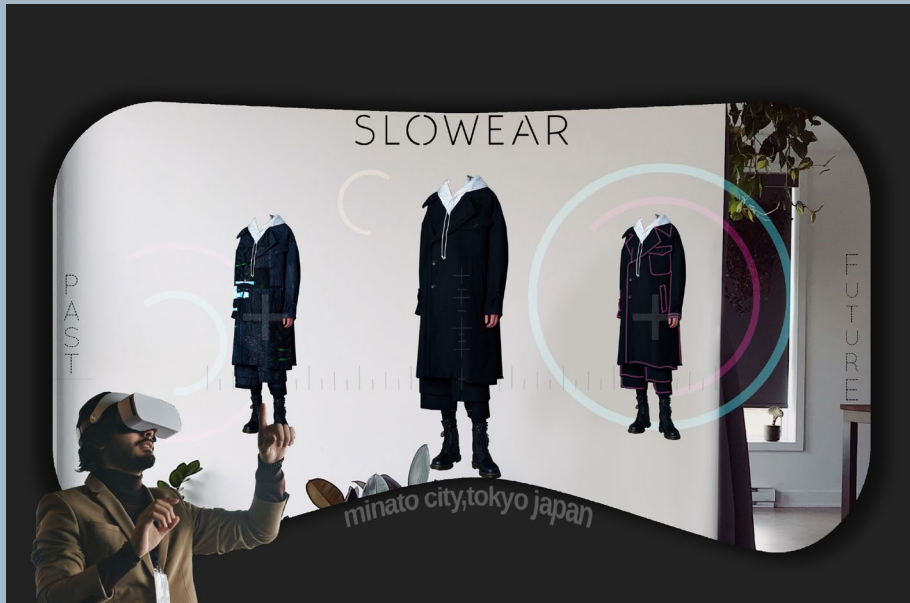
The Fashion Styling workshop explores the cultural, social, aesthetic and practical aspects of fashion image-making. It focuses on the strategic role of the fashion stylist as a professional capable of building a visual narrative through the development of a unique vision, considering all the media and tools available for visual communication today.

## **ENTREPRENEURSHIP THROUGH DESIGN - ELECTIVE 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. The aim of this workshop is to develop a business design strategy and a plan, both imaginative and reliable, to initiate new ventures, through applying design methodology, sensitivity, and culture to business.



# Fashion Management Courses and Workshops



## RETAIL & VISUAL MERCHANDISING - ELECTIVE WORKSHOP

The objective of the Retail and Visual Merchandising workshop is to create immersive retail experiences that balance the brand values and identity of the fashion brand, considering the location, space, and windows of the assigned store or showroom, as well as the feasibility of execution. New technologies will be thoroughly examined to create a seamless “phygital” experience.

## DIGITAL COMMUNICATION - ELECTIVE WORKSHOP

The objective of the Digital Communication workshop is to support you in appraising effective and innovative digital communication strategies to be implemented by lifestyle and luxury brands throughout all touchpoints with the consumer. In particular, the objective is to design and execute communication concepts, plans and digital strategies that preserve and enhance emotional aspects and values focused on generating tangible business results (new customer acquisition and loyalty) and brand image and awareness (customer engagement and advocacy).

With an exponential rise of digital media platforms and channels, luxury brand managers are dealing with an extremely fragmented media landscape. Luxury brands need to adapt their communication strategies to each of those platforms, which implies translating and adapting their storytelling into multiple formats. They need to give their customers and audience a more personal and active role by inviting them to nourish brand-generated content. Simultaneously, luxury brands must guide the creation of these new contents and counterbalance them with the production of innovative and authoritative ones.



*Past, present and future*, project by Natasha Puskas, Kayi Lee, John Chacko, Viola Lin, in collaboration with Slowear

# Methodology

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.

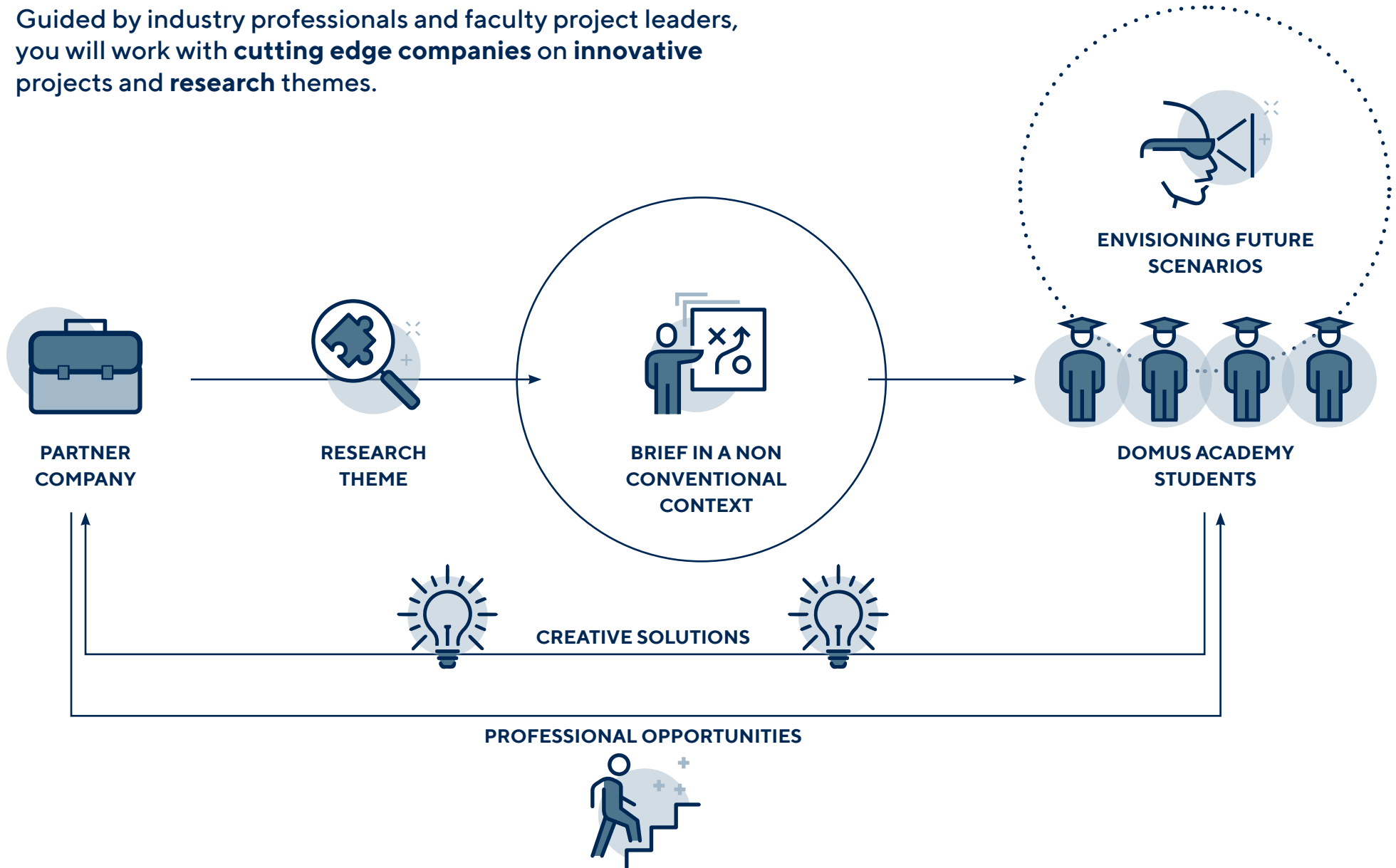
Based on a cross-disciplinary methodology, each workshop can involve students from different Master's Programmes working on diverse aspects of the same research issue.

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

*Visiting professors and collaborators include fashion brand managers, buyers, merchandisers, designers, and entrepreneurs such as:*

**Fernando G. Alberti, Andrea Banfi, Stefania Benigni, Edoardo Fano, Sabrina Firman, Diletta Grella, Peter Hamer, Chiara Monateri, Gabriela Moschini, Serena Sala, Laura Santanera, Marina Spadafora, Annamaria Tartaglia, Carolina Guajana, Gabriela Coniglio, Francesca Castiglioni.**

**Gabriela Moschini**  
Senior Retail Buyer



# Companies and Projects

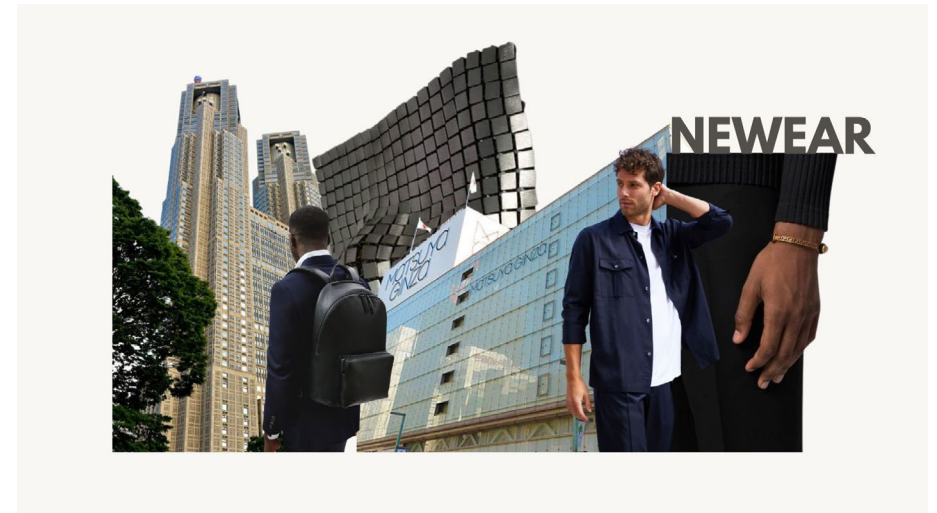
Several companies and design studios collaborate with the Master in Fashion Management such as 10 corso como, BALLY, Biffi Boutique, La Rinascente, Moncler, MyTheresa, Slowear, Versus Versace.



**“LA MASCHERA - Vintage Market”, a project by Selen Tavtin, Mariana Gomez, Liangyu Li, and Liangrong Cheng, in collaboration with Fidenza Village.**

After thorough research, our group found a lot of opportunities for improvement for Fidenza Village. As our task was focused mainly on the GenZ target, we chose the strategy that best suited the purpose and the audience. GenZ wants authentic, sustainable, vocal brands and we wanted Fidenza to become a more authentic brand by enhancing their heritage and becoming a bearer of the sustainable flag. To fill the sustainable gap Fidenza had, we proposed a Vintage Market, where they could make alliances with the brands they carried to sell their out-of-stock, returns and faulty items and also partner with already-known vintage markets and brands such as East Market Milano to drive a complete new audience to Fidenza Village.

# SLOWEAR



**“Newear” a project by Tyler Bland, Yade Riddi, Ticiana Moraes, and Alicja Gromadzka, in collaboration with Slowear.**

Newear is a concept about reviving Slowear's accessories line. Primarily for the Asian market, specifically Tokyo. Newear comprises items that feature technology within the fabrics, and or added to their physical appearance.

For instance, the capsule is divided into 3 events, “work, adventure and travel”. The items’ features include water repellant, water wicking, quick dry, recycled fibres, tear and scratch resistant, and USB charging ports on selected items.

Overall, the concept of consumer journey is fairly similar to how Slowear currently operates but with a more intentional and improved direction. The Newear client is interested in practical but innovative products that include the environment and their everyday tasks.



# 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:

**Kittima Kwangnok** – Thailand: Founder of the fashion brand KITTIMA

**Gaia Piazzesi** – Italy: MSGM e-commerce Manager

**Erica Salatin** – Italy: PR Specialist at Damiani

**Anna Quirino** – Italy: Italy Marketing Manager at Aethos Hotels

**Pia-Maria Laux** – Germany

ON Senior Lead Global Merchandising Apparel

“Looking back at my time at Domus Academy, I consider it truly remarkable how I could observe my fellow students and me unleashing our potential.

The intense collaboration with diverse individuals forces you to tear down any mental wall that you might have built up during your life and become a creative, open-minded problem solver.”



# Facts and Figures

40+

STUDENTS' NATIONALITIES

12

MONTHS SUPPORT  
for INTERNSHIP/JOB  
after graduation for 2-Year Master of Arts



96%

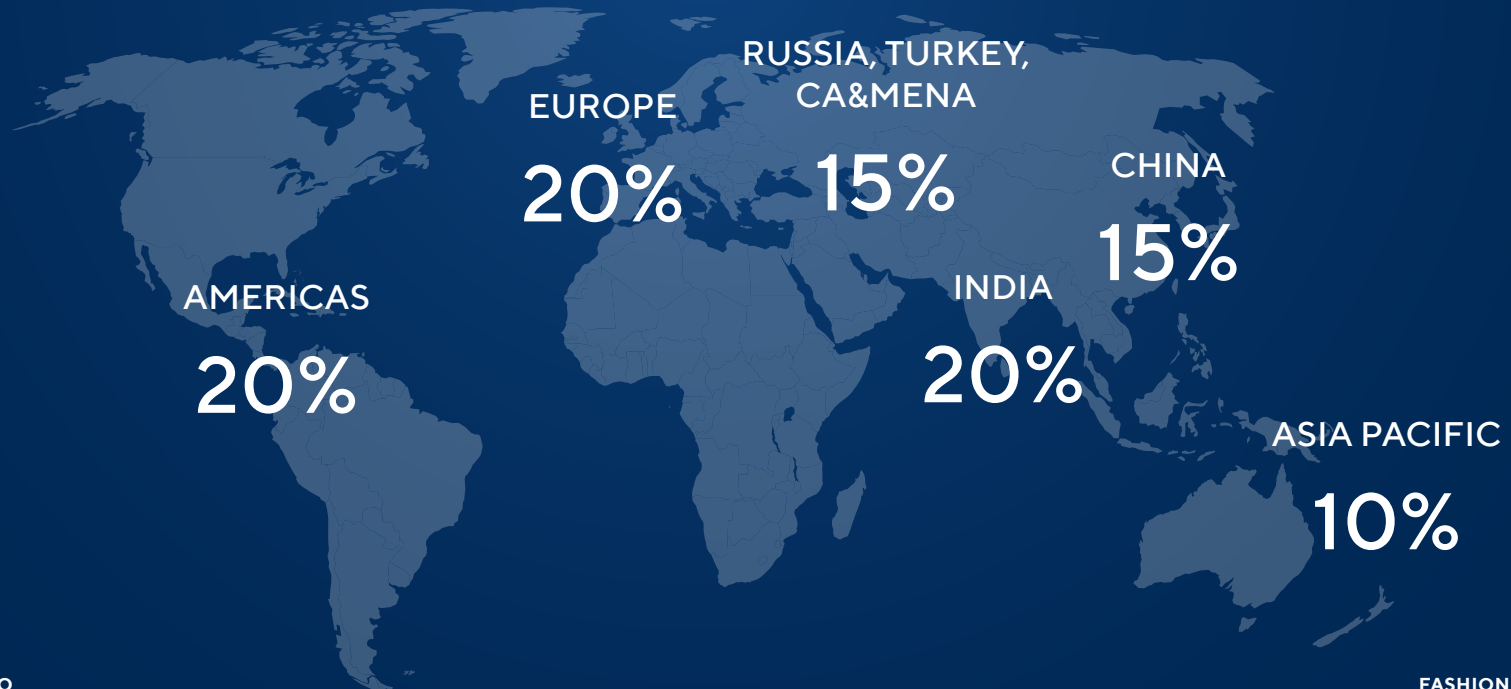
Placement rate certified  
within 1 year from the diploma



100%

Internship / Project Learning Experience  
(1-year programmes)

Source: BYA Doxa 2023



# Admission Process

## 1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

**For the 1-Year 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 Dual Award Master's Programme:**

holding a first level academic degree equal or higher than 2:2 (British undergraduate degree classification) in a field related to the chosen study programme\*. 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.*

## 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 Dual 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)*

*Application fee of €100*

*Two reference letters for Dual Award Master's Programme only*

## 3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

[admissions.domusacademy.com/dadea/](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 about 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 Universitaly and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.





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.

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.

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. Galileo is Europe's largest higher education group, in terms of both geographical spread and breadth of course offering.



Lecture by SLAM JAM

Domus Academy is part of the following associations:





**DOMUS ACADEMY**  
**MILANO**