



DOMUS ACADEMY MILANO

Think further, Design beyond

AY 2025-26

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

**FASHION STYLING &
VISUAL MERCHANDISING**

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 Candelieri, 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 Woitke (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



Gianfranco Olivotto

Dual 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.”

After earning his bachelor's degree in modern languages and literatures at the University of Catania, Gianfranco Olivotto moved to London, where he worked as a visual merchandiser for the Benetton Group. Back in Italy, he worked on projects with Dolce & Gabbana, Mantero Seta, and Juicy Couture. In 2000, Olivotto worked on the launch of Neil Barrett's first collection and then served as head of the company's public relations and press department until 2004.

In 2005, Olivotto co-founded a visual merchandising and branding agency that worked with fashion brands such as La Perla, Ralph Lauren, Borsalino, John Varvatos, developing the projects related to retail and visual communication. In 2012, Olivotto joined Domus Academy as Programme Leader of the Master in Fashion Design and Master in Fashion Styling & Visual Merchandising.

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, 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

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

 **REGENT'S**
UNIVERSITY LONDON



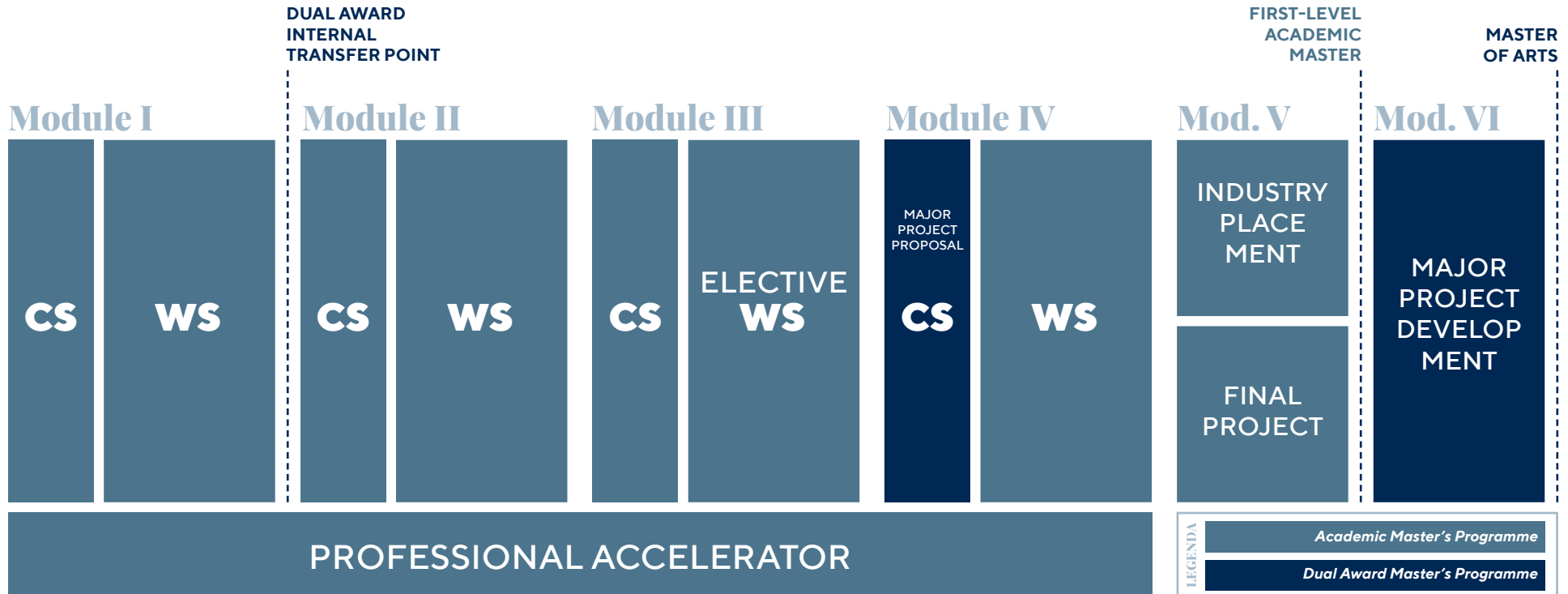
DOMUS ACADEMY MILANO



FASHION STYLING & VISUAL MERCHANDISING

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.

Project by Jin Hao, Zou Yaxin, Júlia M Blasi, Ganga Harika Balla,
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 Brand Management
Fashion Merchandising & Buying
Design of Spaces
Identity Design
Fashion Collection

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

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 - CORE 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 - CORE 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 BRAND MANAGEMENT - ELECTIVE WORKSHOP

The Fashion Brand Management workshop aims to present in detail the dynamics of brand management and the various strategies to increase and nurture the value of fashion brands.

FASHION MERCHANDISING & BUYING - ELECTIVE 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.

DESIGN OF SPACES - ELECTIVE WORKSHOP

The Design of Spaces workshop explores different ways of living in contemporary space, starting from behaviours, habits and lifestyle to the interests of daily life inhabitants.

IDENTITY DESIGN - ELECTIVE WORKSHOP

This unit/module investigates a comprehensive conception of 'branding' beyond the definition of a visual image. You will employ conceptual and technical tools to create engaging visual environments that capture consumer's attention. Design and strategic brand objectives are interpreted to convey brand values and create loyalty. The Identity Design workshop aims at developing the skills for designing the brand identity of a company or a product, extending a pre-existing one and/or planning an innovative communication strategy.

Fashion Styling & Visual Merchandising Courses and Workshops

You are asked to research and analyse a brand/product to understand an existing situation, and to create scenarios and concepts utilizing a mix of communication strategies and design tools, in order to design the global brand identity of a small to medium-scale company, a product line, and/or a start-up. The topics covered include visual design; illustration; brand identity and corporate culture; communication strategies and touchpoints.

FASHION COLLECTION - ELECTIVE WORKSHOP

The Fashion Collection workshop focuses on the application of a professional approach in the development of a fashion collection, through the definition of an innovative concept and the presentation of a complete body of work addressed to an existing Italian and/or international fashion brand.

Nel Corpo Assente, project by Andrea Campos, Elifsu Atmaca, Gabriela Novoya, Liu Jin Wu, in collaboration with L'Officiel

Methodology

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

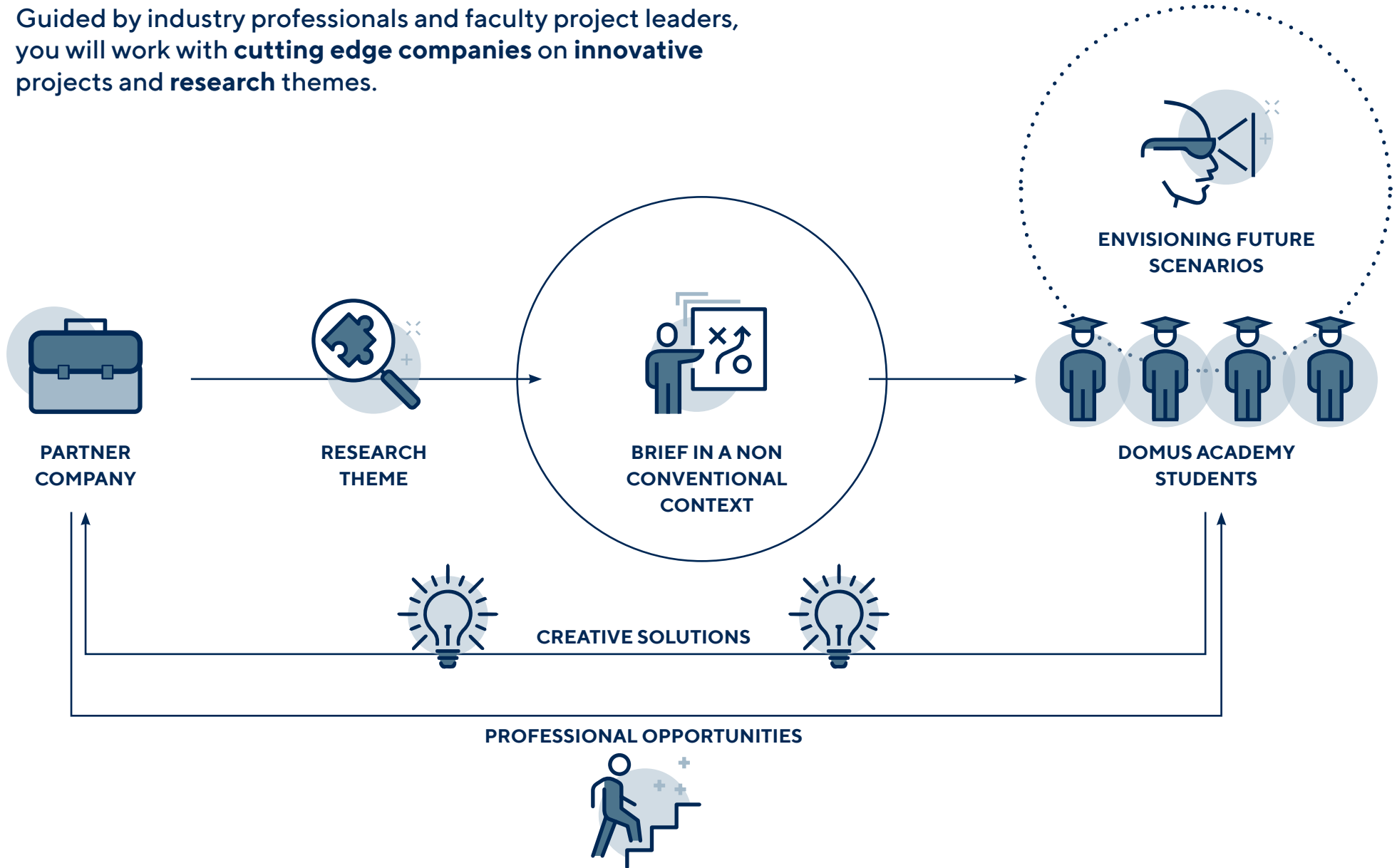
In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present your work and ideas as a link between the specific disciplinary perspective 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 stylists, visual merchandisers, brand strategists, journalists, designers, and entrepreneurs such as:

Fernando Alberti, Matteo Augello, Stefania Boleso, Alberto Campagnolo, Gianpietro Baudo (L'Officiel Italia), Lucio Colapietro (L'Officiel Azerbaijan), Ildo Damiano, Edoardo Fano, Paolo Giachi, Matteo Greco (The Greatest Magazine), Diletta Grella, Francesco Guerra, Peter Hamer, Felice Limosani, Sara Sozzani Maino (Vogue Italia), Jessica Michault, Antonio Moscogiuri (C.a.p. 74024), Serena Sala, Marina Spadafora, Annamaria Tartaglia, Raffaella Campeggi, Matteo Greco, Giuseppe Stigliano, Maximilian Linz.

Peter Hamer

VM consultant and professor, founder of i see windows

Companies and Projects

Several companies and design studios collaborate with the Master in Fashion Styling & Visual Merchandising such as 10 corso como, CAP74024, Icon Magazine, L'Officiel, La Rinascente, K-way, Moncler, Museo Salvatore Ferragamo, The Greatest Magazine, Timberland, Trussardi, Versus Versace.

CAP 74024

“Adama and Eve”, project by Andrea Estirado, Aurora Rodriguez, Hao Jin, and Priti Benghrain, in collaboration with CAP 74024. Project leader: Ildo Damiano.

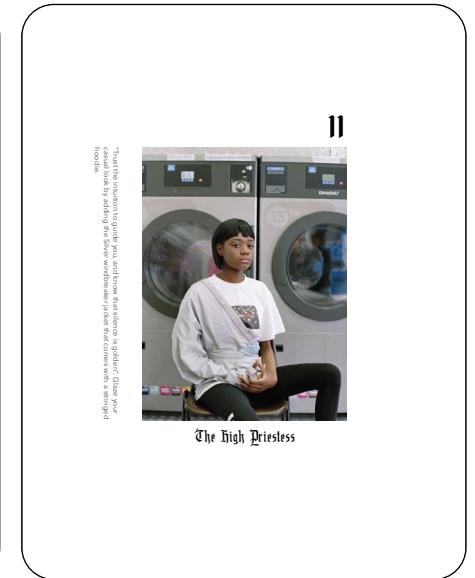
Students created a fashion editorial and film for the online magazine that awakens the senses and desire of the watcher through eros, beauty and fashion, by using a delicate visual narrative in which the most instinctive and primordial sin of man is portrayed: pleasure.



DOMUS ACADEMY MILANO



The Magician



The High Priestess

L'OFFICIEL

“Tarot Tales”, project by Aishwarya Radhakrishnan, Bohan Liu, Hyeyun Seol, Kunal Moza, and Marina Grau, 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.

FASHION STYLING & VISUAL MERCHANDISING

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 - Italy: Home&gifts, bijoux and silk accessories product manager, PUCCI

Eli Alfina - Indonesia: E-commerce & Omnichannel Visual Merchandiser, VERSACE

Flavia Marconi - Italy: Visual Merchandising Global Coordinator, Fabiana Filippi

Cristopher Ong - Indonesia: Visual Merchandising and Project Senior Manager at Masari Group

Maria Chiara Morganti - Italy
Marketing Manager, Creative-Cables

"Domus Academy gave a boost to my professional career."

Facts and Figures

40+

STUDENTS' NATIONALITIES

12

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



96%

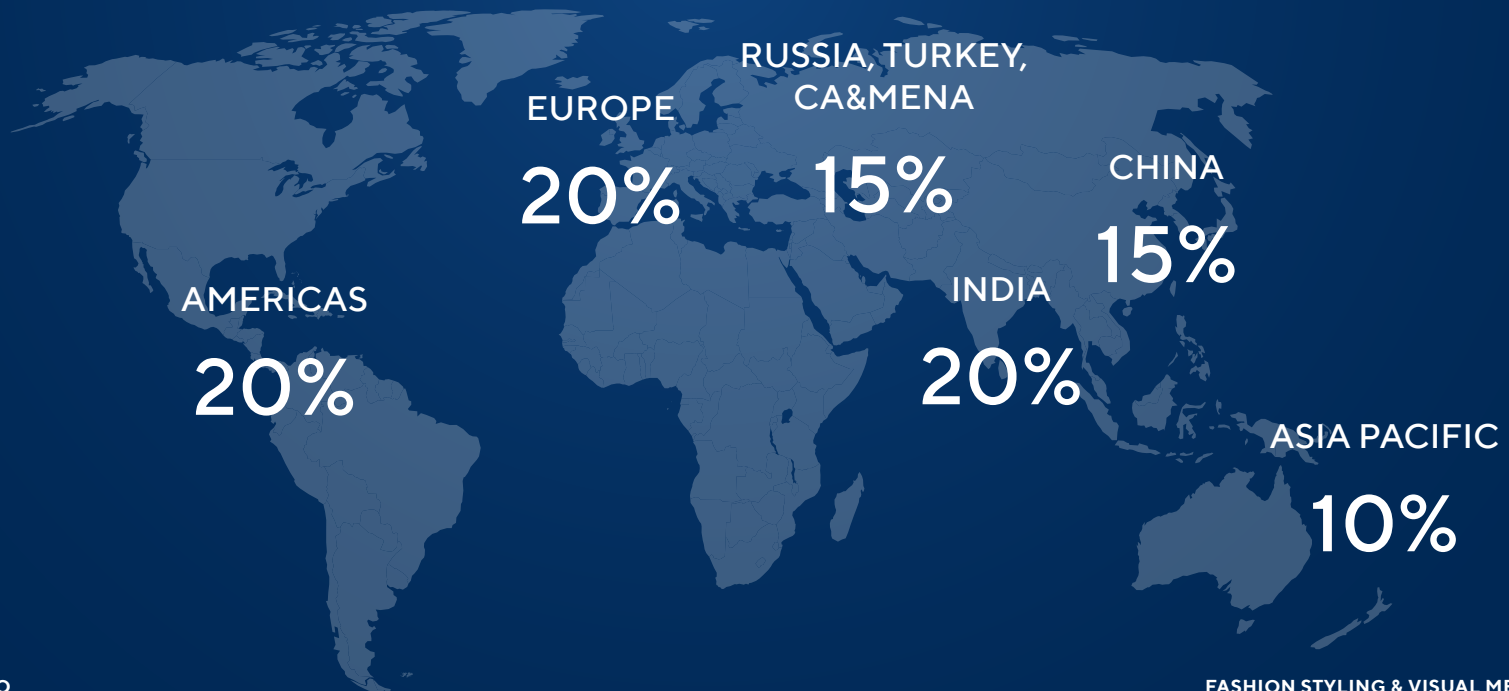
Placement rate certified
within 1 year from the diploma



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/

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 University 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.

Domus Academy is part of the following associations:



Exaggerated proportions, project by Bahar Seda, Cengiz Yeh I-Ting, Hsin-Hui Huang, Jain Grasim, in collaboration with L'Officiel Italia



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