



DOMUS ACADEMY MILANO

Think further, Design beyond



AY 2025-26

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

LUXURY BRAND 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 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



Gaya Calabrò

*Dual Award Master's Programme / Academic Master's Programme
in Luxury Brand 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.

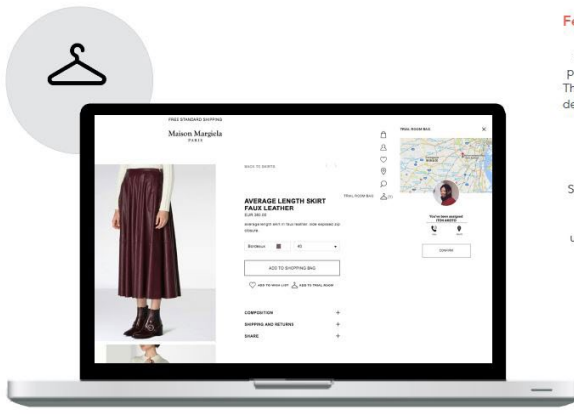
Master in Luxury Brand Management



PROPOSALS /
MAISON MARGIELA x YNAP

06-06-07-08

Career Profiles



Features: Store executive will receive your request and accordingly will reserve and prepare the trial room for you. They will also be equipped with details about your last trials and previous purchases.

KPI: Number of times the feature is requested.
Sale boost in-store and online after the trial experience.
Number of products left/ updated in the trial room list.

Emerges: Maison Margiela Omnichannel Strategy, project by Alejandra Cinco Bautista, Avisha Chaudhary, Mitesh Jain, Praatika Mehra, Wipawin Yingsakmongkol, in collaboration with Yoox-Net-à-Porter

The Master in Luxury Brand Management 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.

Get a broad view of the luxury market to select your future career path. Understand the culture and practices of international luxury businesses to learn the key skills that all brand managers need. You will be able to pursue a management career and consider a wide range of related roles, including:

Luxury Brand Manager

Product Manager

Marketing Manager

Digital Communication Expert

Communication and PR Manager

Branding and Marketing Consultant

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



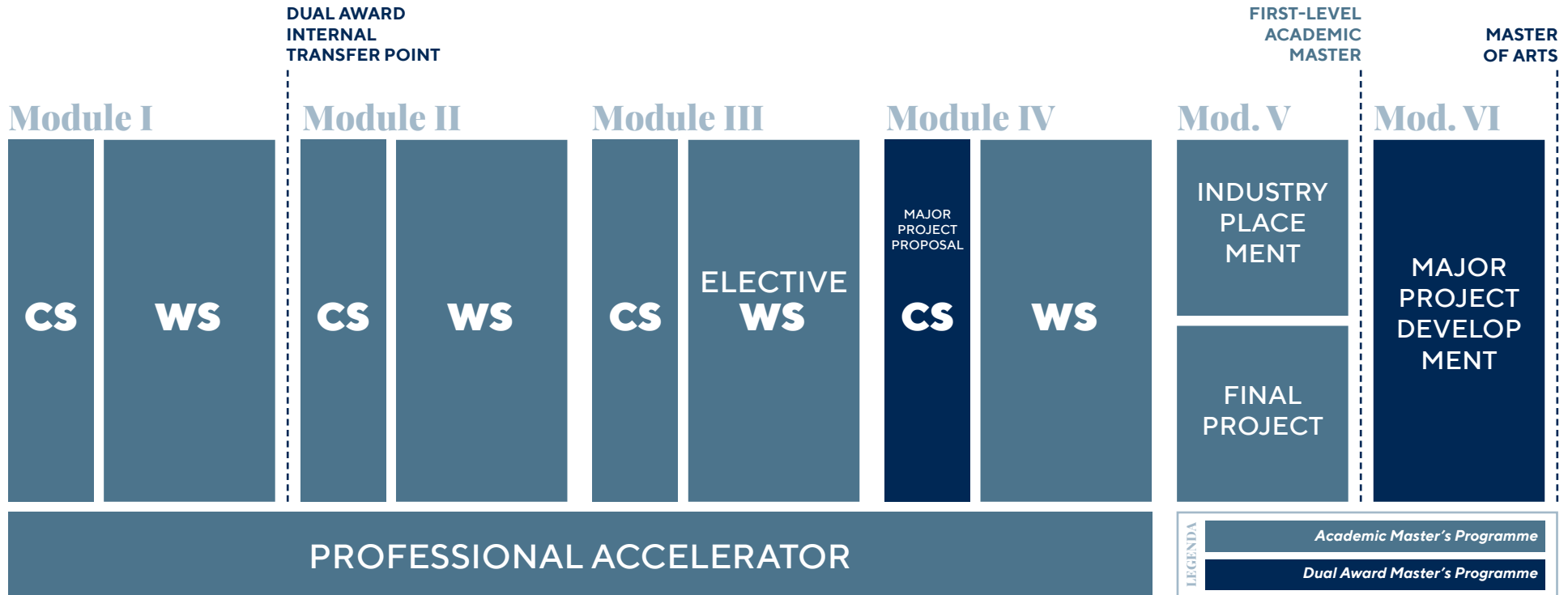
DOMUS ACADEMY MILANO



LUXURY BRAND MANAGEMENT

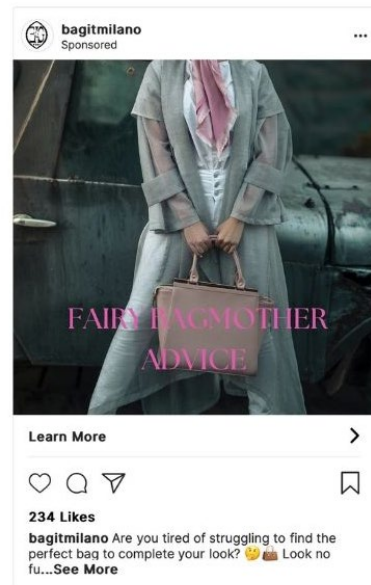
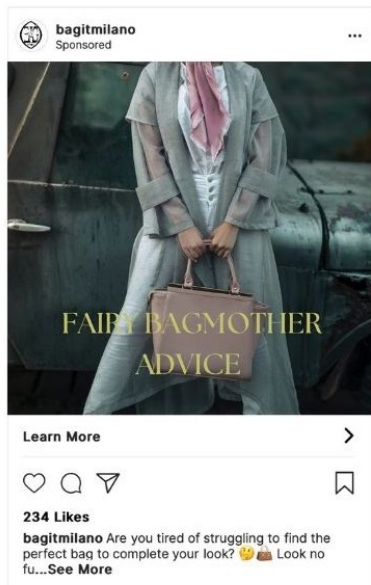
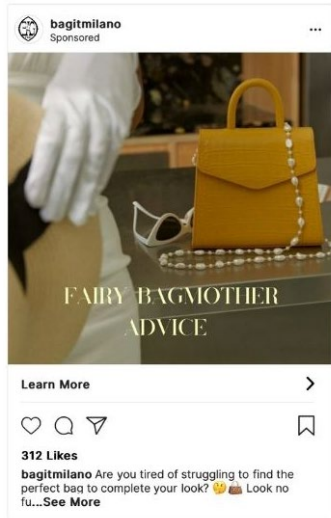
Programme Structure

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



Programme Structure

Cinderella Moment for BAG IT project by Nandini Bahety, Marina Dworak, Lise Heiss-Schøyen, Ao Xiang, in collaboration with BAG IT Milano.



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.

Luxury Brand Management Courses and Workshops

THEORETICAL COURSES

Strategic Branding
Integrated Communication Strategy
Advanced Business for Design
Professional Accelerator Activities

CORE WORKSHOPS

Strategic Brand Management
Digital Communication

ELECTIVE WORKSHOPS

One to be chosen among:

Fashion Merchandising & Buying
Entrepreneurship through Design
Retail & Visual Merchandising
New Product Strategies
Identity Design
Fashion Styling

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

Luxury Brand Management Courses and Workshops

STRATEGIC BRANDING - THEORETICAL COURSE

The Strategic Branding course has the goal to support you to conduct a correct strategic market analysis – a key success factor for any entrepreneurial and business activity no matter how visionary.

INTEGRATED COMMUNICATION STRATEGY - THEORETICAL COURSE

The course focuses on the promotion and communication strategies that fashion & 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 students' 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.

STRATEGIC BRAND MANAGEMENT - CORE WORKSHOP

The objective of the workshop in Strategic Brand Management is to give you solid strategic brand management frameworks to analyse existing brand strategies and businesses in order to evaluate the potential for new opportunities including new product and services development, brand and line extension, and other innovative business models, and growth strategy

options. The Strategic Brand Management workshop is aimed at analysing already existing luxury brand strategies and making brand management decisions through the use of comprehensive case studies. You will deal with the specific issues of branding strategy and management and real-industry cases to highlight branding concepts and to aid in the development of brand strategy decisions and management.

In our consumeristic societies, the obsession with luxury brands has created a cult for brands that provide quality and meaning. Only by adding a ladder of material values and telling a story about its buyers in connection with the brand, can a brand provide meaning. Luxury and lifestyle brands cannot be analysed using the same parameters and through the same management strategies as mass or premium brands: they require specific knowledge and expertise, especially given that new, younger, consumers are redefining the construct of what makes a luxury brand.

DIGITAL COMMUNICATION - CORE 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.

Luxury Brand Management Courses and Workshops

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.

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.

RETAIL & VISUAL MERCHANDISING - ELECTIVE 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.

NEW PRODUCT STRATEGIES - ELECTIVE WORKSHOP

The New Product Strategies workshop aims to develop project proposals that combine different approaches in new, innovative and surprising ways. This workshop explores industry cases involving leading design companies, whose ability to innovate focuses not only on products but all elements that contribute to shaping a truly global offer that includes positioning,

image, distribution and communication. The results of these case-study explorations, and the knowledge gained, can be applied to established brands (brand extension), companies wanting to exploit their potential, and existing companies that want to re-position their business, to new ventures (start-ups, crowdsourcing). A substantial part of the workshop activity is dedicated to envisioning new opportunities and scenarios and launching new ideas consistent with the company vision and business model. The student should also define the right go-to-market strategy and communication.

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.

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 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. The Fashion Styling workshop explores the cultural, social, aesthetic and practical aspects of fashion image-making.

Methodology

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

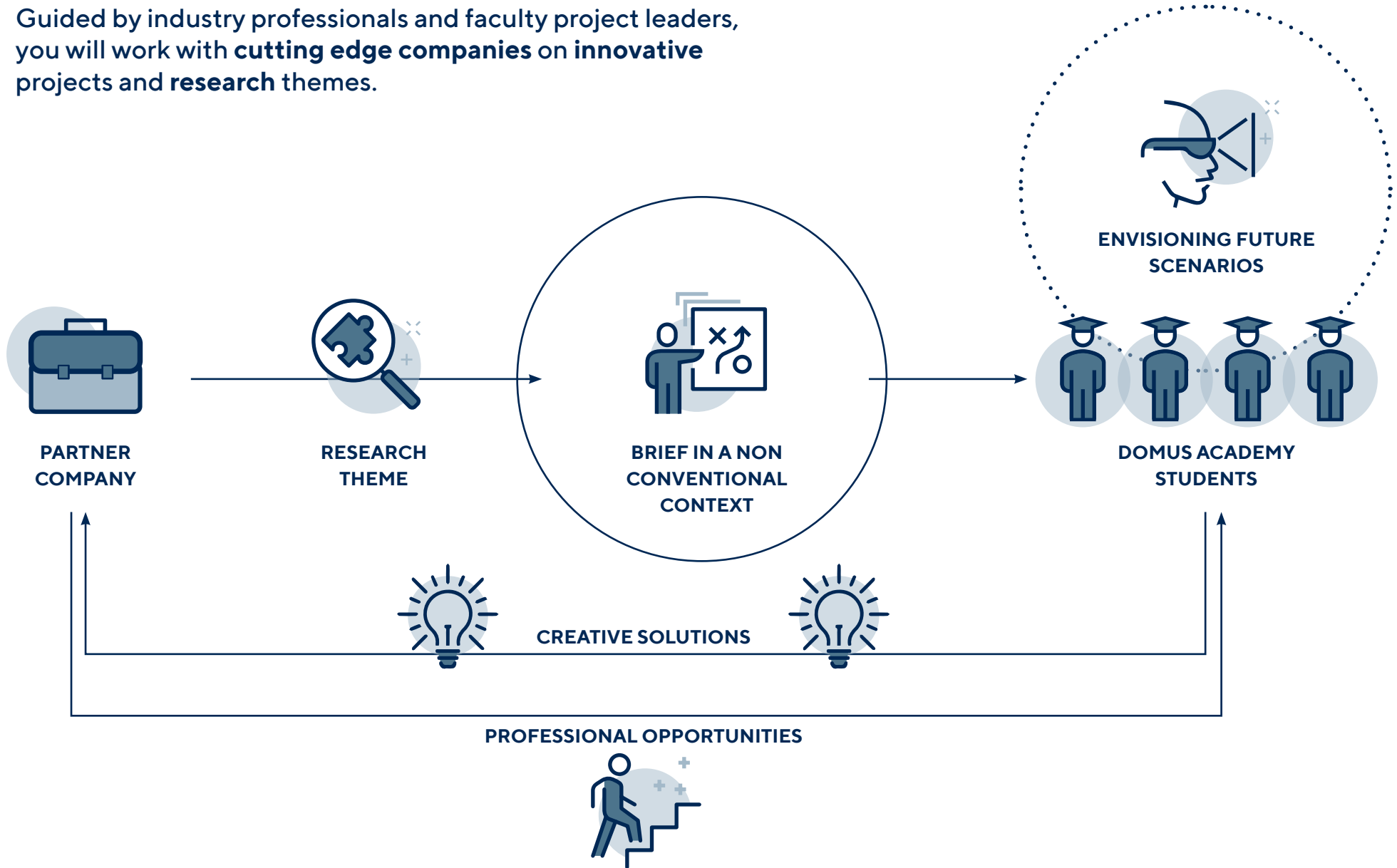
In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present your work and ideas as a link between the specific disciplinary perspective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

Contemporary and heterogeneous faculty composed of teachers, visiting professors, famous and emerging designers, professionals, startupper, innovators, creators, influencers, journalists, and special guests, such as:

Fernando G. Alberti, Andrea Banfi, Silvia Barberi, Sara Bellani, Jacopo Bargellini, Edoardo Fano, Diletta Grella, Peter Hamer, Chiara Monateri, Damon Pittman, Annamaria Tartaglia, Nicola Pasianot, Andrea Venturi, Elena Sisti, Carolina Guajana, Hanna Adén, Danny Abramovich, Marta Cillo, Stefano Citi.



Companies and Projects

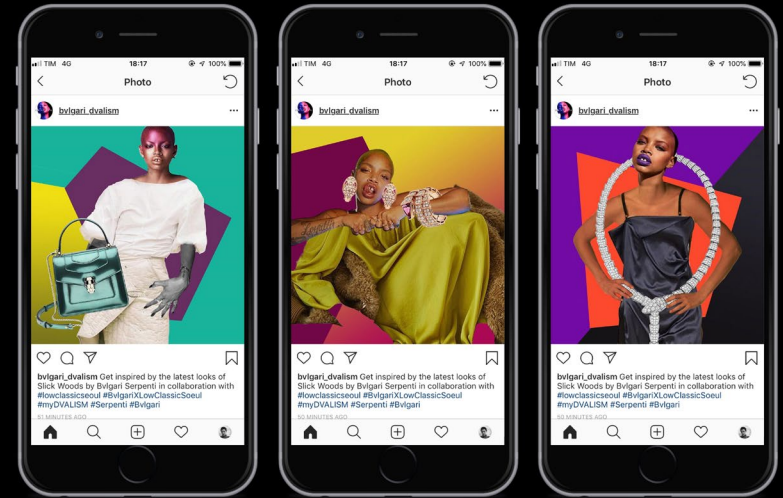
Several companies and design studios collaborate with the Master in Luxury Brand Management such as 10 corso como, BALLY, Bulgari, Christie's, Ferrari, Museo Salvatore Ferragamo, Forevermark, Franzi, La Rinascente, Moncler, Veuve Clicquot.



“Definizione” a project by Ankita, Alice Grammatica, Eleonora Picardi, Maksim Pigolev, Digital Communication, in collaboration with 10 corso como.

Students created a strategy based on a new concept, Definizione - the medium through which they would like to connect 10 Corso Como to their community, curious explorers, with the process of learning, unlearning and relearning. The community will have the possibility to gain knowledge about the inherent nature, essence, and stories of the brands, collections, and people. The visual merchandise strategy is based on the creation of an informative retail environment. The digital communication part is focused on building a solid brand identity, a loyal community, and improving the digital presence by making it more consistent through the communicative power of “definitions”.

BVLGARI



“Dualism” a project by Selin Kasa, Hantian Li, Pitch Phoomsawat, Richa Shah, Ishita Tewari, in collaboration with Bulgari.

Dualism project exploits how opposing aspects of people or matter co-exist. The communication campaign aims to attract and reconnect with young audiences and convert them into loyal followers of Bulgari and Serpenti collections. The promotion activities are formed around the idea of reintroducing Serpenti as a younger, more flexible jewellery collection that fits with various styles. The proposed communication strategy unfolds through social media and offline ADV and has fashion model and actress Slick Wood as the main face of the campaign. As part of the strategy, students planned to involve two fashion designers and four photographers to reinterpret Serpenti collection conveying the idea that ‘Serpenti suits all styles’. The aim is to create a new visual language to reconnect with younger audiences by taking the brand’s heritage colourful essence with a pop twist to the colour palette. The campaign will then involve the general audience to participate in a photo contest for user-generated content.

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:

Netijyata Mahendru - India: founder Broadcast Beauty Consultancy

Harshita Bartwal - India: Global Social Media Manager, HUGO BOSS

Alejandra Hoyos - Colombia: Sr Marketing Manager, MUBI

Alessia Di Paolo - WW Distribution Planner at Bottega Veneta

Nayla Ghazzaoui - Lebanon

Owner and curator of CorrettoLù

"Domus Academy was for me, besides a great learning path, a turning point. It gave me numerous insightful sources of inspiration. While doing my Master's, my curiosity and motivation were at their peak.

My Final Master Project was somehow the plan of what later on became my company and my work!"

Facts and Figures

40+

STUDENTS' NATIONALITIES

12

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



96%

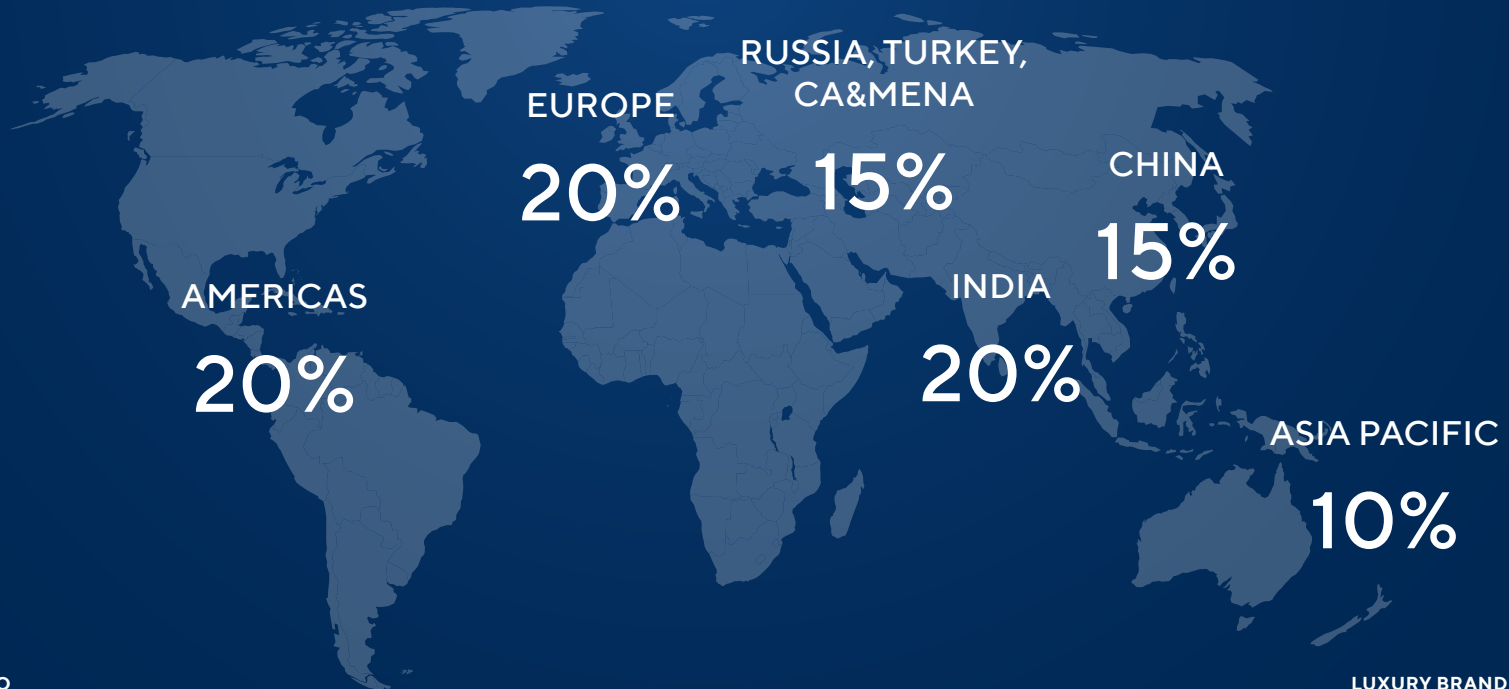
Placement rate certified
within 1 year from the diploma



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:





DOMUS ACADEMY
MILANO