



IN COLLABORATION WITH

The background of the central section is a dense, repeating pattern of white, inflated bubbles on a light gray background. The bubbles are slightly irregular in shape and have a soft shadow, giving them a three-dimensional appearance.

**MM6**

Maison Margiela  
PARIS

Pop the pop up

# POP THE POP UP

Maison Margiela is a French fashion house that was founded in Paris in 1988 by Martin Margiela, a Belgian designer who was known to find beauty in the seemingly ordinary. Since 2014, John Galliano has directed the fashion house, reinforcing its creative vision through several lines of menswear, womenswear, and accessories.

Line 6, which was later named "MM6," is Maison Margiela's contemporary line. This line is more basic than the deconstructive, avant-garde aesthetic the house is famous for; however, MM6 is smart and feeds off the same irreverent mood and energy.

Domus Academy and Maison Margiela are offering five scholarships for the Master in Fashion Management program with a start date of September 2019.

**MASTER IN FASHION MANAGEMENT, SEPTEMBER 2019 INTAKE**

## BRIEF

For this competition, you are asked to present original recommendations for MM6, Maison Margiela's contemporary line, for the company's pop-up store strategy. Your solutions must be adapted to a brand that does not have a traditional stance on marketing and communications. You are asked to analyze a market in depth (either the market in your home country or another of your choice), including its sociocultural and economic aspects. Then analyze existing competitors of the label MM6 and their pop-up and marketing initiatives within the region. Your research should cover relevant industry macro-trends (i.e., consumer behavior and social/technological innovation) and the best practices of existing luxury fashion brands within your chosen market. Your presentation should show your research findings and create a portrait of the luxury fashion consumer—their lifestyle and purchasing behavior. Most importantly, you must present one original strategy for MM6, so that Maison Margiela can retain its current customers and expand its reach. Your solution should balance creativity with feasible and cost effective implementation.

## AUDIENCE

This competition is addressed to candidates who have a first-level degree and/or professional experience in fashion and accessory design, arts, humanities, economics, or business. It is also open to candidates with a background in other disciplines, if they are motivated by a strong interest in fashion management.

## JURY

Projects will be selected and evaluated by the faculty of the master's program and the Admissions Jury.

## REQUIRED MATERIALS

Please gather the following materials into one single file in .PDF format:

- Your project must be delivered as a 10-slide presentation. It should include a selection of relevant data with references and analytical models; visual research on trends, target customers, and market analysis; and a written description of your proposed strategy supported by visual mockups. The written portion should be 1000 words maximum.
- Detailed curriculum vitae
- Motivation statement
- Copy of bachelor's degree or academic diploma translated into English
- Academic transcript / Marksheet of previous studies translated into English
- Copy of passport
- Domus Academy Application Form\*

Any additional 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's 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, which is EUR 28.600 (for non-EU passport holders, not including diploma fee) and EUR 19.900 (for EU passport holders, not including diploma fee).

## DEADLINE

The works must be sent to Domus Academy by and no later than 5th April, 2019. Candidates will be informed about the results of the competition by email on 6th May, 2019.

## DELIVERY OF MATERIALS

All the required materials in digital format may be uploaded to this page:

[www.competition.domusacademy.com](http://www.competition.domusacademy.com)

When you submit your project, you will receive an immediate confirmation email that your submission was received.

If you do not receive confirmation, let us know at [competitions@domusacademy.it](mailto:competitions@domusacademy.it).

## MASTER'S PROGRAM DESCRIPTION

The Master in Fashion Management is a multidisciplinary program for dynamic individuals wishing to enhance 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.

In this program, you will work in close collaboration with fashion industry managers and creative professionals. You will gain the skills you need to generate market and consumer insights, create business proposals, define your own analytic approach and language of expression, and develop advanced research projects.

## ELIGIBILITY

- Candidates already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2018–19
- Candidates who have a working knowledge of the English language (IELTS 5.0 academic or equivalent certificate)

## GENERAL TERMS AND CONDITIONS

- All moral and authorship rights remain that of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be unpublished work developed by the candidate, not used on previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the standards defined by the jury. The jury will make these judgments at its own discretion, and its decision is final.
- The scholarship described in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship amount will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship may be transferred to the next candidate on the list.
- Winning participants accept that part of their work may be published on the websites and/or social media channels of the institutions involved.