

# Domus Academy Master's Degree Luxury Brand Management Program Structure

The Luxury Brand Management Master's Degree at Domus Academy (DA) is organized into four main modules lasting eight weeks each that include courses and workshops, followed by an 8 week internship period and a final portfolio presentation.

## CORE WORKSHOPS – Required

### Fashion And Luxury Brand Workshop

This workshop aims to present in detail the dynamics of brand management and the various strategies to increase and nurture the dream value of Luxury and Fashion brands. Many Luxury brands are diversifying into multiple categories (apparel, accessories, fragrances, beauty, watches and jewels, eyewear etc.) and are now present across various price segments. The luxury "pyramid" is increasingly complex, composed of "absolute luxury" at the top, with the highest quality standards, craftsmanship and exclusivity, "aspirational or premium brands" at its core, and more accessible or "masstige" brands at the bottom. Students will learn to analyze a brand's verbal and non-verbal DNA, its core values and assess what stands at the core of a brand identity and territory, in order to ensure the highest consistency while developing new brand extensions, brand content projects and new business opportunities.

### Fashion And Luxury Communication Workshop

The purpose of the Communication workshop is to give students an in-depth understanding of the role of a Communication & PR manager. Through communication a brand tries to create awareness, inform, generate positive attitude and desires, be noticed, preferred and remembered. Nowadays, Brands have become "projects of meaning" and communication has evolved from a mere set of tools to promote the product/service into a more complex set of activities. Communication, which used to be one of the links in a chain, as formalized by Kotler in his 4P's framework, has become the chain itself. This workshop will provide students with an in-depth knowledge of communication tools (from traditional Above the Line advertising; below the Line and social media activities, to the organization of events, the use of testimonials, sponsorships, and more traditional public relations activities) and will teach them the best use of those communication tools in order to reach their communication objective and business results.

## ELECTIVE WORKSHOP – Choose one

### Fashion Buying Workshop

The purpose of the Fashion Buying workshop is to give students an insider view on the key role of a Fashion Buyer; from personal attributes and essential competencies to key activities. In a retail context, where Buyers and merchandisers are accountable for ensuring that the store's merchandise mix has the appeal to turn potential customers into shoppers, the selection process is key for achieving the profit margin objectives. Students will learn how to filter all the existing offers and find the proper products that will compose a range plan aimed at the retailer target customer which will in turn sell in adequate quantities to gain the profit margin planned by the core business.

### Fashion Styling Workshop

The objective of the workshop is to open students' mind to different worlds picking up inspiration from movie to art passing through music and news in order to create a story for a fashion editorial/ advertisement campaign. But also to give them the necessary tools to plan a real fashion shooting from the selection of photographer, location, models, make-up artist and hair stylist.

The workshop focuses on the strategic figure of the Fashion Stylist, a fashion expert able to tell, sometimes using his/her own idiosyncratic vision, contemporary fashion trends leveraging the contents of the fashion products.

The main topics investigated in the workshop are: Fashion photography, Trends in fashion, make-up, hair styling, Styling for shows, Styling for celebrities, Fashion magazines, Fashion web editorials, Styling for Look-Books, Styling for e-Commerce.

During the workshop students will have to produce a real fashion editorial for a paper or web magazine or a proposal for an advertisement campaign, creating appealing and dreamy images consistent with the brand or the magazines they will work for.

### **Retail And Visual Merchandising Workshop**

The two most important objectives of this workshop: on one side the development of a rigorous critical appraisal methodology in the analysis of visual fashion promotion and of its strategies, on the other side the right balance to reach among personal creativity, brand values and economic constraints in order to evaluate the feasibility of the project.

The main topics investigated in the Project are: Retail Makeover, Window & In-Store Concepts and Displays, Visual Merchandising, Strategies for Showrooms, The Window and its Rules, Budgeting, Lightening and Color Techniques. During this workshop students will analyze the strategic role that visual merchandisers have in the fashion system: a field where fashion, art, architecture and product design meet in order to promote and communicate the values of the fashion brand and accordingly to affirm the commercial success of its products. The workshop leads students to develop a concrete and coherent display project, starting from in-depth research of brands, visual arts and materials to the development of its concept, up to its final contextualized execution.

### **Free Choice Workshop**

Students are given the chance to select among the active didactic offer in order to end their personal educational path with a strongly autonomous, professionalizing and profiling choice. The student may choose to repeat one of the workshops already developed, enroll in a new workshop coherent with his/her educational path or select a project among the ones offered by the institution as long as it is coherent with the amount of credits required.

## **COURSES**

### **Fashion Culture**

The course Fashion Culture offers the possibility to deeply understand and consider the Fashion phenomenon, through an articulated proposal of insights touching history, contemporary, psychological, anthropological and social aspects. The knowledge of the origins and of the development of the Fashion phenomenon, both Italian and international, combined with the ability to read the existing contaminations between art and fashion, give the students the possibility to develop a personal point of view on an increasingly complex field, strictly connected to the social dimension. Such complexity is analyzed and presented in order to provide the students with the necessary tools and critical thinking to bring new, personal and advanced ideas to the field.

### **Fashion & Luxury Marketing & Management**

The course Fashion & Luxury Marketing & Management provides students with the basic marketing, business management tools and strategic frameworks necessary to correctly apprehend the Luxury & Fashion industry. Students will learn about the main existing business models and the fundamental aspects of running luxury & fashion companies from a marketing point of view. The course also addresses the topics of licensing, the different distribution strategies of Fashion 2.0 business basics. Finally, the course also explains the specificity of the Made-in-Italy model, always from a point of view of branding and management. In-class exercises and the presentation of various company case histories are completing the overview provided during the lectures.

### **Integrated Communication Strategy**

A brand is one but it can tell many stories depending on the communication strategic objective and the customers it is addressing. Effective communication strategies in the fashion & luxury sector are the result of a strategic brand content project executed in a consistent and integrated way across various communication channels. This course aims at providing students with a substantial overview of the world of luxury and fashion communication, from its tools, channels and strategical frameworks necessary to develop effective communication strategies. The lectures start with an in-depth exploration of current consumer target groups, an analysis of existing and emerging communication channels and the typologies of communication strategies. It then focuses on the aspects of content marketing, narratives and storytelling. Upon completion of this course, the students will understand how to build an integrated communication plan to address objectives such as creating awareness, building a stronger brand image, or reinforcing a brand positioning's message.

### **Research & Design Methods And Tools**

The course Research & Design Methods and Tools elaborates the relation between design and research, by experimentally applying a wide range of methods and techniques, each addressing and enabling a specific phase of the design process, including among the others techniques for:

- exploration, analysis and understanding of the context
- problem setting and solving
- user involvement and participation
- inspirational benchmarking

- ideation and concept generation
- validation and proof of concept

The course proposes the adoption of a co-creational versus a linear approach to the design process that transforms the process itself into a challenge, whose success depends on the ability of the people involved to collaborate and understand the reciprocal cross-disciplinary boundaries.

### **Business For Design**

The course Business for Design offers to students the possibility to understand and put into practice in a real life business scenario the core aspects that determine the economic performance of a company and/or a brand, but also of a studio or consultancy. In particular the course investigates and elaborates, through the usage of specific analytical and design tools and by applying them to real case-studies, a wide range of “business relevant” aspects, such as:

- the competitiveness of a brand in the market
- the short and long term profitability
- the sustainable business proposition and business model
- the intellectual propriety and copyright/creative common trends and regulations

Lectures, case-studies and focused exercises to get an insight, explore and experiment firsthand the core aspects of business applied to the design field.

### **Personal Branding**

The purpose of the Personal Branding course is to develop the appropriate competencies and skills for the identification, creation, and management of the student’s professional identity at different levels that include:

- The ability to present and sustain an argument in front of an audience
- The preparation, organization and production of a personal portfolio of projects
- The ability to prepare and handle a job interview
- The leverage of social media tools for managing his/her own digital presence on the different communication channels

Theoretical classes are alternated with targeted exercises where students can develop and experiment a customized strategy aimed at building step by step a consistent personal identity, aligned with their career development plan.

## **INTERNSHIP**

The internship is the final step of a process in which students thanks to a one-to-one tutorship, receive a deep and balanced evaluation of their skills and aspirations, in order to build a career, which fits their aims.

There are two kinds of internship:

- the first is a working experience in a company active in the disciplinary field;
- the second is an “in campus” internship that is shaped as an intensive workshop in collaboration with a company. This “in campus” internship develops an integrated project strictly related to a practical need (i.e. the resolution of a design problem, or the creation of a brainstorming platform for a new project).

In both cases during this crucial phase students are mentored on a step-by-step basis, and acquire the fundamental experience of dealing with the real world, with real business and with the people working in the field.