

Domus Academy Scholarship Competition

Fashion Management Master's Degree

Fashion Stories as Living Magazines

10 Corso Como was conceived in 1990 by the former fashion editor and publisher Carla Sozzani as the very first "Concept Store", term that was coined to define this radically new retail format. Starting with the art gallery and bookshop, Carla Sozzani has transformed a car-workshop in Milano into a multi-functional boutique, a living magazine where visitors are engaged with her editorial choices in food and fashion, music and art and lifestyle and design. In the last 15 years this concept has been exported and 10 Corso Como stores can be found in Beijing, Shanghai, Seoul and soon in New York. Maintaining and opening physical stores while the retail sector is facing the current situation is a major challenge. It's no secret that the traditional model of revenue and profitability for retailers and their suppliers is in crisis, due to the growth of online retail. While it's true that global e-commerce increases every year, more than 50% of shoppers worldwide still prefer to make their clothing & footwear purchase in store, especially in the luxury segment. Physical retail stores are still highly valued, given their intrinsically sensorial and experiential quality. This is the case of 10 Corso Como, which has continuously articulated new stories to educate, entertain and excite their customers.

Brief:

Candidates are requested to present original recommendations to 10 Corso Como based on in-depth research and analysis of the global luxury fashion retail industry. The research should cover market macro-trends (business models, consumer behaviour, social and technological innovation) and best practices from existing luxury multi-label and specialty retailers. Following their analysis, candidates will present a synthesis of their insights and present one or more portraits of future luxury fashion consumers, their lifestyle and purchasing behavior, current and emerging means of communication. Finally, candidates will present an essential list of original ideas for 10 Corso Como to remain the leading Concept Store in the global competitive scenario. The balance between consistency and creativity will be considered as a fundamental element of the project.

Materials Required:

- The project must be presented in a 10-slides pdf presentation
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form*

The candidates are asked to send their materials in one single file in PDF format. Any further attached material will be considered a plus and will be evaluated by the jury.

* Application fee is waived for competition participants.

Prizes:

- One scholarship covering 60% of the total tuition fee of the Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 40% of the total tuition fee of the Master Program
- Two special mentions covering 20% of the total tuition fee of the Master Program

Spring Intake 2018 Deadline:

Electronic entries can be sent to: vanessa@saiprograms.com no later than April 7, 2017. Candidates will be informed about the results of the competition by e-mail on May 4, 2017.