



SPENDING
TRENDS



FASHION
FOLLOWERS
ARE A MAJORITY



INTEREST
NICHE
BRAND



CUSTOMER
SEGMENT
ANALYSIS



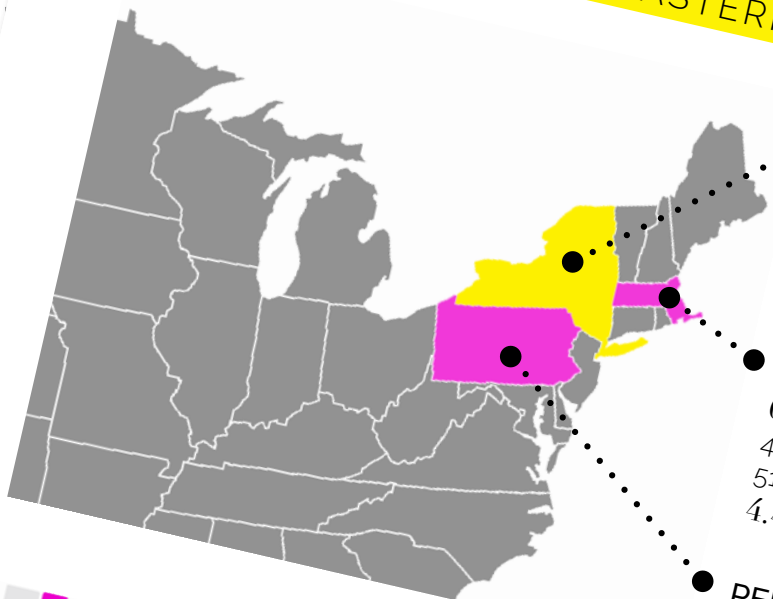
IN COLLABORATION WITH
THE BEST SHOPS®



CAMERA ITALIANA BUYER MODA

Democracy

NORTH EASTERN U.S.

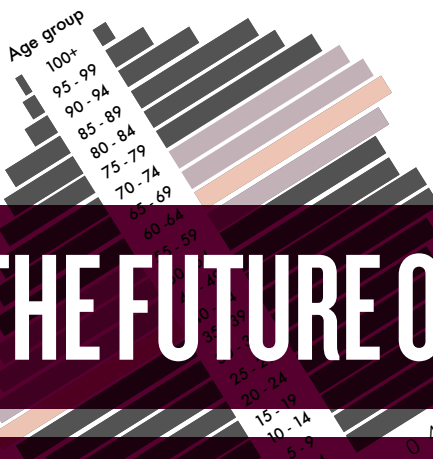


MASSACHUSETTS
6.7M
41.1% W
51.5% F
4.4% L

PENNSYLVANIA
12.8 MLN
43.3% W
51.1% F
2.7% LGBT

POPULATION PYRAMID FOR WORLD
European union 2050

European union 2010



THE FUTURE OF LUXURY FASHION RETAIL

MASTER IN FASHION MANAGEMENT - JANUARY 2017 INTAKE

Founded in 2000, the Camera Italiana Buyer Moda is a nonprofit association, a pioneer and an international benchmark that brings together the owners of 80 of the most prestigious Italian multibrand stores of luxury labels. The exceptionally selected members stand out by their strong image, heritage, solid economic base, a high quality of the services and the brand portfolios they carry. Whilst the Camera Buyer awards the selected stores a certification of quality assurance THE BEST SHOP In Italy, it also promotes and supports them with activities ranging from commercial agreements with suppliers, to buying support by agreements and collaborations with special services and fairs organizations. In recent years, the role of the Camera Italiana Buyer Moda has changed compared to the past and its weight in the Italian fashion system has become even more evident. Lead by Mario Dell'Oglio, CIBM is following a new strategy in response to the current fashion reality. The main focus is on buying and selling well, enhancing the image and e-commerce platforms of the stores, and investing in the new generation.



LIMITED EDITIONS
LEAD TO IMPULSIVE
PURCHASES

CONSUMER BEHAVIOR

BRIEF

Candidates are requested to complete an in-depth research and analysis of the global luxury fashion retail industry, as a significant contributor to the economy. The research should cover the existing fashion retail formats and its most recent evolutions in terms of business models and the best practices in terms of online and offline retail concept innovation. Following their analysis, candidates will present a synthesis of their insights and develop a portrait of the global online luxury consumers, their lifestyle and purchasing behaviors, the typical and immersing means of communication channels, and the top dominating trends forecasted for the future. Finally, an essential list of recommendations to be implemented by luxury fashion retailers to stay relative and survive the current competitive scenario. The consistency and creativity between the project proposed and the existing reality of luxury fashion retail sector will be considered as fundamental elements of the project.

AUDIENCE

The competition is open to professionals and graduates in fashion-related disciplines, as well as marketing, economics, business administration and human sciences. Candidates should be passionate about fashion and eager to develop new skills in order to start a career in a fashion company. It is also open to fashion designers willing to launch a personal label and entrepreneurs or owners of a family business operating in the fashion industry.

JURY

Projects will be selected and evaluated by the members of Camera Buyer, the Faculty of the Master in Fashion Management and the Domus Academy Fashion School Faculty.

REQUIRED MATERIALS

- PROJECT DESCRIPTION: 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 sole 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

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders - matriculation fee is not included) and €16.990 (for EU passport holders - matriculation fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **September 2nd 2016**.

Candidates will be informed about the results of the competition by e-mail on **September 20th 2016**.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

www.competition.domusacademy.com

or sent by e-mail to:

competitions@domusacademy.it

Paper works must be sent to:

Domus Academy

The Future of Luxury Fashion Retail

Master Program in Fashion Management

Via Darwin, 20 - 20143 Milan - Italy

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at: **competitions@domusacademy.it**

MASTER PROGRAM DESCRIPTION

Analyze. Strategize. Manifest. The Master in Fashion Management is a multi-disciplinary program for dynamic individuals who wish to enhance both 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 brand management and communications. You'll learn by working directly with fashion industry managers and creative professionals. You'll gain the skills to generate proposals; guide the creative process; and oversee production, distribution, and marketing. You'll define your own analytic approach and language of expression, and develop advanced research projects on a range of topics and ideas.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2015/16 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate minimum).

GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

