



# THE FASHION BRAND COMMUNICATOR COMPETITION

Visualizing inspirational elements for the Fashion Stylist and Visual Merchandiser

**MASTER IN FASHION STYLING & VISUAL MERCHANDISING - JANUARY 2017 INTAKE**

In a competitive world, where visual communication has a key role in the success of a company, Fashion Brands are constantly looking for Fashion Stylists and Visual Merchandisers able to work on storytelling translating their identity into appealing and entertaining displays and/or editorials.

The Master Program in Fashion Styling & Visual Merchandising aims at investigating and combining the skills and competences of these two strategic profiles, whose respective roles are becoming more and more interchangeable, in order to prepare the new generation of "Visual Fashion Brand Communicators".

## BRIEF

Candidates will have to present a comprehensive project, based on the creation of a mood-board visualizing elements of their own culture that could be relevant to develop a visual communication proposal for a selected International fashion brand in their country. The creation of a storytelling on the local elements, consistent with the selected brand, is highly recommended.

From editorials to visual displays, from visual merchandising to social media content and video making, up to the most innovative communication techniques, candidates will have to produce a visual communication project using their inspirational moodboard and one of the above media.

Candidates will act as a magnifier, keeping their eye always open to beauty cultural elements and originality, in order to reveal and catch different "inspirations and elements" of their country, producing a personal visual project.

## AUDIENCE

The competition is open to graduates in Fashion and Design disciplines, Photography, Architecture and Communication, as well as junior professionals working in the fields of Industrial Design, Fashion Journalism, Fashion Styling, Visual Merchandising, and Press offices, or owners of fashion companies willing to improve their skills.

## JURY

Projects will be selected and evaluated by a jury composed by Sara Maino, Senior Editor at Vogue Italia & Vogue Talents and Domus Academy Fashion School Faculty.

## REQUIRED MATERIALS

- The project must be presented in a 10 slides Power-Point presentation (including moodboards, picture, renderings and/or video)
- 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 2<sup>nd</sup> 2016**.

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

## ENTRY DELIVERY

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

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

or sent by e-mail to:

**[competitions@domusacademy.it](mailto:competitions@domusacademy.it)**

Paper works must be sent to:

Domus Academy

**The Fashion Brand Communicator Competition**

Master Program in Fashion Styling & Visual Merchandising  
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](mailto:competitions@domusacademy.it)**

## MASTER PROGRAM DESCRIPTION

Look. Select. Combine. Fashion Styling & Visual Merchandising is the path for those who want to communicate through images, for those who constantly bring up a vision to be reflected through a shop window. Carved out of storytelling and visionary attitudes, what is highlighted and developed in this master course is the ability to communicate the brand identity values, through visual tools, in order to create a stronger attractiveness for the brand itself and providing clients with new experiences. The Fashion Stylist and the Visual Merchandiser are two figures as versatile as interchangeable and yet necessary; they are essential for the development of a competitive market and a world where visual communication plays a key role in the success of a company.

## 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).

## 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.

## INFORMATION

**[competitions@domusacademy.it](mailto:competitions@domusacademy.it)**