



# UNCONVENTIONAL JEWELRY: THE POWER OF EMOTIONS.

MASTER IN LUXURY BRAND MANAGEMENT - JANUARY 2017 INTAKE

The trends that have unfolded in the Fashion sector are affecting the jewelry sector: internationalization and consolidation of players; growth of branded products as a means of self-expression and self-realization, increase in online sales, and “hybrid” consumption, with consumers mixing high and low price points. Jewelry, which used to be almost exclusively a gift purchase, is becoming a self-gratification purchase and a way to express one’s personality, like any other accessory.

Dodo is a brand that epitomizes creative freedom, a strong trait which the brand inherits from Pomellato. The Dodo story began two decades ago, when Italian jewelry brand Pomellato had the ingenious idea of expanding its range, using just one gram of gold to conquer younger generations. With the same style imprinting and creative freedom that has always distinguished the Italian Maison, Pomellato created Dodo “talking” animal charms.

Dodo is a brand that embraces the ‘Happy attitude philosophy’ creating jewels with a sentimental value. Each charm comes with a special message of love, friendship or gratitude. The Dodo project was revolutionary as it introduced a new, strongly emotional component in a fairly traditional and conservative jewelry universe.

Italy now represents the strongest market for the brand which strategic objective is to further expand on international markets.

## BRIEF

The initial challenge of Dodo was to create a jewel with only 1 gram of gold to reach out to a wider, younger audience with an accessible price. The answer was to add a special meaning to each jewellery piece – each Dodo charm comes a specific message. Nowadays, Dodo is composed by a very balanced offer, starting from 9kt rose gold charms and arriving to precious and semi-precious stones, maintaining always the high quality, craftsmanship and Italian design heritage that characterize the Pomellato Maison.

Each Dodo jewel gives freedom to the customers to create their own composition (for themselves or to make a special present) that talks about their own story through the charms messages.

Candidates will conduct an accurate analysis of Dodo existing values and brand assets. They will then assess the best practices developed by competitors, in terms of their brand development strategy and communication strategy, in particular for those competitors present in France and Germany, such as, but not limited to, Tiffany, Dinh Van, Aurelie Bidermann, Thomas Sabo, Ole Lynggaard... Based on their findings, candidates are asked to propose a disruptive and unconventional brand development plan complete of creative storytelling and marketing proposals (digital campaigns, events, in-store, e-store), as well as a communication plan. The capability to base their recommendations on strong and factual insights, the consistency between the project elements and Dodo's values and identity and the creativity of proposals will all be considered fundamental elements for the assessment of the project.

## AUDIENCE

The competition is open to professionals and graduates in creative disciplines willing to acquire marketing and brand management skills, as well as business and social sciences graduates who wish to deepen their knowledge of the luxury sector. All candidates should be passionate and eager to pursue a career in a luxury company.

## JURY

Projects will be selected and evaluated by the Faculty of the Master in Luxury Brand Management, the Domus Academy Fashion School and Angela Za, Marketing Manager of the brand Dodo.

## REQUIRED MATERIAL

- PROJECT DESCRIPTION: a pdf presentation of maximum 10 slides, including impactful visuals and images.
- Portfolio of projects
- 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

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

**Unconventional jewelry: the Power of Emotions**

Master Program in Luxury Brand 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](mailto:competitions@domusacademy.it)**

## MASTER PROGRAM DESCRIPTION

Nowadays, luxury & fashion brands require a new breed of managers, capable of managing both marketing, business and creative imperatives. The Master program in Luxury Brand Management will allow participants to develop a global and transversal vision of the luxury business, fundamental marketing & branding skills and a strong capacity to dialog with designers and creative professionals operating in the luxury & fashion industry. The Master focuses on the Luxury & Fashion industry in a transversal way, from traditional luxury personal goods and services to more experiential luxury categories such as Hospitality, Art, & Lifestyle. During the course of the program, participants will work in close collaboration with leading Luxury and Fashion experts and with some of the most prestigious Italian and international Luxury realities.

## 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)**



Prizes will be calculated on the standard tuition fee amounting