

DA
Domus Academy

IN COLLABORATION WITH
VOGUE TALENTS

CALL FOR TALENTS #9

F A S H I O N

An initiative aiming at promoting talent and merit. A unique occasion originated from the collaboration between the Master in Fashion Design at Domus Academy and Vogue Talents who as always promotes and incentives talent.

MASTER IN FASHION DESIGN - SEPTEMBER 2017 INTAKE

INTRODUCTION

Domus Academy and Vogue Talents want to motivate young talents who think outside the box, eager to make an intensive experience in the Italian design culture. Domus Academy is offering five scholarships to attend the September 2017 edition of the Master in Fashion Design. If you believe that Fashion Design is not merely a stylistic technique giving shape to objects, but it is a challenging activity that encourages creativity to achieve higher goals; if you are interested in experiencing a cross-disciplinary approach, interweaving the world of fashion and accessories design; if you want to invest your future on developing and enhancing your fashion design sensitivity, your artistic, cultural and sociological knowledge choose Domus Academy.

AUDIENCE

The competition is open to graduates in fashion design, architecture and art schools as well as to people with a suitable background and professional experience in the fashion field.

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.

BRIEF AND REQUIRED MATERIALS

Each applicant is asked to develop a capsule collection of minimum 5 complete outfits on a personal theme, taking into consideration the aesthetic trends of the contemporary scenario. The project will have to be supported by a visual research with keywords and references related to the concept of the collection, as well as by a visual research and on the ideal customer.

Each applicant is also asked to submit his/her portfolio containing a selection of the best works developed, clearly depicting the applicant's skills in the field of fashion design.

The collection shall include:

- A 500 words abstract on the concept inspiring the collection as well as on the target profile;
- A moodboard presenting a selection of the most significant images of the research;
- A moodboard related to the ideal customer;
- Sketches of the collection including technical references (minimum 5 sketches);
- Color palette and materials chart;
- Photo shooting of minimum 1 outfit realized within the collection. The shooting should be aimed at communicating the project and the product;

The overall submission shall also include:

- General Portfolio of the applicant
- 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 **April 7th 2017**.

Candidates will be informed about the results of the competition by e-mail on **May 4th 2017**.

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

Call For Talents #9

Master Program in Fashion Design

Via Carlo 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

The Master in Fashion Design program brings students into direct contact with the fashion design industry in Italy and abroad. You'll have the rare and exciting opportunity to develop your own original, compelling fashion collection under the guidance of industry professionals. Through both theoretical studies and project experiences, you will develop an individual mode of expression, explore the cultural factors that influence fashion trends, learn the ins and outs of production, and create innovative solutions. Besides honing the "problem solving" skills that every fashion designer needs, you will also develop a "problem defining" approach: the ability to determine the true parameters of each challenge. As you learn to follow your intuition and promote your aesthetic vision within those parameters, you will cultivate more awareness of the reasons behind your own fashion design choices, and those of others.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2016/17 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

