



P A T T E R N S *Analysis of all useful patterns that I could find on buildings facades and inside. Gold, black and blue.*

THE FASHION BRAND COMMUNICATOR COMPETITION

Visualizing inspirational elements for the Fashion Stylist and Visual Merchandiser

MASTER IN FASHION STYLING & VISUAL MERCHANDISING - SEPTEMBER 2016

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 translate their values into appealing and entertaining products for the target market.

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 an inspirational mood-board that could be useful to suggest new ideas, in order to foster new creative elements for the Fashion Stylist and/ or Visual Merchandiser. The project should be able to communicate visually an original inspirational concept, consistent with your hometown.

From styling to visual, from display to photography and video, up to the most innovative communication techniques, candidates will have to produce a visual communication project in order to be inspirational for the fashion creative department staff.

Candidates will act as a magnifier, keeping their eye always open to beauty and originality, in order to reveal and catch different "elements and details" of their town, producing a personal visual inspirational 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 pictures 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 €25.990 (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 15th 2016**.

Candidates will be informed about the results of the competition by e-mail on **May 5th 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 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

MASTER PROGRAM DESCRIPTION

Look. Select. Combine. The Master in Fashion Styling & Visual Merchandising program investigates the role of the fashion stylist - one who selects the clothing for fashion editorials, advertisements, music videos, etc. - alongside the role of the visual merchandiser, one who creates three-dimensional fashion displays to provide customers with fresh in-store experiences. The program proposes merging these two roles to create a new professional profile: that of the "visual fashion brand communicator," who directs the visual communication of a fashion brand. As you study to become a visual fashion brand communicator, you will learn to convey a brand's identity and values through visual storytelling tools and create a compelling visual language for the brand. You'll analyze visual merchandising strategies - window displays, floor plans - for showrooms, concept stores, monobrand stores, and department stores. During your year at Domus Academy, you will develop your own theoretical, analytical, and practical approach toward issues related to a specific segment of the fashion styling and visual merchandising field. And you'll gain direct experience working with top professionals and prestigious brands.

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