



## FASHION STORES AS LIVING MAGAZINES

10 Corso Como was conceived in 1990 by the former fashion editor and publisher **Carla Sozzani** as the very first “Concept Store”, term that was coined to define this radically new retail format. Starting with the art gallery and bookshop, Carla Sozzani has transformed a car-workshop in Milano into a **multi-functional boutique, a living magazine** where visitors are engaged with her editorial choices in food and fashion, music and art and lifestyle and design.

In the last 15 years this concept has been exported and 10 Corso Como stores can be found in Beijing, Shanghai, Seoul and soon in New York. Maintaining and opening physical stores while the retail sector is facing the current situation is a major challenge. It's no secret that the traditional model of revenue and profitability for retailers and their suppliers is in crisis, due to the growth of online retail. While it's true that global e-commerce increases every year, more than 50% of shoppers worldwide still prefer to make their clothing & footwear purchase in store, especially in the luxury segment. Physical retail stores are still highly valued, given their intrinsically sensorial and experiential quality.

This is the case of 10 Corso Como, which has continuously articulated new stories to **educate, entertain and excite** their customers.

## BRIEF

Candidates are requested to present original recommendations to 10 Corso Como based on in-depth research and analysis of the global luxury fashion retail industry. The research should cover industry macro-trends (business models, consumer behaviour, social and technological innovation) and best practices from existing luxury multi-label and specialty retailers.

Following their analysis, candidates will present a synthesis of their insights and present one or more portraits of luxury fashion consumers, their lifestyle and purchasing behavior.

Finally, candidates will present minimum 3 original ideas for 10 Corso Como to remain a leading Concept Store.

The balance between consistency and creativity will be considered as a fundamental element 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 Faculty of the Domus Academy Master in Fashion Management, representatives from 10 Corso Como and Domus Academy admissions jury.

## REQUIRED MATERIALS

- The project must be presented in a 10-slide presentation and it will include a selection of relevant data with references, analytical models, visual research on trends and target customers, written description and visual mock-ups of the proposed strategy (min. 3 original ideas). Max 1000 words.
- Detailed curriculum vitae
- Motivation statement
- Copy of Bachelor Degree / Academic Diploma translated in English
- Academic Transcript / Marksheet of previous studies translated in English
- Copy of passport
- 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 - diploma fee is not included) and €16.990 (for EU passport holders - diploma fee is not included).

## SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 6<sup>th</sup>, 2018**.

Candidates will be informed about the results of the competition by e-mail on **May 4<sup>th</sup>, 2018**.

## 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)

Subject: Fashion stores as living magazines

Paper works must be sent to:

Domus Academy

**Fashion Stores as Living Magazines**

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](mailto:competitions@domusacademy.it)

## MASTER PROGRAM DESCRIPTION

The Master in Fashion Management is a multi-disciplinary program for dynamic individuals wishing 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 the fields of brand management, fashion buying and communications. During the course of the program, participants will work in close collaboration with fashion industry managers and creative professionals enabling them to: gain needed skills to generate market and consumer insights, guide the creative process, develop proposals, define their 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 2017/18 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)

