



DOMUS ACADEMY MILANO

VOGUE TALENTS

# YOU ARE THE TALENT

Created by Vogue Italia, Vogue Talents is a biannual publication and a key section of Vogue.it. Vogue Talents is led by Sara Sozzani Maino, vice director of the magazine, talent scout of emerging fashion designers, curator of Who Is on Next? and The Next Talents, and a judge for several international fashion competitions.

Domus Academy and Vogue Talents wish to empower talented fashion designers who are eager to have an immersive educational experience in Milan, the world capital of fashion; who believe that fashion design combines free creative expression with the understanding of complex cultural and economic dynamics; who want to strengthen their design identity while collaborating with international fashion brands; and who welcome the chance to network with professionals in the fields of fashion design, textile manufacturing, journalism, styling, cultural studies, marketing, and more.

Domus Academy and Vogue Talents are offering five scholarships for the Master's in Fashion Design programme with a start date of February 2020.

MASTER'S IN FASHION DESIGN - FEBRUARY 2020 INTAKE



## BRIEF

You are asked to design a fashion collection that expresses your views of fashion, taking into consideration personal and cultural references as well as contemporary trends in politics, society, and art. You must support your project with visual research, showing your inspirations for the collection and your design development process.

Your commitment to sustainability and innovation will be highly valued.

## AUDIENCE

The competition is addressed to candidates who have a first-level degree and/or professional experience in fashion design. It is also open to candidates with a background in other disciplines, if they are motivated by a sound interest in the programme's topics and a strong portfolio.

## JURY

Projects will be selected and evaluated by the faculty of the Master's in Fashion Design programme, Sara Sozzani Maino of Vogue Talents, and the Domus Academy Admissions Jury.

## REQUIRED MATERIAL

- A 250-word abstract describing the inspiration, concept, and key elements of the collection (silhouette, materials, finishing, colors)
- A mood board showing your visual research of the color palette
- A minimum of six sketches of the outfits in the collection (women's wear and/or menswear)
- A photo shoot of one outfit realized within the collection; the shoot should be aimed at communicating the project and the product
- Your artistic and professional portfolio of projects with a selection of your best projects, clearly showing your skills and experience in the field of fashion: visual research, sketching, illustration, technical drawing, and garment production.
- Detailed curriculum vitae
- Motivation statement
- Copy of bachelor's degree or academic diploma translated into English
- Academic transcript / Marksheet of previous studies translated into 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's Programme
- One scholarship covering 50% of the total tuition fee of the Master's Programme
- One scholarship covering 40% of the total tuition fee of the Master's Programme
- Two special mentions covering 20% of the total tuition fee of the Master's Programme

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders - diploma fee is not included) and €19.900 (for EU passport holders - diploma fee is not included).

## SCHEDULE

The works must be sent to Domus Academy by and no later than **25th October, 2019**. Candidates will be informed about the results of the competition by email on **26th November, 2019**.

## ENTRY DELIVERY

All the required materials in digital format may be uploaded to this page:

[competition.domusacademy.com](https://competition.domusacademy.com)

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'S PROGRAMME DESCRIPTION

The Master's in Fashion Design programme brings students into direct contact with the fashion design industry in Italy and abroad. You will have the rare and exciting opportunity to develop your own original, compelling fashion collection under the guidance of industry professionals.

Through 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 delineate the parameters of each challenge. As you learn to follow your intuition and promote your aesthetic vision within those parameters, you will become more aware of the reasons behind your own fashion design choices and those of others.

## ELIGIBILITY

Candidates already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2018-19.

Candidates who have a working knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

## GENERAL TERMS AND CONDITIONS

- All moral and authorship rights remain that of the author.
- The projects sent to Domus Academy will not be returned.
- All the material created for this competition must be unpublished work developed by the candidate, not used on previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the standards defined by the jury. The jury will make these judgments at its own discretion, and its decision is final.
- The scholarship described in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship amount will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship may be transferred to the next candidate on the list.
- Winning participants accept that part of their work may be published on the websites and/or social media channels of the institutions involved.