



DOMUS ACADEMY MILANO

Salvatore Ferragamo

SUSTAINABLE INNOVATIONS

Salvatore Ferragamo's creative history needs no introduction or elaboration. He radically changed the world of footwear design and designed shoes for numerous celebrities, from Marilyn Monroe to Margaret Thatcher. Salvatore Ferragamo spearheaded innovation by changing heel shapes and creating cutting edge designs that are products of his time and clearly show he was sensitive to the economic and manufacturing changes. He had the brilliant idea of using cork and created the wedge, one of the fashion industry's most revolutionary and enduring innovations. Probably one of the most iconic models that he created is the 'Rainbow', a bulbous multicolored sandal originally made for Judy Garland in 1938 using layers of cork, colored suede and golden leather.

Since 2014, Salvatore Ferragamo has integrated sustainability into its long-term growth strategies, aware of the impact of the fashion industry generated on people, the environment and society. Sustainability is a positive challenge that the company has decided to take as investing in sustainable development means respecting the values handed down by the Founder. The commitment to sustainability, intended as a model for how to act without compromise, has been structured over the years and is based on an approach focused on transparency, creativity and innovation. Nonetheless, "Made in Italy" remains key to the company's path, allowing it to safeguard not only the product and service quality but also the DNA and approach towards sustainability.

BRIEF

Candidates are requested to present original recommendations to Salvatore Ferragamo in relation to its endeavours towards sustainability: to develop a business strategy with a focus on its sustainability initiatives (products and processes) and consumer perception on innovation and sustainability.

Candidates are requested to analyse the brand, its DNA, product offer, pricing and distribution strategy. They need to study its initiatives with a focus on sustainability and innovation and deliver recommendations in relation to the engagement of younger generations.

They then need to research the millennial & Gen Z consumers in detail. Why should they care about Salvatore Ferragamo's commitment towards sustainability? What innovative strategies would you employ to attract and engage them? Candidates need to identify and analyse the many initiatives related to sustainability that the brand undertakes. Which of them are more relevant and reputable to a younger consumer? How can the company improve these initiatives with a focus on innovation? Also, candidates need to identify Salvatore Ferragamo's competitors. Which are the industry best practices towards sustainability and the communications of the same?

The strategy must be in line with the final product offering Salvatore Ferragamo has, which is focused on shoes, bags and small leather goods offer. Candidates need to respond to the brand's need to be relevant in today's ever-changing and saturated luxury fashion world while simultaneously retaining its historic luxury DNA.

The balance between the practicality and viability of the proposition and the creativity of the solution will be evaluated as a fundamental element of the project.

JURY

Projects will be selected and evaluated by the Faculty of the Master's Programme and the Admission Jury

REQUIRED MATERIAL

Please gather the following materials into one single file in .PDF format:

- Your project must be delivered as a 10-slide presentation. It should include a selection of relevant data with references and analytical models; visual research on trends, target customers, and market analysis; and a written description of your proposed strategy supported by visual mockups. The written portion should be 1000 words maximum.
- 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*

* *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

Projects in digital format must be uploaded to the following address:

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

MASTER'S PROGRAMME DESCRIPTION

The Master's in Fashion Management is a multidisciplinary programme for dynamic individuals wishing to enhance their creative and managerial skills within the world of fashion. Through a combination of theory and hands-on practice, the programme 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.

In this programme, you will work in close collaboration with fashion industry managers and creative professionals. You will gain the skills you need to generate market and consumer insights, create business proposals, define your own analytic approach and language of expression, and develop advanced research projects.

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.