



DOMUS ACADEMY MILANO



BUILDING A CUSTOMER-CENTRIC RETAIL IDENTITY THROUGH OMNICHANNEL PILLARS

Academic Master's Programme and Double Award Master's Programme in
FASHION MANAGEMENT

FEBRUARY 2023 INTAKE

INTRO

In this historical time, with a strong fashion retail evolution dictated by social and cultural changes, maintaining the relevance of physical stores is challenging.

The global crisis has placed additional pressures.

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 purchases in-store, especially in the luxury segment. Physical retail stores are still highly valued, given their intrinsically sensorial and experiential quality.

BRIEF

During these past years of the pandemic, brick and mortar stores are shifting from a corporate-centric point of view to a consumer-centric one. This translates into differentiation of each store designed as a service center consistent with local customer needs and expectations and a stronger interaction of digital and physical touchpoints.

Candidates are requested to identify a Fashion brand operating in the retail. Based on in-depth research and analysis of the latest and actual global fashion retail industry, candidates should identify a market suitable for the opening of a new store where brand retail identity can meet the local needs and suggest a collaboration with a brand that can integrate the existing product mix.

Following their research and analysis that should lead to the identification of the right market, target audience and collaboration, candidates are asked to present learnings and insights relevant to their idea to create a set of solutions structured in a comprehensive activities plan.

The strategies should reinforce the store's community, maintain high customer engagement and loyalty among existing customers, and increase awareness among potential new customers. The balance between feasibility and originality will be considered as a fundamental element of the project.

AUDIENCE

The competition is open to candidates who have a first-level academic degree and/or strong background and experience in the field of Fashion Management who wish to take their careers to the next level.

Candidates with a background in other related disciplines and wider experience may also participate.

JURY

Projects will be selected and evaluated by the Faculty of the Programme and the Admission Jury.

PRIZES

- **5 scholarships** covering from **3,000€** to **7,500€** of the total tuition fee of the Academic Master's Programme.
- **5 scholarships** covering from **3,000€** to **9,000€** of the total tuition fee of the Double Award Master's Programme.

Prizes will be calculated on the standard tuition fee.

Winners will be selected through a merit-based ranking.

SCHOLARSHIP AMOUNTS

| ACADEMIC MASTER'S PROGRAMME: | | | |
|------------------------------|--------|--------|--------|
| 3,000€ | 4,500€ | 6,000€ | 7,500€ |

| DOUBLE AWARD MASTER'S PROGRAMME: | | | | |
|----------------------------------|--------|--------|--------|--------|
| 3,000€ | 4,500€ | 6,000€ | 7,500€ | 9,000€ |

REQUIRED MATERIALS

The competition proposal should be presented in a single PDF file format.

Digital project presentation, A4 format, landscape, 300 d.p.i., maximum 10 slides, with the following:

- a selection of relevant data with references and analytical models
- visual research on trends, target customers, and market analysis
- a written description of your proposed strategy supported by visual mockups (the written portion should be 1000 words maximum)

The competition proposal must be accompanied by the following supplemental materials:

- Portfolio of projects
- Curriculum vitae/resume
- Motivational letter
- Domus Academy Competition Application Form
- Copy of Bachelor's Degree or Academic Diploma (in English) or official certificate of expected graduation issued by your institution if not graduated yet
- Copy of Bachelor's Degree or Academic Diploma's official transcript/mark sheet (in English) or most updated official transcript/mark sheet if not graduated yet
- Copy of passport
- English language certificate
- Documentation regarding further courses or seminars attended (if available)
- 2 reference letters (only for Double Award Master's Programmes candidates)

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.

SCHEDULE

The works must be delivered to Domus Academy by and no later than **October 7th**.

Candidates will be informed about the results of the competition by e-mail within **November 2nd**.

ENTRY DELIVERY

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

competition.domusacademy.com

An e-mail of confirmation will be sent to candidates within 48 hours from the receipt of their materials.

In case candidates do not receive any confirmation, they have to write to: competitions@domusacademy.it

PROGRAMME DESCRIPTION

The Master 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 Master's Programme beginning, and, in any case, within the Academic Year 2022 - 2023 (prior check with Admission Office).

Bachelor's Degree or Academic Diploma not lower than 2:2 (British undergraduate degree classification) for Double Award Master's Programmes candidates.

Students holding a Bachelor Degree lower than 2:2 will be asked to take an admission interview and they must prove also one year of professional experience.

English language requirement:

- IELTS 5.0 for Academic Master's Programmes
- IELTS 5.5 both overall and in every single part for Double Award Master's Programmes

Participants not holding the official entry requirements may be evaluated for the Diploma Programme and, at the end of the course, will receive a Domus Academy Diploma, prior check with Admissions office before applying.

Please write to: competitions@domusacademy.it

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.
- If a candidate declines a scholarship offer, the scholarship will be transferred to the next candidate on the list.
- Selected candidates accept that part of their work can be published on Websites and/or Social Media channel.

