



DOMUS ACADEMY MILANO



# ***YOU ARE THE NEXT TALENT***

Academic Master's Programme and Double Award Master's Programme in  
**FASHION DESIGN**

FEBRUARY 2023 INTAKE

## INTRO

Drop culture is most frequently applied to fashion brands that utilize drops to distribute their goods. These companies also tend to have a loyal, passionate consumer base surrounding them, such as Supreme, Nike, Yeezy, and designer brands like Gucci.

What's more, it's bringing renewed enthusiasm to the retail space (both offline and online) and is making a profound impact on retail by generating audiences of raving fans excited to snatch up these special edition items.

Limited drops are data points for a product roadmap. They allow brands to test emerging trends and gather feedback from customers on products and qualities that might eventually warrant inclusion in their core lineup.

## BRIEF

Candidates are asked to select an internationally established fashion designer and design a "drop fashion collection".

The Drop collection (four garments) will have to show the identity of the selected fashion designer his/her aesthetic language and will be addressed to a younger target (Generation Z). In the development of their collection, they should take in consideration the need for the sustainable challenge: highlighting some of the various features of "Fashion responsibility" from eco-fabrics to craftsmanship, from labour exploitation to zero waste production, from up-cycling to circular economy.

Candidates must support their project with consistent visual research, illustrating the inspirations of the collection and the design development process, including sketches, illustrations and final line up.

## 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 Design 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

Digital project presentation, A4 format, landscape, 300 d.p.i., maximum 15 slides, with the following:

- a 250-word abstract describing the inspiration, concept, sustainable approach and key elements of the collection
- a mood board showing candidate's visual research for the drop collection
- slides containing (silhouette, materials, finishing, color palette)
- a minimum of four sketches (illustrations and technical drawings) of the garments (womenswear and/or menswear)

**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 7<sup>th</sup>**.

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

## ENTRY DELIVERY

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

[competition.domusacademy.com](https://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](mailto:competitions@domusacademy.it)

## PROGRAMME DESCRIPTION

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

Through theoretical studies and project experiences, students 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, students will also develop a "problem defining" approach: the ability to delineate the parameters of each challenge. As students learn to follow their intuition and promote their aesthetic vision within those parameters, they will become more aware of the reasons behind their 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 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](mailto: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.

