



# DOMUS ACADEMY FASHION AREA

# 50% SCHOLARSHIP

MASTER PROGRAMS IN

FASHION DESIGN, FASHION STYLING AND VISUAL MERCHANDISING, FASHION MANAGEMENT

MARCH 2019 INTAKES

## AUDIENCE

The competition is open to graduates in the Fashion Design, Accessories Design, Fashion Styling, Visual Merchandising, Design, Photography, Architecture, or Communication areas as well as junior professionals working or willing to work in creative industries fields.

## MATERIALS REQUIRED

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

- Detailed curriculum vitae
- Artistic and professional portfolio of projects (not mandatory for Fashion Management)
- Essay Assignment - for Master in Fashion Management only
  - Describe why Fashion Management is an emerging field and conduct an analysis justifying the potential of the field. The analysis should map the scale of the field, include a discussion of contemporary examples and possible future directions.
  - The essay should be max. 1500 words and may be supported with imagery, submitted in a pdf format.
- 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\*

Any additional attached material will be considered a plus and will be evaluated by the jury.

\* The application fee is waived for competition participants.

## JURY

Projects will be selected and evaluated by the faculty of Domus Academy and the Admissions Jury.

## PRIZES

One scholarship covering **50% of the total tuition fee** for one of the following Master courses: Master in Fashion Design, Master in Fashion Styling and Visual Merchandising, Master in Fashion Management starting in **March 2019**.

## DEADLINE

Works must be sent by e-mail to Domus Academy by and no later than **February 10<sup>th</sup>, 2019**.

Candidate will be informed about the results of the competition by e-mail on **February 18<sup>th</sup>, 2019**.

## ENTRY DELIVERY

Projects in digital format must be sent to the following e-mail address: **competitions@domusacademy.it**

## MASTER PROGRAMS DESCRIPTION

The **Master in Fashion Design** program combines fashion studies with intensive studio practice. Students refine their own creative vision as they meet the challenge of designing new clothing and accessories for existing fashion brands. Projects combine conceptualization with textile manipulation, garment prototyping, branding, and image-based storytelling. Students develop a sophisticated understanding of the fashion industry and prepare for an exciting career within it.

The **Master in Fashion Styling & Visual Merchandising** program blends the roles of the visual merchandiser and the fashion stylist to create a new professional profile: the visual

fashion brand communicator, whose scope encompasses look-books, advertising campaigns, editorials, websites, social media, and multi-sensorial retail concepts. Students learn how to convey the brand values and identity of a fashion collection through powerful image-based storytelling and visual merchandising strategies for window and in-store displays.

The **Master in Fashion Management** combines the study of fashion with an in-depth examination of its management side. Students learn how to respond to changing consumer trends, generate brand awareness of a fashion line, and manage a fashion collection from conception through production and distribution. They work on projects related to product development, merchandising, advertising, and fashion buying.

## DOMUS ACADEMY

Domus Academy was founded in Milan in 1982 as one of the first postgraduate design schools in Italy and as an open project revolving around the experience of Italian design and fashion. Over the years, it has established itself as a school in the full sense of the term: a place for postgraduate training and a research laboratory on the themes of innovation and design. The 1994 winner of the Compasso d'Oro for the quality of its academic and research approach, in 2009, for the third consecutive year, the Domus Academy was included in Business Week's guide to the world's top 60 design schools. From 2012 to 2017 it was included in Domus Magazine's guide to Europe's top 100 schools of architecture and design and from 2012 to 2014 in Frame's guide to the world's 30 leading graduate schools of design, architecture and fashion. In 2016 and 2017 Domus Academy Fashion School was selected by Business of Fashion as one of the Top Global Fashion Schools.

Participants who are eligible according to MIUR requirements will also receive an Academic Master, recognized by the Italian Ministry of Education, University and Research, (60 ECTS) awarded by NABA - Nuova Accademia di Belle Arti Milano.

Students have the chance to take part in an intra-curricular internship (400 hours) and are allowed to potentially extend to a work visa after graduation.

## ELIGIBILITY

Candidates already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2017/18

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

## PROPERTY RIGHTS

- All moral and authorship rights remain that of the author.
- The projects sent to Domus Academy will not be returned.
- 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.