



DOMUS ACADEMY MILANO

IN COLLABORATION WITH

VOGUE **TALENTS**



MASTER'S IN FASHION
STYLING & VISUAL MERCHANDISING
COMPETITION

SEPTEMBER 2020 INTAKE

THE COMPANY

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.

“Vogue Talents was born to support the new generation of creatives at a time when few believed in talent” explained Sara Sozzani Maino, “It has no boundaries or barriers, it seeks all over the world because talent is everywhere”. The unique vision of Franca Sozzani has given shape and foundation to Vogue Talents since its origins, when, as a note from the publisher explains, it was proposed as a precious fanzine for lovers of aesthetic innovation. After 10 years, Vogue Talents represents an international point of reference for emerging fashion in all its forms, a platform that facilitates the encounter between talent and the world of work. The constant dialogue between traditional and digital publishing, print media and social media, events and competitions, creative vision and entrepreneurship, has given rise over the years to innumerable collaborations between designers and brands (fashion and others), a Talents Lab that represents the natural consequence of continuous research and scouting work. The Vogue Talent Contest, now running over more than seven decades, has helped launch the careers of journalists, authors, poets, playwrights and even Vogue staff members.

MASTER'S DESCRIPTION

The Master's in Fashion Styling & Visual Merchandising programme 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.

You will 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.

AUDIENCE

The competition is open to candidates who want to join the Domus Academy Master's in Fashion Styling & Visual Merchandising for September 2020 Intake.

The programme is addressed to candidates who have a first-level degree and/or professional experience in fashion design, fashion styling, visual merchandising, design, photography, architecture, or communication.

The programme is also open to candidates with a background in industrial design, journalism, media, or related fields, if they are motivated by interest in the program's topics and a strong portfolio.

MATERIALS REQUIRED

- Portfolio of projects
- Curriculum vitae
- Motivational letter
- Domus Academy Application form*
- Bachelor's degree in Italian or English language
- Bachelor's transcripts in Italian or English
- Copy of passport
- IELTS test official score report

The candidates are asked to send their materials in one sole file in .PDF format.

** 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

DEADLINE

The works must be sent to Domus Academy by and no later than April 3rd, 2020.

Candidates will be informed about the results of the competition by e-mail on April 23rd, 2020.

ENTRY DELIVERY

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

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

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

ELIGIBILITY

Candidates already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2019-2020.

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.
- Materials 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.