



MASTER LEVEL I

MADE IN ITALY, FASHION AND LUXURY

1ST Edition

1500 hours 60 ECTS

Academic Year 2021/2022

MA1190

Title	MADE IN ITALY, FASHION AND LUXURY
Edition	1 ST Edition
Area	Made in Italy
Category	MASTER
Level	Level I
Academic Year	2021/2022
Duration	One year, 1500 hours, 60 ECTS
Objectives	<i>"Made in Italy"</i> is a worldwide famous label which describes cultural heritage, timeless elegance and well-known glamour. In a context where the fashion and luxury industries keep on developing rapidly and are in constant high-demand, the Italian fashion system keeps growing in the main international markets, while still remaining recognisable thanks to its creativity, brand luxury sector and its innovative medium sized enterprises (MSEs). As the Italian excellence of raw materials and manufacturing, craftsmanship, know-how, expertise and creative energy are well recognised within the world of fashion, being familiar with the characteristics of the Italian system represents a value added for those who wish to work in the fashion industry. In this context, this Postgraduate Master course provides students with a strong background that allows them to understand the fashion industry dynamics with a specific reference on Made in Italy and the role that it plays within the fashion industry. This Postgraduate Master focuses on the development of the fashion sector throughout history, marketing strategies and company branding, supply and production chains and fashion communications.

Target audience	The course aims at providing young graduates, young professionals and passionate about fashion with technical skills in the fashion and luxury industry, in order to develop a strong sensitiveness and knowledge towards fashion, quality and “Made in Italy” branded products, identify new business opportunities and successfully manage creative projects within international environments. This Postgraduate Master course mixes technical knowledge, high quality professionals' experiences and practical case studies, by enabling students to build their own professional network while studying through high-technological didactic tools.																																	
Contents	<table><tr><th></th><th>Topics</th><th>ECTS</th></tr><tr><td>1</td><td>History of Fashion and Costume</td><td>6</td></tr><tr><td>2</td><td>The critical factors for launching a brand</td><td>6</td></tr><tr><td>3</td><td>Fashion timing, cycles and collections</td><td>6</td></tr><tr><td>4</td><td>Fashion and Luxury Supply</td><td>6</td></tr><tr><td>5</td><td>The Nearshoring concept and the supply chains dislocation outside the Italian territory</td><td>6</td></tr><tr><td>6</td><td>The Made in Italy concept in the production chain of Italian brands: the Italian territory</td><td>6</td></tr><tr><td>7</td><td>Types of partnerships and their legal and economic aspects</td><td>8</td></tr><tr><td>8</td><td>Supply players</td><td>8</td></tr><tr><td>9</td><td>Fashion Communications</td><td>8</td></tr><tr><td colspan="2">Total</td><td>60</td></tr></table>		Topics	ECTS	1	History of Fashion and Costume	6	2	The critical factors for launching a brand	6	3	Fashion timing, cycles and collections	6	4	Fashion and Luxury Supply	6	5	The Nearshoring concept and the supply chains dislocation outside the Italian territory	6	6	The Made in Italy concept in the production chain of Italian brands: the Italian territory	6	7	Types of partnerships and their legal and economic aspects	8	8	Supply players	8	9	Fashion Communications	8	Total		60
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Activities	The Master Course will be delivered online in distance mode, through the didactic platform accessible 24/7. The distance learning system model adopted provides for assisted learning along a predetermined educational path, with access to didactic materials developed specifically and usable online and to a repertoire of interactive didactic individual and group activities, mediated by the computer and guided by tutors / technology and content experts, able to interact with the students and answer their enquiries. The study of the digital (video lessons of the lecturers with graphic animations) and printed (lecture notes and / or texts) didactic materials usually takes place according to the times and availability of the individual student. Video lessons for theoretical study also through the provision of bibliographies and sitographies etc. in addition to notes and documents for the acquisition of practical skills.																																	
Access Qualifications	The following access qualifications are required: • Bachelor’s Degree qualification (EQF level 6)																																	

Enrolment terms	Enrolment always open																																				
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Enrolment fees	€ 3000,00 to which are added € 116 for service contribution To be paid upon enrolment in a single instalment or divided in two instalments, as follows: <table><tr><th></th><th>Instalment</th><th>Deadline</th></tr><tr><td>1</td><td>1500€ + € 116 per spese di bollo</td><td>at the time of registration</td></tr><tr><td>2</td><td>1500€</td><td>after 1st month of the enrolment</td></tr></table> € 3000,00 to which are added € 116 for service contribution convenzione "Vodafone Turkey" payable in 8 installments divided as follows <table><tr><th></th><th>Instalment</th><th>Deadline</th></tr><tr><td>1</td><td>375€ + € 116 per spese di bollo</td><td>at the time of registration</td></tr><tr><td>2</td><td>375€</td><td>after 1st month of the enrolment</td></tr><tr><td>3</td><td>375€</td><td>after 2nd month of the enrolment</td></tr><tr><td>4</td><td>375€</td><td>after 3rd month of the enrolment</td></tr><tr><td>5</td><td>375€</td><td>after 4th month of the enrolment</td></tr><tr><td>6</td><td>375€</td><td>after 5th month of the enrolment</td></tr><tr><td>7</td><td>375€</td><td>after 6th month of the enrolment</td></tr><tr><td>8</td><td>375€</td><td>after 7th month of the enrolment</td></tr></table>		Instalment	Deadline	1	1500€ + € 116 per spese di bollo	at the time of registration	2	1500€	after 1 st month of the enrolment		Instalment	Deadline	1	375€ + € 116 per spese di bollo	at the time of registration	2	375€	after 1 st month of the enrolment	3	375€	after 2 nd month of the enrolment	4	375€	after 3 rd month of the enrolment	5	375€	after 4 th month of the enrolment	6	375€	after 5 th month of the enrolment	7	375€	after 6 th month of the enrolment	8	375€	after 7 th month of the enrolment
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