



THE ITALIAN LUXURY INDUSTRY 4.0: CHALLENGES AND OPPORTUNITIES

MASTER in LUXURY BRAND MANAGEMENT - JANUARY 2018 INTAKE

Altagamma Foundation, which celebrates its 25th anniversary in 2017, gathers High-End Italian Cultural and Creative Companies. Altagamma's mission is to increase the competitiveness of the High-End industry, contributing to Italy's economic growth.

Beautiful, high quality and well-crafted products and services are Italy's best cultural ambassador. The luxury and 'high-end' – 'alta gamma' in Italian – sector offers a significant contribution to the Italian economy: it is worth about 100 billion euros, contributing to 5% of the GDP, and employs about one million people. These numbers could double, giving an even greater economic and social contribution.

Luxury companies are all faced with the need to review their business models. The new luxury consumers are more prone to spend on experiences than on products, they are more sensitive to sustainability and inclusivity than ever. Mono-brand retail, which has been the leading growth driver of recent years, seems to have reached a saturation point and requires businesses to rethink their distribution formats, from e-commerce to multi-brands.

Finally, new technologies (artificial intelligence, biotechnology, renewable energies, 3D printing, robotics, nanotechnologies, etc.) are affecting the manufacturing cycles and product innovation in all industries.

BRIEF

Candidates will analyze the major trends affecting the luxury sector both from a consumer and a company perspective (the so-called industry 4.0). Building upon their analysis insights, they will identify what are the most pressing challenges faced specifically by Italian Luxury companies (product innovation, relationship with technology, access to capital, internationalization, communicating their unique value proposition, etc...).

They will study the past initiatives already undertaken by the Altgamma Foundation and propose two new initiatives that the Foundation should implement to prepare the ground for companies facing difficult but exciting challenges.

The capability to conduct an in-depth research, the consistency between the proposals and the current Mission of Fondazione Altgamma and the originality of the proposals will all be considered fundamental elements for the assessment of the project quality.

AUDIENCE

The competition is open to professionals and graduates in creative disciplines willing to acquire marketing and brand management skills, as well as business and social sciences graduates who wish to deepen their knowledge of the luxury sector. All candidates should be passionate and eager to pursue a career in a luxury company.

JURY

Projects will be selected and evaluated by the Faculty of the Master in Luxury Brand Management, the Domus Academy Business Cluster and Stefania Lazzaroni Fondazione Altgamma Managing Director.

REQUIRED MATERIAL

- PROJECT DESCRIPTION: a pdf presentation of maximum 10 slides, including impactful visuals and images.
- CURRICULUM VITAE OF THE PARTICIPANT: max 1 A4 page
- STATEMENT OF PURPOSE: max 5 lines on an A4 page
- Copy of Degree Certificate
- Domus Academy Application Form*

The 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.

* Application fee is waived for competition participants.

PRIZES

- One scholarship covering 60% of the total tuition fee of the Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 40% of the total tuition fee of the Master Program
- Two special mentions covering 20% of the total tuition fee of the Master Program

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders - matriculation fee is not included) and €16.990 (for EU passport holders - matriculation fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **September 8th 2017**.

Candidates will be informed about the results of the competition by e-mail on **September 29th 2017**.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

www.competition.domusacademy.com

or sent by e-mail to:

competitions@domusacademy.it

Paper works must be sent to:

Domus Academy

The Italian Luxury Industry 4.0

Master Program in Luxury Brand Management

Via Darwin, 20 - 20143 Milan - Italy

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

MASTER PROGRAM DESCRIPTION

Nowadays, luxury & fashion brands require a new breed of managers, capable of managing both marketing, business and creative imperatives.

The Master program in Luxury Brand Management will allow participants to develop a global and transversal vision of the luxury business, fundamental marketing & branding skills and a strong capacity to dialog with designers and creative professionals operating in the luxury & fashion industry.

The Master focuses on the Luxury & Fashion industry in a transversal way, from traditional luxury personal goods and services to more experiential luxury categories such as Hospitality, Art & Lifestyle. During the course of the program, participants will work in close collaboration with leading Luxury and Fashion experts and with some of the most prestigious Italian and international Luxury companies and institutions.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2016/17 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

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.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

INFORMATION

competitions@domusacademy.it

