



Analyze the Fashion Industry

Undergraduate Program in Fashion Business - September 2017 intake

BRIEF

Applicant is requested to identify a pressing issue or trend related to the fashion industry, conduct an analysis and propose possible recommendations/solutions to address this issue in the future, justify his/her choices.

Use the preferred means of expression (word doc., sketches, etc.). Describe your idea by using text and supportive imagery.

AUDIENCE

The competition is addressed to candidates with a recognized high school diploma and a strong interest in a future career in the Fashion Industry.

JURY

Projects will be selected and evaluated by the Faculty of the program.

REQUIRED MATERIAL

- A digital presentation containing text (max. 1500 words) & images (provide the source) describing your proposal - Format of the presentation: A4 landscape, PDF format, file size under 10MB
- Statement of purpose (see guidelines here below) Please write an essay (max 500 words) elaborating the following questions:
In the next future:
 - what job would you like to do after you graduate?
 - why did you choose DOMUS ACADEMY to achieve that?
 - what are you favorite means of expression?
 - what or who inspires you?
 - how living and studying in Milano will positively influence your work?
- Copy of Secondary School Diploma Certificate (translated in English or Italian)
- Copy of Secondary School Academic Transcript (translated in English or Italian)
- Domus Academy Undergraduate 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 Undergraduate Program
- One scholarship covering 50% of the total tuition fee of the Undergraduate Program
- One scholarship covering 40% of the total tuition fee of the Undergraduate Program

Prizes will be calculated on the standard tuition fee amounting to €21,500 for non-EU students, and €14,990 for EU students.

SCHEDULE

The works must be delivered to Domus Academy by and no later than **March 17th 2017**.

Candidates will be informed about the results of the competition by e-mail on **April 10th 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

Analyze the Fashion Industry

Undergraduate Program in Fashion Business

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

PROGRAM DESCRIPTION

The Undergraduate Program in Fashion Business includes a broad range of competences across several disciplines: fashion management, merchandising, marketing, branding, communication and distribution, with a focus on technological innovation and cross-fertilization with other fields. Students grow the ability to analyze the market, forecast upcoming trends, generate new opportunities, and develop creative and sustainable omni-channel solutions, thanks to the collaboration with real fashion businesses. At the completion of the program students will have a deep understanding of the global fashion industry, starting from the Italian one. They will be equipped with the knowledge, skills and tools to tackle the ever-changing challenges faced by international fashion brands as well as start-ups.

ELIGIBILITY

Candidates holding a valid Secondary School Diploma that was conferred on completion of minimum 11 years of previous global schooling 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

