



MILANO
SUMMER SCHOOL
JUNE > AUGUST > 2010

Milano



Comune
di Milano

NABA
NUOVA ACCADEMIA
DI BELLE ARTI MILANO

COURSES / **FASHION** / ACCESSORIES, JEWELLERY /

FASHION ACCESSORIES DESIGN STUDIO - INTERMEDIATE

LUXURY ACCESSORIES. THE NEW LUXURY DREAMS.

OBJECTIVES

- Analyzing the contemporary European Luxury Accessory Market
- Learning the meaning of "Luxury statement" in its various connotations: Exhibited Luxury
- Understated Luxury, Limited Edition, Shoe Tailoring ... As well as in terms of design, manufacture and craft, marketing and communication strategy.
- Creating a new Luxury Accessory Brand focused on a future idea of Luxury Statement.

MAIN TOPICS

The course focuses on the exploration of the fundamentals of Luxury Accessory Brand collections, made in Italy: shoes and bags. Students will be introduced to the Luxury Accessory world.

The first part of the course is dedicated to exploring and identifying the main European Luxury Accessory Brands: their strategies on the luxury market; the product development in terms of image; communications strategy; specific Italian manufacturing methods.

Students will acquire the principal skills involved in coordinating and developing a new luxury accessory brand. During the course students will be introduced to the Italian Luxury Accessory Districts: they will visit handcraft shoe ateliers and the luxury shoe museum in Vigevano, manufacturing companies producing high luxury shoes in Riviera del Brenta, a leather library that is unique in Milan, as well as multi-brand show-rooms in Milan.

The second part of the course is focused on developing a project to create a new Luxury Accessories Brand. From image design to the final presentation on the market.

LANGUAGE

English

CALENDAR AND ATTENDANCE

20 July – 30 July 2010

45 hours' lesson: on Tuesday 20 July there will be an orientation session from 10 am to 11 am, lessons from 11 am to 1 pm, lunch break from 1 pm to 2 pm and lessons again from 2 pm to 5 pm. On the other days, there will be lessons from 10 am to 1 pm and from 2 pm to 4 pm.

CANDIDATE PROFILE

Applicants should have the following skills:

- Knowledge of the English language
- Creative vision



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- Curiosity in, and aptitude for, sociological research
- A natural talent for communicating a concept through sketches, colours matches, materials combinations, pictures, illustrations.
- Drawing skills (highly recommended but not essential)
- Computer graphic techniques (Power Point, basic skills in Photoshop)

ADMISSION PROCEDURE AND DEADLINE

Please go to <http://www.design-summer-courses.com/enrol-design-courses.html>

and follow the application procedure step by step (you can enrol online or choose the wire transfer enrolment procedure).

The deadline for application form acceptance is 25 June 2010.

ASSESSMENT AND FINAL QUALIFICATION

The course work will be geared towards the presentation of a shoe or bag design project.

At the end of the course, students will be awarded an attendance certificate as long as they have completed 80% of the course.

E.C.T.S.

Currently not available.

TEACHING STAFF

Course Leader and Professor: Orietta Pelizzari

LOCATION

Nuova Accademia di Belle Arti Milano Via Darwin 20 20143 Milano

FEE

€ 1,480 (including a voucher to be spent at the NABA cafeteria for each day of classes)

CONTACTS

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