



COURSES / **FASHION** / FASHION MANAGEMENT /

FASHION MERCHANDISING STUDIO INTERMEDIATE

FASHION GLITTER, AS A RESULT OF CREATIVE AND ANALYTICAL ACTIVITIES.

OBJECTIVES

The course was designed to provide international students with the necessary tools for understanding the dynamic context of the fashion business in Italy and internationally, and the key activities in fashion buying, retailing and merchandising.

MAIN TOPICS

The course will explore the dynamic context and the challenges the fashion industry is facing in the current scenario of increasing global competition. The following topics will be covered:

- Fashion industry sourcing, the supply chain, and the fashion buying cycle
- Types of relationships and managing a portfolio of suppliers
- The buying process, vendor selection and fashion buying decision criteria, fashion retail buying
- Retail brand marketing in the fashion industry
- Internationalization of fashion retailing
- The fashion retail store environment
- Fashion retailers' desired and perceived identity
- Net fashion
- The internationalization of flagship luxury stores.

LANGUAGE

English

CALENDAR AND ATTENDANCE

20 July –30 July, 2010

45 hours' lessons: 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.

Attendance is mandatory.

CANDIDATE PROFILE

Applicants should meet the following requirements:

- Knowledge of the English Language;
- Successful completion of a marketing or fashion marketing course.



MILANO
SUMMER SCHOOL
JUNE > AUGUST > 2010

Milano



Comune
di Milano



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

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:
Laura Quarenghi-Wray

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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