UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 10

2324-3-E1501N116

Learning objectives

The "Fashion and Tourism" course aims to raise awareness, highlight, understand the changing dynamics that distinguish the world of fashion and with creativity, combined with concreteness not only generates business, but is able to give prestige to the "Made in Italy", also can create "fatal tourist attraction " and involve local, national and international interests.

Ability to apply knowledge and understanding

Enhancementt of the knowledge of the Italian Fashion System, significant for the Economic and Tourist aspect of Milan.

Development of the ability to read and analyze an apparatus that creates high business, thanks to a proven chain of companies that have been able to develop with great ability a "Fashion product" and a "Branding" of very high quality and image.

Expansion of critical comparative skills, for understanding the important factors of the Italian Fashion success, obtained thanks to a high commitment of collaboration between all the various creative, productive, commercial and "global marketing" areas.

Increase of interpretative ability and creative capacity on realize projects.

Contents

The course describes the crucial moments of social changes, the development of the economies and customs of the most important countries in fashion business . It represents the old and current aspects of projecting, managing the problems of organization, times, methods, working people, which characterize the Italian Fashion System.

1 . Introduction to the course. The history of fashion, the birth of the Italian “Pret a Porter”.

2. Milan, the international fashion capital. The most important designers / brands. Brand identity and its importance.

3 . The Fashion system: organization and timing of collections.

4 . Fashion shows, fairs, events… Fashion effect on tourism in Milan. Guided virtual tour of the streets of Fashion and Design.

5 . Meeting with a guest / fashion personality. Discussion and comparison of ideas for project works presentations.

6 . Presentations and discussion of the project works

Detailed program

The course, through a historical-sociological path, proposes the decisive moments that led to the birth, development, success of the Italian Fashion Design, which made so important the "Italian Style" and the brand "Made in Italy".

In support of the various arguments, are presented the best recognizable images of the most famous "Brands", the fashion shows, the advertisements, the fashion spaces and everything can help to known, identify a style, to understand how the consumer can identify himself with it, love and buy the final product… The study of different Branding stories.

It describes the organization, the times of fashion, the seasons and many important events, numerous trade fairs, fashion shows, sales campaigns, which attract salespeople, buyers, journalists, models, tourists, with high travel budgets and very interested in living cultural, artistic, musical, playful, experiences. in Milan and outside ...

“Virtual” visit of Milan's luxury streets, boutiques, famous and envied spaces of the Italian Fashion Design.

Meeting with important fashion personalities for a direct confrontation about the organization, operativity and management of the System.
Year 2019/20 meeting with Rita Airaghi Director of the Gianfranco Ferrè Foundation, 2020/21 with Rosita and Luca MIssoni, 2021/22/23 with Cinzia Sasso organizer of "Apriti Moda" very important event that allows anybody to visit many Italian Fashion Houses, like Armani, Versace, Prada, Dolce e Gabbana, Gucci, Ferragamo...

Prerequisites

Interest in discovering many little-known aspects of the world of fashion, aimed at future opportunities for innovative tourism business, including niche ones.

Teaching methods

Lectures, with illustrations of images, videos, surfing on websites, group discussions with analysis and comparison of different situations, virtual tour of the Milanese Fashion Streets, participation of operators in the sector.

Assessment methods

Participation and interventions of students during the lessons. Evaluation of PROJECT WORK (development of an original event project, starting from a simple idea, or from the analysis of an existing case, concerning Fashion and Design).

Participation in at least 2/3 of the lessons is required for a minimum of 16 of 24 hours

Textbooks and Reading Materials

Sustainable Development Goals

QUALITY EDUCATION | GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | PARTNERSHIPS FOR THE GOALS