

Fashion English Language

PREPARATORY COURSE GUIDE

Duration 3 months

Total number of hours 240 hours

Study mode Full-time, compulsory attendance

Location Milan

Language English

Entry Requirements

Must be already enrolled on a Fashion or Design course at Accademia del Lusso

Tuition Fees 4.500 euros

WHO IS THIS COURSE FOR?

This course is designed for those who are already enrolled onto a fashion or design course at Accademia del Lusso taught in English, but who do not feel ready in terms of their language preparation in view of the academic year. It provides students with the opportunity to improve their language skills, whilst at the same time grounding them in some essential aspects of the luxury system in preparation for their successive course at Accademia del Lusso. Furthermore our preparatory course serves to help students make the first step towards a successful integration into their new social and professional environment in Milan.

COURSE OBJECTIVES

This course is aimed at providing students support with studying in English, as well as introducing them to Made in Italy and its value in the world. The course also touches on important elements of the fashion and luxury system, including analysing international markets and the global economic scene.

TEACHING METHOD

The course is taught by experienced and specialist teachers who use a mix of theoretical and practical activities to make lessons interactive and dynamic.

COURSE STRUCTURE

The course is structured into modules, which include aspects such as language elements, fashion-related terminology (in preparation for the subsequent course at Accademia del Lusso), Made in Italy, and essential elements of the fashion and luxury system

ASSESSMENT

Students are assessed through a series of evaluations and a final test.

CONTACT DETAILS

For more information on the course or for how to apply, please contact:
International Admissions Office
 +390575782329 or
 adl@accademiadelusso.com

MODULE DESCRIPTIONS

English Language 1

Students learn English with lessons focussing on grammar and technical language, specialised jargon specific to the fashion sector, comprehension of technical written texts, comprehension of oral texts, effective communication.

Fashion Glossaries 2

Students will learn fashion and garment-related terminology related for example to clothing (both for men and women), details (i.e. collar, cuff, hem, neckline etc.), and accessories (i.e. glove, belt, scarf, boot, bag etc.).

Made in Italy & Italian Luxury Industry 3

Students study the meaning of made in Italy and its cultural value in the world. Emphasis will be on the fashion and luxury goods sectors, though the module will also take a glance at other important sectors onto which made in Italy has placed its distinctive mark, such as food, tourism, wellbeing, and landscape. Students will analyse and discuss the most significant Italian case histories.

International Markets & the Global Economic Scene 4

Students will gain an understanding of the mechanisms employed within international marketing in the fashion and luxury sectors. They will also take a look at the countries currently dominating the global economic scene as well as emerging markets which are entering it now.