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## Made in Italy & Luxury Goods Industry

### COURSE OBJECTIVES

The course aims to provide students with a deep knowledge of the Italian luxury good system in order to fully understand the factors that lay behind the strategies of the most popular luxury brands.

Professional that actively operates in the fashion field will illustrate relevant case histories.

Besides front lessons, students will attend outdoor workshops, which will put them in contact with important realities as well as provide them with a wider perspective Italian luxury system.

Two project-weeks will be part of the academic program. During these periods students will have to work together to develop a common project according to a precise brief and present it to a committee.

These projects, along with the final tests of each module, will be subject to evaluation.

### COURSE PROGRAMME

#### **New Product Development & Merchandising (30 hours)**

**Contents:** Strategies to plan new product offers and their merchandising plans in the fashion & luxury field (focus on leather accessories as a fundamental part of the top luxury production in Italy).

#### **Branding & Communication 4.0 (30 hours)**

**Contents:** The importance of providing a brand experience in the luxury field and how to communicate efficiently the brand identity through new medias.

#### **Made in Italy & luxury goods system (30 hours)**

**Contents:** Study of the success and value of the Made in Italy throughout the analysis of its major players.

#### **Lab**

**Contents:** external visits to relevant realities in the luxury fashion field.

#### **Project-Week**

**Contents:** one week periods during which students will have to work together to develop a common project according to a precise brief and present it to a committee.