

Fashion Styling & Communication

Duration 3 years
Study mode Full-time attendance
Location Milan
Language English or Italian
Credits 180

ACCADEMIA
DEL LUSSO

Entry Requirements

- Upper secondary school qualification. Please note that for qualifications obtained outside of Italy, a Declaration of Value (Dichiarazione di Valore in loco) must be presented by 1st July of the year of enrolment.
- Suitable level of the language the course is taught in, to be demonstrated through formal certification or via an online interview with the admissions office (for non-native speakers).
- All students will be required to reach a B2 level (CEFR) of Italian within the first year of the course.*

Qualification awarded

Bachelor's Degree in Fashion Styling & Communication (**Diploma accademico di primo livello**)

Career prospects

Communication manager, Editor, Fashion editor, Fashion show stylist, Celebrity stylist, Research consultant, Event manager, Fashion show director, PR manager, Image consultant, Personal shopper.

Course objectives

The three-year bachelor's degree course in **Fashion Styling & Communication** at Accademia del Lusso aims to form a versatile professional who has transversal skills and is able to cover **key roles** within the fashion system. Communication in all its forms is an indispensable lever for illustrating, interpreting, and promoting a brand on the main channels. In particular, **communication managers** are the professionals who are specialised in managing fashion communication. They possess in-depth knowledge of the features and potential of all types of media. They plan branding operations, deal with the production of content, and organise publishing, editorial, advertising, press office, and public relations activities. Through **practical workshops**, students will learn how to **design and curate the image of a brand** or fashion

collection for photo shoots, fashion shows, events, advertising campaigns, and other promotional activities. All this is aimed at building an exclusive image through the interpretation of the brand's identity, values, and aesthetics. At the end of the course, students will have acquired the skills to be able to design an effective image, develop storytelling, and create a complete portfolio.

Teaching and learning

The teaching method at Accademia del Lusso is **dynamic and interdisciplinary**. The programme of the Bachelor's Degree in Fashion Styling & Communication includes various types of lessons and activities which differ in form and in educational objectives.

- **Classroom lessons:** traditional classroom teaching, which is compulsory to attend. Including classes based solely on theory, those based on practice, and some which combine both theory and practice.
- **External visits:** guided visits to museums and showrooms, including the analysis of fashion and luxury locations.
- **Seminars:** seminars to consolidate learning, with experts from the fashion and luxury system.
- **Work Weeks and Workshops:** interdisciplinary educational workshops focussed on developing an assigned project.

Teachers

The Bachelor's Degree in Fashion Styling & Communication is taught by **expert** higher education teachers who, as well as teach, also currently work in the luxury sector. This allows students to establish a **direct contact with the business world** right from the start of their course.

Assessment

Students are assessed through **periodical tests and exams**. At the end of the course, students must take a **final exam** and present their thesis before the Examination Committee of Accademia del Lusso.

* Accademia del Lusso provides intensive Italian language courses for those who require support in this area. For more details, please contact us or speak to your student advisor.

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Curriculum - Year 1

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Module code	Discipline	Credits
ABST47	History of art 1 The figurative tradition in modern culture. The main artistic movements from the Renaissance to the end of the eighteenth century. The evolution of styles in relation to the world of fashion and applied arts.	4
ABST48	History of fashion and design 1 The historical evolution of fashion and costume from the dawn of Mesopotamian textiles to the early twentieth century in Europe and the United States. Comparative analysis of the economic, political and social situation and of aesthetic influences in the artistic-architectural field.	6
ABPR15	Fashion image design methodology 1 Research tools and analysis of contemporary fashion. Case studies: recognising and illustrating fashion trends. Creation of thematic content with a personal style. Styling areas and respective targets. How to relate to the different means of communication. Translating trends. Enhancing iconographic communication.	2
ABTEC38	Computer graphics for fashion 1 The role of graphic design in the fashion system. Technical tools for manipulating digital images. Photoshop: basic tool management, use of layers and masks, image retouching tools.	4
ABPC67	Communication of fashion products 1 Glossary and tools for understanding communication techniques. Communication mix. Analysis of the advertisement: structure and contents. The advertising narrative. Genesis of the fashion product, socio-economic processes and dynamics, distribution.	9
ABPR34	Textile culture and colour Fashion design and materials. Analysis and evolution of the textile product from its origins to today. Colour: knowledge and awareness of its uses. Perceptual, communicative, social, symbolic, aesthetic and synthetic aspects of colour. Colour value and chromatic accords. Colour change in relation to surface and light.	9
ABPC67	Writing for fashion journalism Fundamentals for the correct drafting of articles related to fashion journalism. Analysis of the methods and techniques used in the different editorial typologies, traditional to digital. Production of articles and writing exercises.	6
ABPR33	Make-up techniques for show business The role of the fashion stylist. Study of image and aesthetics. Historical analysis of make-up in show business. The icons that marked an era. Full project: clothing, make-up, and hair. Differences between a beauty image and a fashion image. Collaboration with make-up artists and hair stylists.	3
ABLE69	Brand design Strategic marketing. Identification of needs. Competition analysis. Effective promotion. Present and future scenarios of the world of fashion and luxury. Leading companies: case studies.	6
ABLIN71	English Language 1 English language and revision of grammar rules. Written exercises, tests, conversations, dialogues, readings related to the world of fashion.	8

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Curriculum - Year 2

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Module code	Discipline	Credits
ABST47	History of art 2 Overview of the main contemporary artists. Analysis of the relationship between art and fashion. Comparison between the work of artists and the work of designers. Languages of art in fashion.	4
ABST48	History of fashion and design 2 National and international landscape of the most recent trends in fashion design. Analysis of emerging brands and comparison with established brands. Historical / social excursus from the 1980s to today. Dynamics underlying the new forms of design.	6
ABPR15	Fashion image design methodology 2 The functions of the stylist. Participation of the stylist in the creative communication process of a fashion brand. Cultural basis and aesthetic references. Interpreting trends. Fashion publishing. Communicating the visual identity of a brand or fashion event. Production of images to create a portfolio. Themed photographic workshops: the search for images, the construction of the moodboard, and the selection of clothes, accessories, and props. Working as a team creating shots that reflect the concept and personal stylistic choices.	2
ABTEC38	Computer graphics for fashion 2 Image editing and post-production techniques with Photoshop. Main InDesign tools for design processing and layout.	4
ABPC67	Communication of fashion products 2 Social media management in the digital marketing strategy. Analysis and understanding of communication tools. Creativity and objectives.	10
ABPC67	Fashion publishing 1 The Italian and international publishing system. Analysis of the large publishing groups, their target audiences, periodicity, and the stance of the major newspapers. The targets. The fashion editorial office. Practical exercise in developing fashion items to coordinate with advertising and photography. Advertising and communication: roles and tasks of the press office and public relations. Analysis of key players and interlocutors. Relations with businesses and the market. Organising and managing a press kit.	12
ABPR34	Basic fitting and alterations Analysis and study of the different shapes and categories of clothing with practical exercises. Main hand and machine stitches, also applied to repairs. Fitting of an item of clothing. Main fitting techniques for correct wear.	2
ABLE69	Fashion & Luxury marketing Business models in fashion. Marketing strategies and how to create engagement. Customer relations. The codes of communication. Brand strategies to achieve success. Opportunities in the digital age 4.0. Investing in technology.	6
ABLE70	Copyright elements Elements of private law for the protection of copyright in the publishing field. Methods for safeguarding the intellectual property of your own work.	3
ABLIN71	English Language 2 English language and revision of grammar rules. Written exercises, tests, conversations, dialogues, readings related to the world of fashion.	8

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Curriculum - Year 3

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Module code	Discipline	Credits
ABPR15	Fashion image design methodology 3 Creation of images for the portfolio that are representative of personal style. Personal interpretation of the concept of styling. Photographic workshops in the roles of stylist and art director. Casting. Posing and attitude. Make-up and hairstyle photography.	2
ABTEC38	Computer graphics for fashion 3 Techniques for professional portfolio development and personal online graphic presentation.	4
ABPC67	Communication of fashion products 3 Communication 4.0: the link between a business and its interlocutors. The customer becomes the protagonist: no longer a passive consumer, but a special collaborator of the company. The brand that becomes an experience to be shared. Events as a communication strategy for fashion companies. Types of fashion events. The fashion event at every stage: creative design, development, production, budget control. Strategies for understanding, communicating, and promoting personal resources. The fundamental levers of archetypes and of the verbal and non-verbal languages of branding. Analysis of resources, objectives, and personal audience. Communication plan for personal promotion of self, brand, or business.	10
ABPC67	Fashion publishing 2 Creation of editorial content. Sociology of the web: great contemporary theories on the impact of changes brought about by the web. Practical workshop for the creation of a personal publishing project: choice of theme and topics, drafting of texts, creation of a personal publishing schedule.	10
ABPR34	Basic fitting and alterations Analytical, critical, and practical study of garments. Theoretical and technical skills for the modification of garments that have already been produced, including complex ones such as outerwear. Sewing and ironing techniques and tools for fitting. Professional fitting.	2
ABLE69	Fashion start-up management How to start a business project in the fashion sector. Main business models in the sector. Principles of modern entrepreneurship. Development of a winning start-up strategy and an action plan for the launch of a business project.	7
ABLIN71	English Language 3 Conversation in English on articles chosen by students. Writing a curriculum vitae in English and preparing for a job interview through role-play	9
	Credits chosen from optional modules, workshops, and work weeks	10
	Individual work under tutoring	12