

**FASHION STYLING
& VISUAL
MERCHANDISING**
DOMUS ACADEMY MILANO

**design
mundo
afora**

Semester Courses



FASHION STYLING & VISUAL MERCHANDISING

First Semester (September 9th 2025)

	Theoretical Course	Workshop
MODULE 1	Fashion Culture	Retail & Visual Merchandising
MODULE 2	Integrated Communication Strategy	Fashion Styling

Second Semester (November 6th 2025)

	Theoretical Course	Workshop
MODULE 1	Integrated Communication Strategy	Fashion Styling
MODULE 2	Fashion Culture	Retail & Visual Merchandising

Third Semester (February 9th 2026)

	Theoretical Course	Workshop
MODULE 1	Fashion Culture	Retail & Visual Merchandising
MODULE 2	Integrated Communication Strategy	Fashion Styling

The sequence of the teaching activity might vary according to the validated yearly study plan

FIRST SEMESTER

MODULE 1 DESCRIPTION

Theoretical Course

FASHION CULTURE

The Fashion Culture course offers the possibility to deeply analyse and understand the Fashion phenomenon, through an articulated and interdisciplinary approach that involves history, anthropology, sociology and psychology.

Workshop

RETAIL & VISUAL MERCHANDISING

The objective of the Retail & Visual Merchandising workshop is to create retail experiences that balance brand values and identity with the location, space and windows of the assigned store/showroom, and execution feasibility.

MODULE 2 DESCRIPTION

Theoretical Course

INTEGRATED COMMUNICATION STRATEGY

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

Workshop

FASHION STYLING

The Fashion Styling workshop explores the cultural, social, aesthetic and practical aspects of fashion image-making. The workshop focuses on the strategic figure of the fashion stylist, as a professional who is able to build a visual narration through the development of an idiosyncratic vision.

SECOND SEMESTER

MODULE 1 DESCRIPTION

Theoretical Course

INTEGRATED COMMUNICATION STRATEGY

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

Workshop

FASHION STYLING

The Fashion Styling workshop explores the cultural, social, aesthetic and practical aspects of fashion image-making. The workshop focuses on the strategic figure of the fashion stylist, as a professional who is able to build a visual narration through the development of an idiosyncratic vision.

MODULE 2 DESCRIPTION

Theoretical Course

FASHION CULTURE

The Fashion Culture course offers the possibility to deeply analyse and understand the Fashion phenomenon, through an articulated and interdisciplinary approach that involves history, anthropology, sociology and psychology.

Workshop

RETAIL & VISUAL MERCHANDISING

The objective of the Retail & Visual Merchandising workshop is to create retail experiences that balance brand values and identity with the location, space and windows of the assigned store/showroom, and execution feasibility.

THIRD SEMESTER

MODULE 1 DESCRIPTION

Theoretical Course

FASHION CULTURE

The Fashion Culture course offers the possibility to deeply analyse and understand the Fashion phenomenon, through an articulated and interdisciplinary approach that involves history, anthropology, sociology and psychology.

Workshop

RETAIL & VISUAL MERCHANDISING

The objective of the Retail & Visual Merchandising workshop is to create retail experiences that balance brand values and identity with the location, space and windows of the assigned store/showroom, and execution feasibility.

MODULE 2 DESCRIPTION

Theoretical Course

INTEGRATED COMMUNICATION STRATEGY

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

Workshop

FASHION STYLING

The Fashion Styling workshop explores the cultural, social, aesthetic and practical aspects of fashion image-making. The workshop focuses on the strategic figure of the fashion stylist, as a professional who is able to build a visual narration through the development of an idiosyncratic vision.