



CURRICULUM

INTERNATIONAL ACADEMY
OF ART & DESIGN

design
mundo
afora

NABA
NUOVA ACCADEMIA
DI BELLE ARTI

master in

BUSINESS LAW FOR THE FASHION SYSTEM

A collaboration between NABA and UNINETTUNO University

AREA
Fashion Design

AREA LEADER
Milan | Rome
Colomba Leddi

COURSE LEADER
Milan | Online
Luca Belotti - NABA
Francesca Maschio
- UNINETTUNO

LANGUAGE
English
(with simultaneous translation)

FORMULA
Online + 1 week
in presence at NABA
Milan Campus

DEGREE AWARDED
First Level University*
Master's Degree

CREDITS
60 CFU

LENGTH
One year

This First Level University Master's Degree intends to train highly qualified professionals capable of managing the business, legal, technological, and marketing aspects of the fashion and textile industry in a systematic and multidisciplinary way, at national and international level, with a focus on sustainability (environmental, economic, and socio-cultural) and digitalisation aspects. The online Master includes on-demand and live lessons on the UNINETTUNO e-learning platform and one week in presence at the NABA Campus in Milan.

*Accredited by International Telematic University UNINETTUNO.

CAREER OPPORTUNITIES

Fashion legal consultant

International trade specialist

Sustainable regulation specialist

Digital regulation specialist

IP regulation specialist

Talent acquisition specialist

LEARNING OBJECTIVES

To understand the languages and tools of fashion-related disciplines: from economics to law, from e-commerce to new technologies

To manage the dynamics and issues that relate to the legal business and management within the national and international fashion system

To develop an attitude for the management of case studies in contexts of sustainability, the digital world and new opportunities in the fashion industry

CURRICULUM

COURSES	CFU
The textile and fashion system	8
Law in act for the fashion system	8
Intellectual property in the fashion system	8
Digital law in the fashion system	8
Sustainability in the fashion system	8
International law and digital solutions for the fashion system	8
TOTAL CREDITS COURSES	48
Internship	4
Final project	8
TOTAL CREDITS MANDATORY TRAINING ACTIVITIES	12
TOTAL CREDITS MASTER	60

COURSES

THE TEXTILE AND FASHION SYSTEM

It provides an overview of the dynamics, composition and geography of the Italian fashion and textile supply chain, developing content related to the knowledge of districts, the history of product creation (from yarn production to retail), the role of trade associations (Sistema Moda Italia and Camera Nazionale della Moda Italiana), the discovery of professional profiles in the sector, and the structure of fashion and textile companies in corporate (organizational chart) and commercial (points of sale) terms. Completing the module is an in-depth look at international relations between Italy and major players in Asia (China, India) and the Middle East (United Arab Emirates).

LAW IN ACT FOR THE FASHION SYSTEM

It provides, through an interdisciplinary methodology, advanced skills for corporate-legal-management professionals in the fashion and textile industry, and its annexes: commercial contracts (M&A, co-branding, licensing, franchising, merchandising, sponsorships), supply and distribution contracts (agency contracts, antitrust, selective distribution), customs and transportation law, labor law.

INTELLECTUAL PROPERTY IN THE FASHION SYSTEM

It addresses the issues of originality, uniqueness and protection of creativity in fashion by Intellectual Property, starting from the foundations that define Brand Identity and Brand Value in the fashion and textile sector, with a specific focus into the various IP assets relevant to build the best Fashion strategy. The module analyses in detail copyright, trademarks, designs, patents, geographical indications, from registration in the national system, EUIPO and WIPO, to enforcement and protection against counterfeiting. Each lesson offers case studies and strategic solutions on the most renowned fashion brands.

DIGITAL LAW IN THE FASHION SYSTEM

It deals with content related to business opportunities and related legal protections in cyberspace, from a fashion 4.0 development perspective. Starting with elements such as knowledge of digital marketplace dynamics, blockchain and smart contracts, the course focuses on the legal role in the development and evolution of e-commerce.

SUSTAINABILITY IN THE FASHION SYSTEM

It addresses how legal protection can be developed and applied in terms of environmental (planet), economic (profit), and sociocultural (people) sustainability. From the evolution of sustainability in fashion and textiles in terms of circular economy in respect of the environment to supply chain, through disputes and legal implications related to identity and cultural appropriation.

**INTERNATIONAL
LAW AND DIGITAL
SOLUTIONS FOR
THE FASHION
SYSTEM**

It offers insight of large scale changes that fashion industry is undergoing as a direct result of the rise of technology and its impact. Digital transformation is the means by which brand and reputation can be protected in an uncertain and complex environment. The availability of big data, artificial intelligence, metaverse and analytics can be used by fashion companies strategically to tailor consumer experience, reshape supply chain and allow the customer to lead the way. The ultimate challenge for fashion companies is to effect digital transformation solutions in every aspect of its organisational culture. The module also provides the best models and wide range of fashion-specific software solutions for cybersecurity, logistics, manufacturing, retail, sustainability. The objective is to gain expertise and skills that are highly required by fashion to maximise the benefits of digital transformation.

FINAL PROJECT

The conclusion of the didactic path consists of the presentation and discussion of the Final project in front of a Committee composed of faculty members of the Master. The Final project is a research and/or design work within the cultural, management, and communication areas of fashion law, to be developed in an autonomous and independent way, according to the instructions provided by the faculty members.