

# NABA

NUOVA ACCADEMIA  
DI BELLE ARTI

SAP-  
SEMESTER  
ABROAD  
PROGRAMMES

FASHION  
STYLING AND  
COMMUNICATION

A.Y. 2025-26  
HANDBOOK

**design** mundo afora

# SAP

## Syllabus

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### FASHION STYLING AND COMMUNICATION

TEACHINGS	ECTS
History of fashion and costume	6
Fashion anthropology	6
Fashion trends and forecasting	6
Marketing and management	6
Editorial fashion styling	4
Fashion styling for digital content	4
<b>TOTAL CREDITS</b>	<b>32</b>

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## Curriculum

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### **HISTORY OF FASHION AND COSTUME**

**45 hours, 6 ECTS**

*Cognitive-practical course*

#### *Course description.*

The aim of the course is to provide students with a general knowledge of the history of fashion and costume.

Fashion is a form of language, used to communicate the essence of people, to describe the society, economy, religion and many other things; it represents the so-called “Zeitgeist” or “the spirit of the time”. This would explain why clothes are nowadays studied by psychologists, sociologists, economists, anthropologists and art historians.

The course starts from the analysis of the origins of fashion phenomenon at the time of Italian Renaissance and its historical evolution from the French Revolution to nowadays.

Different fashion styles will be seen from an historical and sociological perspective.

#### *Course overview.*

The course has been structured following the below topics:

- the origins of fashion phenomenon at the time of Italian Renaissance, with a new market economy and social mobility;
- the influence of the French Revolution on fashion. Neoclassical and Empire styles;
- 19th century fashion: gender differences in dressing and in social roles. Wedding dress history. The importance of bourgeois women clothing as a status communication. Feminine arts.
- Romanticism in music, literature and fashion. Classical ballet and its influence on fashion. History of tartan.
- Fashion in the second half of the 19th century. Innovation in textile production and beginning of ready-to-wear. The birth of haute couture and first fashion shows in Paris (Ch. F. Worth).
- Dandy phenomenon (George Brummel, Oscar Wilde, Charles Baudelaire).
- Eclecticism in architecture, interiors and fashion. Reform dress. Art Nouveau style. The influence of Japanese art on western fashion.
- 20th century: Diaghilev “Russian Ballet” and Paul Poiret’s revolution in fashion.
- World War I, women’s emancipation, look “Garçonne”. New ideal beauty. Si-

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lent films and make- up.

- Modern women's style from Coco Chanel. Art and fashion. Elsa Schiaparelli.
- 1929 crisis, romantic and retro look in 1930s. White Satin Dress. Movie stars and fashion.
- World War II and "Utility Dress". "New Look" from Christian Dior and postwar rebirth of Parisian fashion. Influence of American life style and music; story of T-shirt and jeans; "fertile look".
- Italian postwar "alta moda" (high fashion) and "Hollywood on Tiber" film production.
- The beginning of Palazzo Pitti Italian fashion shows in 1952.
- 1960s: Space Style, LSD, Pop Art and Op Art, kaleidoscopic prints and psychedelic style.
- Swinging London. Baby-boom and the new teen-agers' market of fashion and music. Baby-look and mini-skirt.
- The beginning of prêt-à-porter: YSL, Pierre Cardin, Paco Rabanne, André Courrège.
- 1970s: pacifism, feminism, "second-hand", Hippies and Punk. The beginning of prêt-à-porter. Shows in Milan.
- 1980s: yuppies, "dress for success", "lookism". From club to fashion. Revolution in menswear (Armani, Gaultier, Versace).
- 1990s: Japanese designers in Paris, minimalism. New Belgian fashion design. Street-style, Grunge.
- Nowadays fashion production and distribution categories: haute couture, prêt-à-porter, Mass- market (FastFashion), Made-to-measure, Outlet, Vintage. Main fashion fairs and events.
- 2000s: globalization, new fashion markets. New luxury. Sustainability. Connection between fashion, design and architecture today.
- Evolution of fashion communication, from magazines to blogs, from catwalk shows to internet.
- View of mega-trends and seasonal trends.

### *Learning outcomes.*

At the end of the course, students will have acquired a general knowledge of the history of Fashion and Costume.



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### *Prerequisites and requirements.*

This course is intended for students who have no background in fashion or related fields.



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### **FASHION ANTHROPOLOGY**

**45 hours, 6 ECTS**

*Cognitive-practical course*

#### *Course description.*

The course focuses on visual and costume anthropology, a branch of cultural anthropology that explores the relationship between images, costumes, and behaviors within different cultures.

Building upon this specific approach, the course will offer an in-depth analysis of contemporary subcultures, examining them directly and “from within.” The aim is to understand and interpret fashion trends through a practical and direct analysis of contemporary fashion, exploring how these trends intertwine with cultural and social practices.

#### *Course overview.*

The teaching approach will be dynamic, participatory, and will engage students in activities that stimulate active involvement, allowing them to explore culture through a variety of sensory and performative experiences. Students will be guided to understand contemporary culture not only through theory but also through practice and direct interaction with the themes being studied.

Students will gain the skills to read and decode the flows of images, signs, and symbols that characterize modern subcultures. The analysis will not be limited to theoretical reflection, but will focus on the visual context we are immersed in daily.

The course aims to create a collaborative environment where students can share their cultural experiences and promote intercultural dialogue.

Each student will be encouraged to bring their own culture into the group, contributing to mutual growth.

Students will explore how daily actions, costumes, and behaviors can be read as forms of nonverbal communication, vehicles of broader cultural meanings. The course will focus on the analysis of performative practices as tools for understanding and communicating these meanings.

#### *Learning outcomes.*

Within the framework of cultural anthropology studies, students are challenged to explore the interdisciplinary theories and methodologies that have shaped the culture of fashion.



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### *Prerequisites and requirements.*

This course is intended for students who have no background in fashion or related fields.



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### **FASHION TRENDS AND FORECASTING**

**45 hours, 6 ECTS**

*Theoretical course*

#### *Course description.*

The course focuses on the complex process that combines different sources of trend information used for inspiration by fashion professionals including designers, buyers or stylists.

Fashion trend forecasting is a fundamental tool in the fashion industry in order to understand what will be popular in the forthcoming seasons. It is also used to determine how market and customers will behave and what they will want to buy in the near future.

The inspirational research is essential for the overall strategy and design process; sources like art, product design, cinema, streets styles and so on contribute to develop a personal and innovative vision for the professionals of this sector.

#### *Course overview.*

Students will be stimulated in order to focus on what is happening around them and within the fashion sector.

The course will be focusing on:

- fashion phenomenology: the fashion process and cycles;
- introduction to the trends research;
- industry and consumer trends: global market changes;
- the networks: trendsetters - cool-hunting - street style;
- media and PR: communication as a trend in fashion;
- digital fashion and journalism.

#### *Learning outcomes.*

At the end of the course, students will have acquired:

- trends presentation tools;
- how and where to make an inspirational research;
- students will show a final project showing their research methods and concept skills acquired throughout the course.



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### *Prerequisites and requirements.*

This course is intended for students who have no background in fashion or related fields.



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### **MARKETING AND MANAGEMENT**

**45 hours, 6 ECTS**

*Theoretical course*

#### *Course description.*

The course is a close examination of integrated marketing strategies, processing how to communicate the value of a product or service to customers, for the purpose of selling the product or service. It will also examine promotional tools that can be employed towards marketing goods and services on an international level.

#### *Course overview.*

Students will be lead through the course by lectures, hand-outs (consisting of relevant information), class assignments, research and practical learning by doing. Students are expected and urged to engage in self-study and preparation. In conclusion, they will have to present a final project, which will connect all of the elements focused on during the semester.

The course has been structured following the below topics:

- buying behavior, image and brand management;
- marketing environment;
- segmentation, targeting, positioning;
- buyer behavior;
- market research;
- product and branding;
- new product introduction;
- channels of distribution;
- integrated marketing communications;
- global marketing;
- marketing strategy (situational analysis, SWOT, implementation and controls)  
customer relationship marketing;
- personal selling.

#### *Learning outcomes.*

Concluding the course, students will have a much better understanding of how to promote their goods to their targeted market group in a successful manner by using branding, advertising, and promotional design and of how to manage a marketing team or campaign.



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At the end of the course, students will be able to:

- integrate strategic thinking and leadership into the practice of marketing;
- define marketing and understand its impact on collaborators, customers and competitors;
- recognize environmental forces and their impact on strategic marketing decisions;
- learn the marketing mix variables and how best to manage them;
- understand customer markets and buyer behavior;
- gain an appreciation of ethical and socially responsible marketing;
- understand the relationship between segmentation, targeting, and positioning;
- appreciate the importance of building and managing profitable customer relationships and creating customer lifetime value;
- research, analyze and manage marketing information.

### *Prerequisites and requirements.*

This course is intended for students who have no background in fashion or related fields.

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### **EDITORIAL FASHION STYLING**

**45 hours, 4 ECTS**

*Cognitive-practical course*

#### *Course description.*

The course deals with the fundamentals of the Italian image and style. Students will be focusing on style hunting and image styling starting from the city of Milan, one of the international capital of fashion, where they may encounter luxury and tailor-made craftsmanship, contemporary art and business, creativity and wearability/creativity.

Marketing and social macro trends are the main basics from which to start a process for a product styling line. From art to social trends: students will learn to incorporate all the information for an innovative application of trend skills that consider marketing strategies.

The aim of the course is to make students play an active role through research, observation and analysis.

The practical application of the process will help students to understand professional outcomes. The course will cover all the related topics such as research methodology, aesthetic and contemporary fashion art influences, trend forecasting, trend analysis, marketing elements, retail strategy.

#### *Course overview.*

The course has been structured by subject areas.

- **Image Analysis:** Learning how to read an image, looking through layers, is one of the most important skills that a fashion stylist needs to be successful. The research begins from the fundamental overview of art painting, digital illustration, advertising campaign and photography.
- **Cool Hunting, from aesthetic to fashion.** Scouting now to forecast the future: Analysis of the cool concept and hands-on exercises. The outcome will be a presentation of the identified trends, composed by images, key words and supporting materials such as textiles and objects of different kind.
- **Styling, style look exercise:** Identification of current trends and practical exercises, by creating a personal styling that best represents the concept connected to the trend itself.



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### *Learning outcomes.*

At the end of the course, students will have acquired:

- the basics in order to recognize styles by hunting cool ideas from the ground;
- the fundamentals in order to understand fashion image language and its connection with elements of art, design and consumer;
- students will be able to classify styles in different section according with market analysis;
- evaluating knowledge on Made in Italy, acquired along the course;
- developing a methodology on building new styles.

### *Prerequisites and requirements.*

It is highly recommended to have either basic skills regarding design (no matter the field: fashion, media, communication, graphics and so on) or basic skills related to marketing (it can be also a successful completion of an introductory marketing course).

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### **FASHION STYLING FOR DIGITAL CONTENT**

**45 hours, 4 ECTS**

*Cognitive-practical course*

#### *Course description.*

The course deals with the fundamentals of the fashion visual image process with a special attention to the Italian fashion brands.

Starting from the city of Milan, a perfect place to get to know the entire system, from corporate image, showroom, shopping office, styling, advertising, retail design and service experience.

The course develops students' initial understanding and experience in style hunting and image styling as the basics of their approach to fashion and design with the aim of further stimulating their potential skills. From marketing and social trends: students will learn how to incorporate all the information for an innovative application of trend skills.

#### *Course overview.*

The course has been structured by subject areas.

- **Image Analysis:** Learning how to read an image, looking through layers, is one of the most important skills that a fashion stylist needs to be successful. The research begins from the fundamental overview of art painting, digital illustration, advertising campaign and photography.
- **Cool Hunting, from aesthetic to fashion.** Scouting now to forecast the future: Analysis of the cool concept and hands-on exercises. The outcome will be a presentation of the identified trends, composed by images, key words and supporting materials such as textiles and objects of different kind.
- **Styling, style look exercise:** Identification of current trends and practical exercises, by creating a personal styling that best represents the concept connected to the trend itself.

#### *Learning outcomes.*

At the end of the course, students will have acquired:

- the basics in order to recognize styles by hunting cool ideas from the ground;
- the fundamentals in order to understand fashion image language and its connection with elements of art, design and consumer;
- students will be able to classify styles in different section according to the market analysis;
- evaluating knowledge on Made in Italy, acquired along the course;



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- developing a methodology on building new styles.

### *Prerequisites and requirements.*

It is highly recommended to have either basic skills regarding design (no matter the field: fashion, media, communication, graphics and so on) or basic skills related to marketing (it can be also a successful completion of an introductory marketing course).