



DOMUS ACADEMY
MILANO

AY 26-27

Dual Award Master's Programme / Academic Master's Programme in

FASHION MANAGEMENT

About Domus Academy



“Domus Academy for me is a modern Myth where Naiveness awe Complexity (and viceversa) and Rationality embraces Poetics (and viceversa)”.

Juan Carlos Viso, Venezuela

“Domus Academy is a melting pot of culture and cultures, of up-coming and established professionals; it is the place where design is not a discipline but a way of seeing things and tackling life”.

Giulio Ceppi, Italy

“Domus Academy defined my identity as a designer at the center of chaos, multi-cultural influences and a beautiful country like Italy. One year at Domus Academy pushed my creativity to a higher level.”

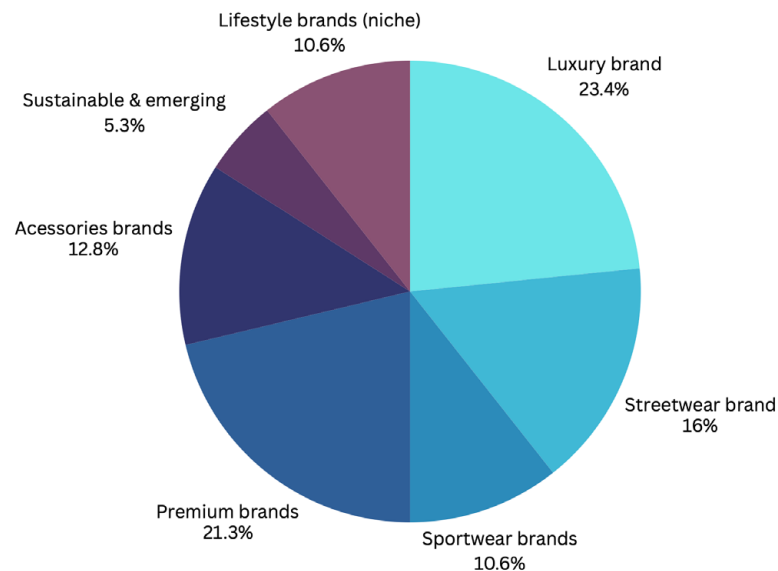
Sander Brouwer, The Netherlands

“Domus Academy was founded to create differences, heterogeneity, discontinuities, turbulence and leaps.”

Isao Hosoe, Japan

Master in Fashion Management

The Master's in Fashion Management is workshop-based, supported by seminars, lectures, tutorials, and fieldwork. Industry professionals, the course leader, and project leaders will guide you via individual coaching and mentorship. The combination of accredited coursework and real-life professional projects gives you the opportunity to build on your academic foundation, while gaining valuable work experience directly applicable to your future career. You can apply to the Academic Master's Programme, accredited by the Italian Ministry of Education, or to the Dual Award Master to obtain both an Academic Master's Degree with Italian validation and a Master of Arts Degree with a UK validation.



*Project by Federico Radicati,
Hurmuz Palkhiwala, Giovanna
Alvarez Santini, Yi Hsuan Tu.*

Career Profiles

Mastering the culture and practices of the fashion business to progress to top management positions in the fashion industry. With many Alumni now working for innovative brands including Prada, Louis Vuitton and Ferragamo, you can aim high and aspire to a successful career in a variety of roles, including

BRAND MANAGER

FASHION BUYER

RETAIL MERCHANDISER

COLLECTION MERCHANDISER

PRODUCT MANAGER

RETAIL/STORE MANAGER

PR AND EVENTS MANAGER

MARKETING MANAGER

Learning Outcomes

- Thrive in the fast-paced world of fashion management.
- Gain a broad view of the fashion industry by interacting with professionals and brands.
- Explore all areas of fashion brand management, from buying to store management, through to public relations and events.
- Apply management skills in a creative context and in challenging and complex business arena.
- Get familiar with the fashion culture, marketing tools and buying methods and engage in research projects to develop creative and financially viable strategies.
- Enjoy unique opportunities with professionals and cutting-edge labels to gain industry-relevant experience and transition your brand management knowledge from theory to practice.
- Analyse key values, products and financial parameters to produce innovative and creative business solutions that will make you stand out from the crowd.

Audience

The programme is designed for you if you have a first-level degree and/or professional experience in fashion and accessory design, art, the humanities, economics and business.

It is also open to you if you come from a different academic or professional background, as long as you can demonstrate strong motivation and a genuine interest in engaging with the programme's subject area.



Subjects and Workshops

SUBJECTS

Fashion Marketing and Management
Integrated Communication Strategy
Business Design for Creative Leaders

WORKSHOPS

Fashion Brand Management
Fashion Merchandising and Buying

ELECTIVE WORKSHOPS

One to be chosen among:

Fashion Styling and Digital Content Creation
Entrepreneurship through Design
Retail and Visual Merchandising
Digital Communication
Fashion Brand Management
Fashion Merchandising and Buying

THE RANGE OF SELECTION VARIES ACCORDING
TO THE STUDENT'S ENTRY INTAKE

Subjects

FASHION MARKETING AND MANAGEMENT

- SUBJECT

The Fashion Marketing and Management subject examines advanced marketing and management principles and provides strategic frameworks and operational tools to develop a comprehensive marketing plan for a fashion company.

INTEGRATED COMMUNICATION STRATEGY

- SUBJECT

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

BUSINESS DESIGN FOR CREATIVE LEADERS

- SUBJECT

It offers you knowledge and tools to calculate and model the core aspects of real business scenarios, by examining, interpreting and summarising the economic performance and viability of a company, studio or consultancy. You will explore fundamental accounting, financial and business planning tools; short- and long-term profitability aspects; various sustainable business model approaches; and how to build long-lasting competitive advantages.

The subject provides the tools to plan, compare and select the various options to fund innovative projects or enterprises within a long-term horizon and a general framework around intellectual propriety and copyright aspects and regulations.



"Past, present and future", project by Natasha Puskas, Kayi Lee, John Chacko, Viola Lin.

Workshops

FASHION BRAND MANAGEMENT - WORKSHOP

The workshop in Fashion Brand Management addresses the dynamics within fashion brands and the various strategies they employ to develop and foster their value and offer. You are required to analyse a brand's vision, core values, and verbal and nonverbal DNA. You then learn to assess what is at the core of the brand's identity, explore new business opportunities and build powerful brand "touchpoints", through new brand extensions, advanced brand content, and refined brand image, while ensuring the highest consistency throughout the consumer experience. The workshop tackles real industry-led briefs, obliged to practical outcomes in collaboration with the industry partner.

FASHION MERCHANDISING AND BUYING - WORKSHOP

The purpose of the Fashion Merchandising and Buying workshop is to give you a detailed insight into the key role and responsibilities of a Collection Merchandiser and Fashion Buyer in the context of both retail and wholesale channels. You will examine the prerequisites of the role: from professional competencies to personal attributes. In the current omnichannel fashion retail context, buyers are accountable for ensuring that a store's merchandise mix has the appeal to convince and convert potential customers. They are accountable for maximising turnover and profit margins while minimising inventory risk. You will engage in analysing fashion trends through a deep examination of fashion catwalks, shows and presentations. You will learn to identify market opportunities by analysing consumer demand, trends and behaviour from a socioeconomic and cultural point of view, and to translate them into a feasible buying concept and a balanced assortment.

FASHION STYLING AND DIGITAL CONTENT CREATION - ELECTIVE WORKSHOP

The Fashion Styling and Digital Content Creation workshop explores the cultural, social, aesthetic, and practical dimensions of fashion image-making, spotlighting the stylist as a key strategic figure – capable of crafting compelling visual narratives through a distinct and personal vision. The workshop also covers the creation of digital branded content, equipping you to translate your styling concept across multiple platforms and media.

ENTREPRENEURSHIP THROUGH DESIGN - ELECTIVE WORKSHOP

In a landscape full of ideas and emerging business ventures, what does it mean to approach business through the lens of design? It involves using design processes, alongside multidisciplinary methods and tools, to refine and bring an idea to life or rejuvenate the business model of an existing brand by proposing innovative and feasible solutions within a strategic and sustainable framework. This workshop explores the issues, theories, cultures, and methodologies relevant to designing the "ideal business," based on the belief that every successful enterprise starts as an aspiration brought to life. The aim of this workshop is to develop a comprehensive business design strategy and plan that is both visionary and practical, achieved by applying design methodologies, sensibilities, and sustainable perspectives to business.

RETAIL AND VISUAL MERCHANDISING - ELECTIVE WORKSHOP

The Retail and Visual Merchandising workshop aims to design impactful retail experiences that not only reflect brand values and identity but also leverage the unique characteristics of the store, its location, layout, and window displays. Emphasis is placed on creating immersive in-store environments that captivate customers, enhance engagement, and bring the brand story to life, all while ensuring execution is practical and feasible.

DIGITAL COMMUNICATION - ELECTIVE WORKSHOP

The objective of the Digital Communication workshop is to support you in appraising effective and innovative digital communication strategies to be implemented by lifestyle and luxury brands throughout all touchpoints with the consumer. In particular, the objective is to design and execute communication concepts, plans and digital strategies that preserve and enhance emotional aspects and values focused on generating tangible business results (new customer acquisition and loyalty) and brand image and awareness (customer engagement and advocacy). With an exponential rise of digital media platforms and channels, luxury brand managers are dealing with an extremely fragmented media landscape. Luxury brands need to adapt their communication strategies to each of those platforms, which implies translating and adapting their storytelling into multiple formats. They need to give their customers and audience a more personal and active role by inviting them to nourish brand-generated content. Simultaneously, luxury brands must guide the creation of these new contents and counterbalance them with the production of innovative and authoritative ones.

Course Leader

Gaya Calabrò

Dual Award Master's Programme / Academic Master's Programme in Fashion Management

“Brand Management in fashion and luxury in our opinion is the right juxtaposition between creativity and business to ignite future changes based on our history.”

Gaya Calabrò has an extensive background as an Online Manager and e-commerce Buyer, leading her to manage brand portfolios in fashion and accessories, prospect new partners, and support the development of online strategies and marketing campaigns.

She is specialised in European Public Relations, with a major in Marketing. She began her professional career working between Paris and Milan for a well-known software house, coordinating marketing and communication activities. Afterwards, she entered the world of fashion and luxury, working as menswear buyer at .com and retail international companies. She currently works as an E-commerce and Buying consultant for fashion and lifestyle brands in Italy, Switzerland and China.

Faculty

Visiting professors and collaborators include fashion brand managers, buyers, merchandisers, designers, and entrepreneurs such as:

Fernando G. Alberti, Andrea Banfi, Silvia Barbieri, Sara Bellani, Marjorie Biawa, Gabriela Coniglio, Sabrina Firman, Peter Hamer, Barbara Mariotti, Gabriela Moschini, Marcio Oliveira Silva, Bianka Renn, Serena Sala, Laura Santanera, Annamaria Tartaglia.



Gabriela Moschini

Master's Programmes

You may choose to obtain either 1 award in 11/12 months (**Italian study path**)
or 2 awards (**Italian + UK study path – Dual Award**) in 14/15 months

ACADEMIC MASTER

Duration: 11/12 months



AWARD: Academic Master

Italian Validation

CREDITS: 60 ECTS

LANGUAGE: English

GRADUATION CEREMONY: Milan (Italy)

ALUMNI COMMUNITY: Domus Academy

SEPTEMBER 2026 INTAKE:
from 7th September 2026 to 2nd August 2027

NOVEMBER 2026 INTAKE:
from 2nd November 2026 to 12th November 2027

FEBRUARY 2027 INTAKE:
from 8th February 2027 to 11th February 2028

FASHION MANAGEMENT

DUAL AWARD

Duration: 14/15 months



AWARD: Academic Master

Italian Validation

CREDITS: 60 ECTS

LANGUAGE: English

GRADUATION CEREMONY: Milan (Italy)

ALUMNI COMMUNITY: Domus Academy

AWARD: Master of Arts

UK Validation

CREDITS: 180 CATS (90 ECTS equivalent)

LANGUAGE: English

GRADUATION CEREMONY: London (UK)

ALUMNI COMMUNITY: Regent's University London



SEPTEMBER 2026 INTAKE:
from 7th September 2026 to 19th November 2027

NOVEMBER 2026 INTAKE:
from 2nd November 2026 to 18th February 2028

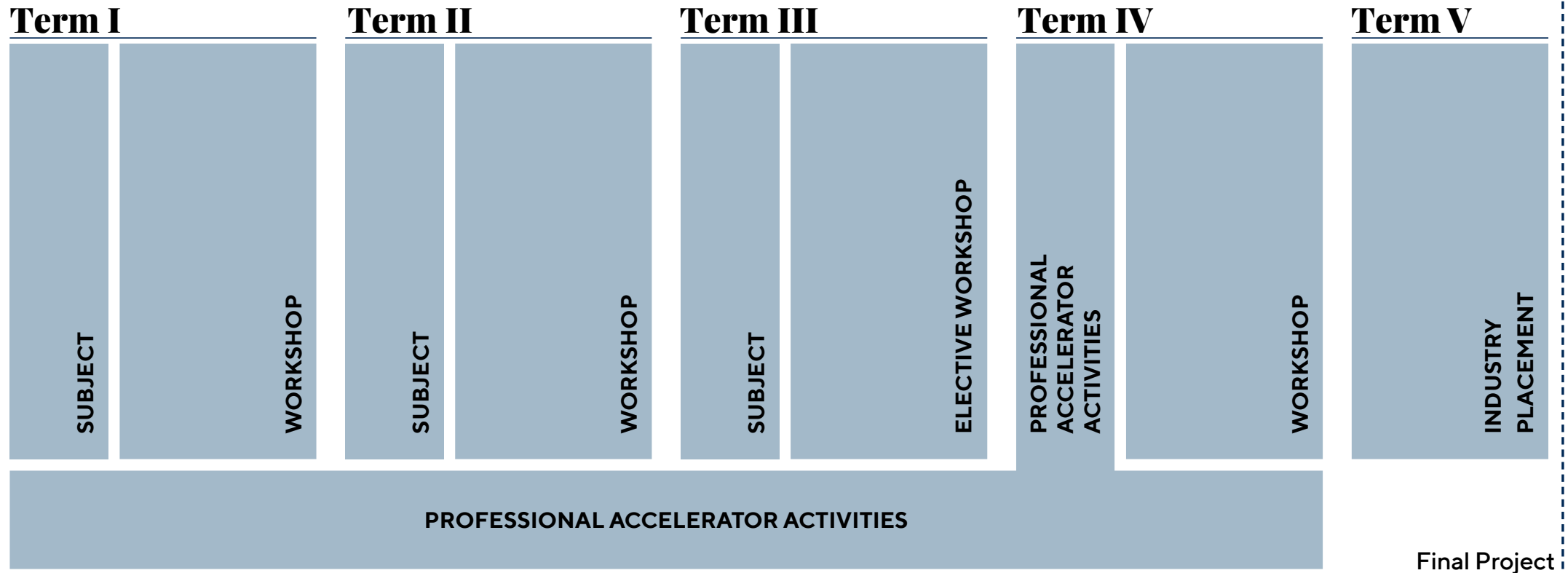
FEBRUARY 2027 INTAKE:
from 8th February 2027 to 28th April 2028

SCHOOL OF BUSINESS

10

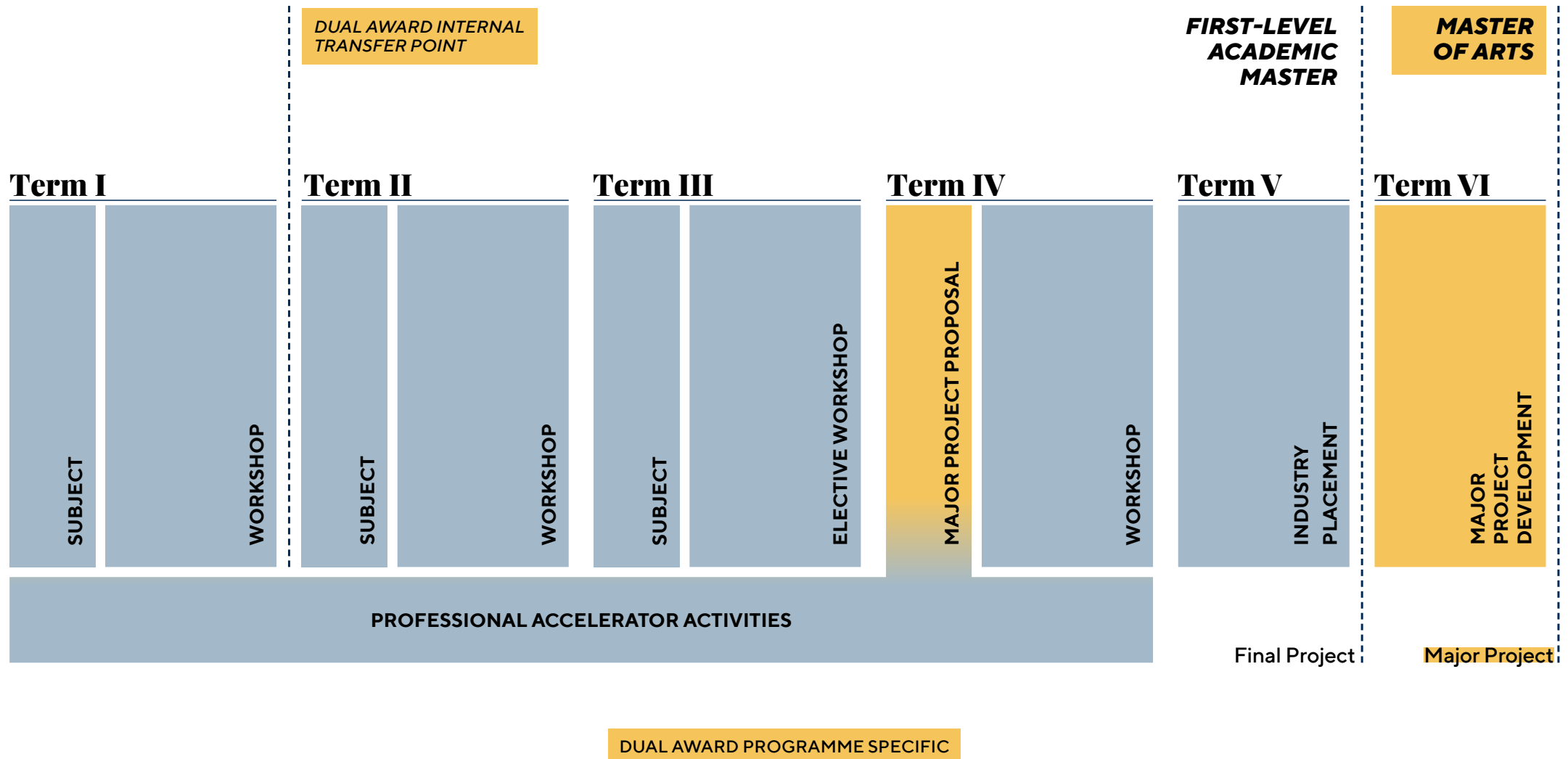
Academic Master Structure

**FIRST-LEVEL
ACADEMIC
MASTER**



Dual Award Structure

Get 2 prestigious awards in less than 15 months



Glossary

SUBJECTS

These modules cultivate an engagement-driven environment, blending lectures, tutorials, and seminars to enable you to explore foundational theories, key methodologies, and practical applications in the field, thus developing both foundational knowledge and technical expertise.

WORKSHOPS

Guided by industry professionals and faculty project leaders, workshops emphasise hands-on, collaborative learning through project-based activities and experimentation, often carried out in partnership with leading industry partners or external stakeholders, to develop innovative products, services, strategies, and interventions at various scales.

PROFESSIONAL ACCELERATOR ACTIVITIES

These activities are designed to enhance your professional profile while fostering awareness of emerging job trends and market opportunities. It focuses on equipping you with essential skills to craft a professional identity and offering practical engagement with the professional world through mock interviews, expert-led presentations, and networking opportunities with industry leaders and successful alumni.

INDUSTRY PLACEMENT

This module helps you develop professional expertise in your chosen industry, equipping you with the skills to address industry challenges and enhance your employment prospects. You will gain hands-on experience through either an internship or a project-based learning experience on campus, building practical knowledge and valuable career connections.

FINAL PROJECT

You will develop a personal and comprehensive project, culminating your academic journey. This includes conducting design research, generating concepts, and developing the project, transforming ideas into tangible outcomes, while refining both creative and technical skills along the way.

MAJOR PROJECT PROPOSAL

This module, specifically for the Dual Award Programme, serves as an action plan for your Major Project Development. You will define project objectives, assess your topic, and identify opportunities for exploration. With academic support, you will refine your methodology and focus, laying the groundwork for your research. Lectures, seminars, and feedback from mentors and peers will help shape the proposal, setting the foundation for your Major Project.

MAJOR PROJECT DEVELOPMENT

The module marks the final stage of studies for the Dual Award Programme, expanding upon the proposal developed in the Major Project Proposal module. You will conduct in-depth research, applying advanced methods to a self-initiated project aligned with your area of study. Collaboration with an advisor will help refine the project, addressing contemporary challenges and showcasing future solutions and innovations. The final submission will reflect your research, design process, and outcomes fostered by an interdisciplinary environment.

Methodology

Our teaching approach is based on workshops developed in collaboration with innovative and renowned companies and addressing specific research themes.

In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of **companies** to present your work and ideas as a link between the specific disciplinary perspective and the broader cultural/economic context.

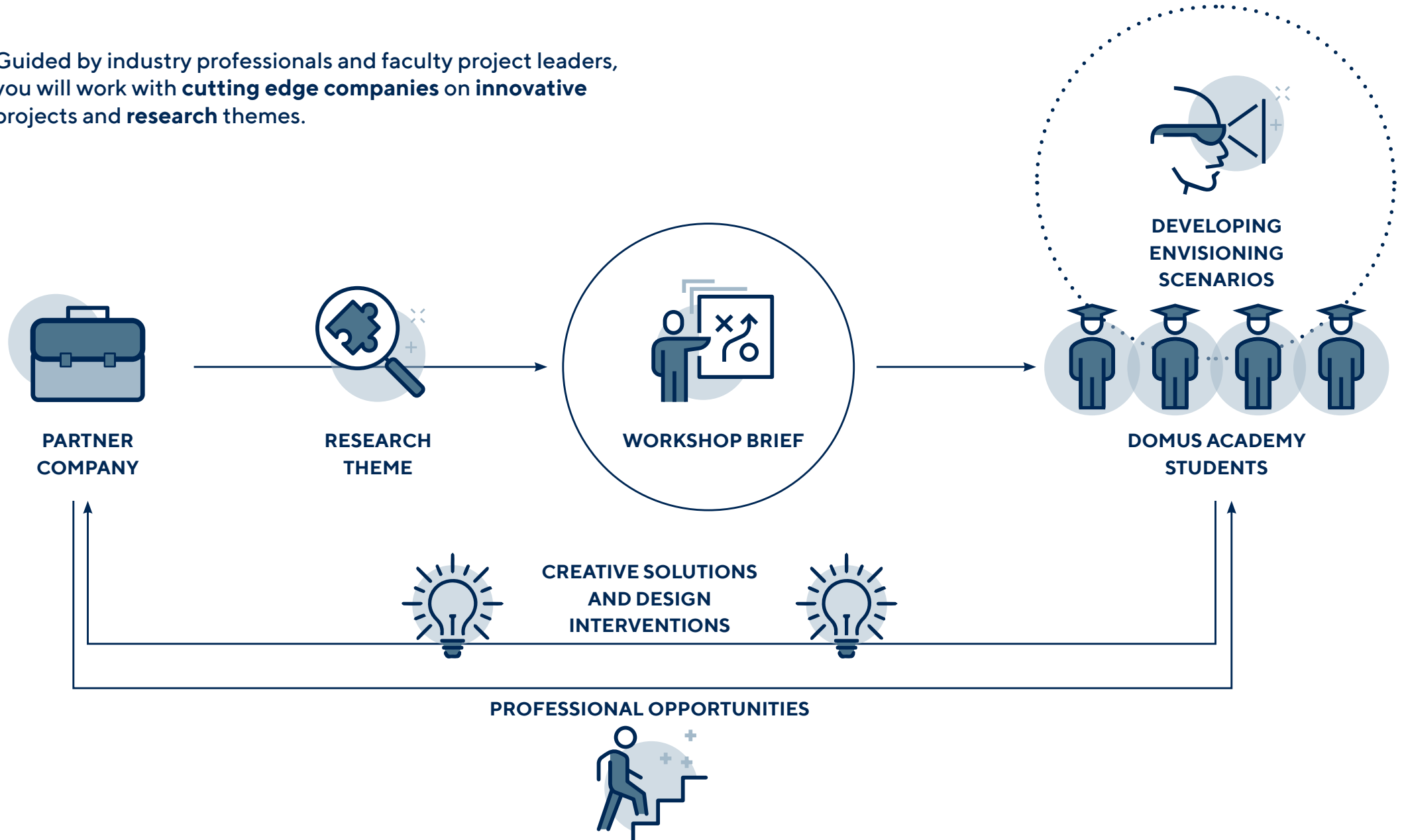
Based on a **cross-disciplinary** methodology, each workshop can involve students from **different Master's Programmes** working on diverse aspects of the same research issue.

The workshop culminates in a **final presentation** to the faculty and invited company representatives and professionals.



Workshop: from Concept to Creation

Guided by industry professionals and faculty project leaders, you will work with **cutting edge companies** on **innovative** projects and **research** themes.



Companies

Several companies and design studios collaborated with the Master's in Fashion Management, such as:

COMING SOON - AY 2026/27:

RINASCENTE

MYTHERESA

BIFFI
BOUTIQUES

SLOWEAR

10·CORSO·COMO


MONCLER

A N T E P R I M A

ANTONIA™

BALLY

CYCLE

SA SU PHI

Δ X
SUN68

ANN DEMEULEMEESTER

Case History



Project by Federico Radicati, Hurmuz Palkhiwala, Giovanna Alvarez Santini, and Yi Hsuan Tu, in collaboration with Antonia.

The project aimed to create a comprehensive buying strategy for Antonia Brera, in line with the store's sophisticated and curated retail identity. Through a detailed analysis of Antonia's brand mix, merchandise assortment, and target customer persona, a buying plan was developed. The strategy focused on three key brands – Bode, Visvim, and Margaret Howell – and was built around the concept "Daze Off". It drew on elements such as artisanal craftsmanship, vintage-inspired aesthetics, timeless design, and understated luxury – all of which reflected Antonia's core values of craftsmanship, exclusivity, and modernity.

SLOWEAR



Project by Lu Yifan, Wei Yutong, Dzuthovolu Nienu, and Liu Shuxin, in collaboration with Slowear.

After conducting an in-depth analysis of Slowear's brand values and current architecture, students developed a comprehensive rebranding plan. It consolidated all sub-brands under the Slowear name, positioning the company as a leader in sustainable fashion and aiming for B-Corp certification. The communication plan included IG campaigns, newsletters, outdoor advertising, and a rebranding launch event. To enhance the customer experience and reduce environmental impact, the strategy proposed the development of a Slowear app featuring virtual try-on capabilities. Finally, visionary store window designs were proposed for the Milan and China locations, aligning with Slowear's renewed identity and its commitment to sustainability.



Alumni

Domus Academy Alumni Community includes over 5,000 Alumni from all over the world spreading the value of a shared experience and culture.

Some of Domus Academy Alumni:

Kittima Kwangnok, Thailand – Founder of the fashion brand KITTIMA

Gaia Piazzesi, Italy – e-commerce Manager at MSGM

Erica Salatin, Italy – PR Specialist at Damiani

Anna Quirino, Italy – Italy Marketing and Social Media Manager at Aethos Hotel

Federica Russo, Italy – Retail Operations Associate at Ermenegildo Zegna Group

Arethi Micha, Greece – Senior Business Relationship Manager (IT/DE) at Condé Nast

Pia-Maria Laux, Germany – Senior Lead Global Merchandising Apparel at ON

“Looking back at my time at Domus Academy, I consider it truly remarkable how I could observe my fellow students and me unleashing our potential.

The intense collaboration with diverse individuals forces you to tear down any mental wall that you might have built up during your life and become a creative, open-minded problem solver.”

Admission Process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

For the 1-Year Academic Master's Programme:

- Holding a first level academic degree (Bachelor's Degree or Academic Diploma) in a field related to the chosen study programme*.

For the Dual Award Master's Programme:

- Holding a first level academic degree equal or higher than 2:2 (British undergraduate degree classification) in a field related to the chosen study programme*. Students holding a Bachelor's Degree lower than 2:2 will be requested to attend an interview with the postgraduate admission panel, proving also one year of relevant work experience.

*Master's Programmes are also open to students with not related degrees or diplomas, if the applicant is motivated by a research interest towards the programmes' topics.

3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

admissions.domusacademy.com/dadea/

Please notice that if you are supported by an external educational counsellor your representative will send us directly your application pack.

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

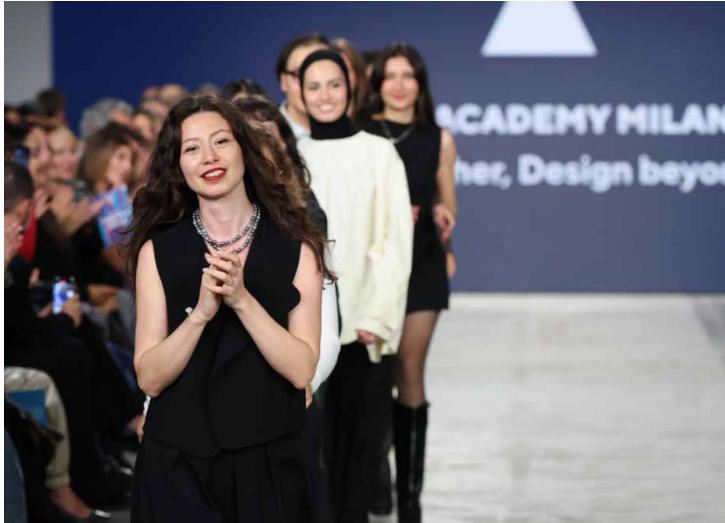
- Curriculum vitae
- Copy of Bachelor's Degree or Academic Diploma in original language and translation if necessary* or official certificate of expected Graduation issued by the Institution
- Copy of Bachelor's Degree or Academic Diploma's official transcript / mark sheet in original language and translation if necessary* (listing subjects and exams, with corresponding number of hours / credits) or most updated official transcript / mark sheet if not graduated yet
- Certificate of English language proficiency (for Academic Master's Programme: IELTS 5.0 or equivalent; for Dual Award Master's Programme: IELTS 5.5 overall and 5.5 in every single part or equivalent)
- Motivational letter
- Copy of passport
- Portfolio of projects (not compulsory for Master's in Business Design, Fashion Management and Luxury Brand Management)
- Application fee of €100
- Two reference letters for Dual Award Master's Programme only

*Accepted languages: Italian, English, French, Spanish

4. ENROL IN THE PROGRAMME

Upon being offered a place, you must secure it by submitting the Enrolment Form and a receipt showing the payment of the pre-enrolment fee within official deadline provided in the admission letter. Admissions office will inform you about documents needed for enrolment and matriculation to the course. Domus Academy will assist you for visa application. If you are non-European student, you will need to apply for study visa via University and check with the Italian Embassy or Consulate of reference for the proper documents needed.

Why Domus Academy



A PLACE FOR ENVISIONERS

The visionary school of design research and experience supporting the next-generation to be system game-changers and leaders of tomorrow, encouraging young talents to use imagination and creativity to shape the world and create the change.

CROSS-KNOWLEDGE PROFILES

The school has always focused its pedagogical approach on vertical knowledge as well as on horizontal skillset, contaminating different areas of knowledge and providing students with long lasting curriculum.

REAL INTERNATIONAL ENVIRONMENT

An open international and collaborative environment where talents can work with faculty and companies on future based concepts through disruptive and cross-disciplinary design approaches.

UNIQUE EXPERIENCE & CAREER OPPORTUNITIES

Learning methodology based on multiple activities: lectures, workshops, labs, bootcamps, and customisable study plan. Connections with companies and professionals, masterclasses with designers and Alumni. Highest Certified Placement Rate.

ICONIC DESIGN SCHOOL IN THE DESIGN CAPITAL

Full range of courses with Italian and International accreditation. Based in Milan, the world's capital of fashion and design. Internationally recognised as one of the most iconic Schools.

Awards and recognitions

SCHOOL AWARDS

- Selected by **Calibre** as one of the Best Fashion and Design Schools 2026
- Recognised as one of the world's top 30 schools by **CEOWorld Magazine**
- Included in the top 3% of universities globally by **QS World University Rankings** by Subject 2026
- Included in **THE Impact Rankings**
- Included in **UI GreenMetric**, the ranking of the world's most sustainable universities
- Selected by **Azure Magazine** as Top 8 Interior Design and Interaction Design Schools
- Listed by **Domus Magazine** as one of Europe's Top 100 Schools of Architecture and Design
- Listed as one of the Best Design Schools in the World by **BusinessWeek**
- **Compasso d'Oro** Award by the ADI, Associazione Disegno Industriale (Industrial Design Association)



WORLD BRAND
DESIGN SOCIETY

STUDENT AWARDS

- Rüyâ Akyol (Master in Product Design): winner Young Designer of the Year by the Elle Decoration International Design Awards (EDIDA) Türkiye, 2025
- Catherine Cable, Sarah Abdel Jalil, Tina Jain, Sevval Ozdogan, Sanjoli Gupta (Master in Visual Brand Design, Master in Business Design and Master in Product Design): selected to take part into 2025 Gwangju Biennale, Korea
- Özge Üçoluk (Master in Visual Brand Design): winner Graphic Designers Professional Association (GMK) Award, 2024
- Elena Candeliere, Nicholas Aron and Wiphawee Maneengarm (Master in Interaction Design, Master in Product Design, Master in Service Design): Winners Compasso d'Oro Targa Giovani certification 2024
- Christophe Pillet (Master in Product Design): Winner Wallpaper* Magazine Design Awards 2023 (Best Outdoor Lounge category)
- Niko Koronis (Master in Design): Winner Wallpaper* Magazine Design Awards 2023 (Best Construction category)
- Maddalena Casadei (Master in Product Design): Included in AD100/2022
- Irem Başer Oğan (Master in Product Design): Winner IF Design Award 2021
- Morgan Ræ (Master in Interior & Living Design): Winner Radical Innovation Award 2021
- Namit Khanna (Master in Product Design): Winner EDIDA India Young Talent 2021
- Daniele Ficarra (Master in Product Design): Winner Swarovski Foundation Institute contest 2021
- Defne Koz, Marco Susani (Master in Product Design): Winners Compasso D'Oro 2020

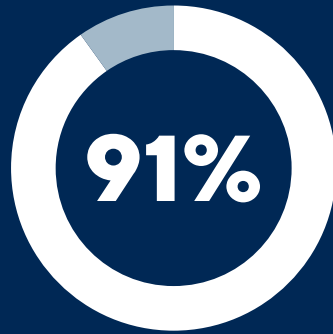
Projects by Domus Academy alumni have been recognised worldwide since the school's foundation in 1982; here we highlight a selection of the most recent awards.

Facts and Figures

Source: Doxa 2025



Internship / Project
Learning Experience



Certified Employability Rate
one year after diploma



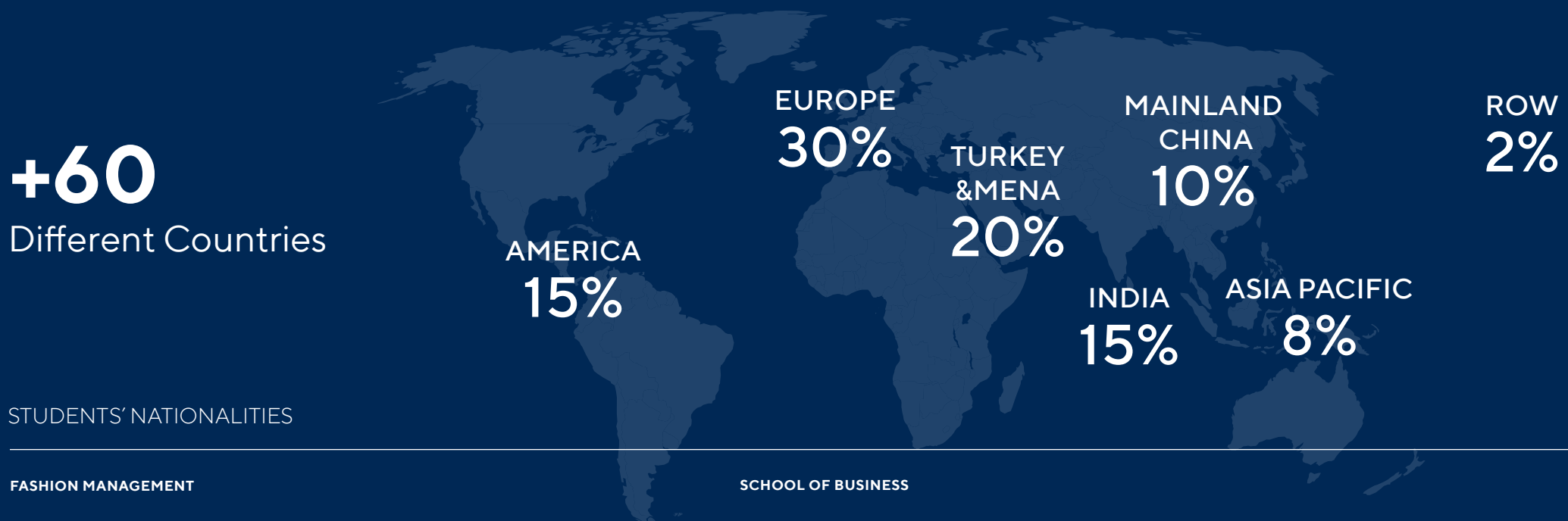
PAYBACK PERIOD



COMPANIES COLLABORATIONS **+40**/year

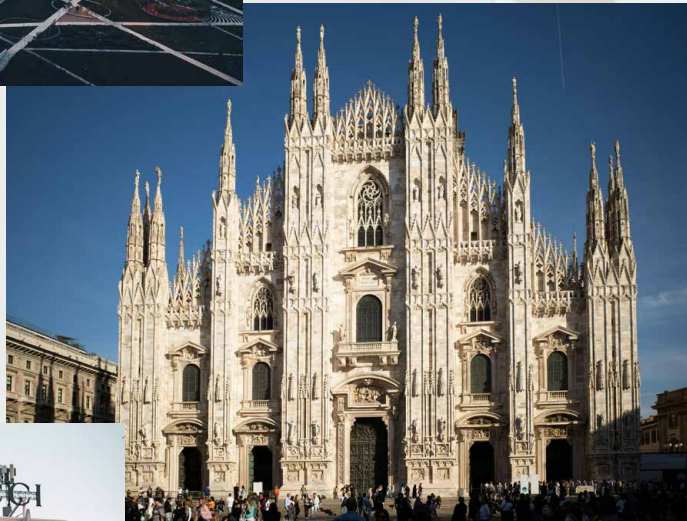
+60

Different Countries



STUDENTS' NATIONALITIES

Milan, Design & Fashion Capital



Design is part of the fabric of Milan. From the city's fashion tradition to its new role as a startup hub, Milan is home to a thriving commercial design industry and a globally facing creative culture.

Life in Milan moves at a relentless pace, in fact it's hard to remain unmoved or detached from all the cultural, social and business activities afoot. It follows that there is no better place to pursue a design education.

Milan is the world capital of fashion and design, brimming with innovative and creative people, emerging designer boutiques and businesses whose longstanding success is built on design.

The centre of Milan is home to the flagship stores of some of the most important fashion and design brands, including Cappellini, Driade, Kartell, Versace, Armani and Valentino. Therefore, students can draw inspiration from the trend-setting work of the world's leading designers and, at their fingertips, will be Italy's finest artisans and manufacturing facilities, that make Made in Italy craftsmanship famous around the world.

Milan bristles with life. Every year during the Fashion Weeks, Design Week and their various ancillary activities such as the Fuorisalone, Milan becomes one big showroom, full of non-stop exhibitions, performances, parties and conferences featuring prestigious international guests. But the reach of design doesn't stop there, it can be seen in the outline traced by the city's new skyline, in the partnerships being developed between research, design and business, and in the deployment of new technologies that tackle the widest possible range of design problems.

Milan is a creative environment like no other.



Domus Academy is part of Galileo Global Education, a world leader in independent higher education with 210,000 students, 61 schools and 106 campuses in 18 countries, has placed employability and innovation at the heart of its strategy for 15 years.

Galileo Global Education's mission is to enable everyone, whatever their starting point, to express their potential and develop their employability sustainably through a skills-based pedagogy.

The Group's vision: to shake up the world of Education through innovation, and the hybridisation of disciplines, teaching methods, schools and geographies. The Group's schools, which specialise in digital, business, design, digital communications, health, arts and culture, share the same vision of higher education: the importance of interdisciplinarity, student support, high-quality training, international culture and professional integration.

Domus Academy is part of the following associations:





DOMUS ACADEMY
MILANO