

ACCADEMIA DEL LUSO

VIA MONTENAPOLEONE 5
MILANO

SCHOOL OF FASHION & DESIGN

GUIDE

ACCADEMIA DEL LUSO

VIA MONTENAPOLEONE 5
MILANO

START



THE
VALUE
OF
TALENT

PROFESSIONAL
DESIGN
INDIVIDUAL
2005
EXPERIENCE
STYLING
FASHION
TRAINING
TALENT

INTRO

- School of Fashion & Design -

Accademia del Lusso offers professional and high-level programmes that provide students with the training and experience necessary to pursue careers in the fashion and design industries.

Since 2005 it has met the professional demands of the job market and the aspirations of individuals with a talent in fashion.

We aim to train students to become highly qualified professionals in design, marketing, management and styling. At the same time, we maintain close contacts with fashion and design businesses.

ITALIAN STYLE

- 100% Made in Italy -

Accademia del Lusso conveys to students aesthetic sensibility, style, attention to detail and creative genius. This captures what is meant by the logo **Made in Italy**. Our mission is to transmit Italian style and fashion knowledge immersed in an international and multicultural context, in order to open up new horizons for students where fashion is a blend of tradition and innovation.

100%





MILAN & ROME AT THE HEART OF FASHION

LOCATIONS

The fashion world *between* tradition and innovation

What better locations than Milan and Rome for those who want to enter the fashion system? Unending sources of styles, trends, and creativity, and known and esteemed across the world, these two cities were chosen by Accademia del Lusso in order to guarantee students the best educational experience within Italy.

VIA
MONTENAPOLEONE
MILAN



This exclusive street at the heart of Milan's fashion district is where many of the world's most famous luxury brands have their flagship stores. This was chosen to serve as a direct window into the world of fashion thanks to the immediate contact students have with the luxury brands which adorn the street.



HEAD OFFICE

MONTENAPOLEONE



VIA
CHIOGGIA
MILAN



LUXURY LAB

Students who choose to study at Accademia del Lusso Milan will have many of their lessons in the school's Luxury Lab, which is located at Via Chioggia 2/4. This is where the school's technical laboratories, sewing rooms, visual merchandising laboratory, IT rooms, Academic Office, Careers and External Relations Office and Student Help Office are located. Students are also free to use the shared areas of the school for self-study.



PIAZZA DI SPAGNA ROME



The main site of Accademia del Lusso Rome is in Piazza di Spagna, at the heart of the city. This exclusive location is well-known as a source of inspiration for creatives the world over, and is a place where art, luxury, fashion, and glamour all come together and create a truly unique experience



HEAD OFFICE



**VIA
MATERA
ROME**



In Via Matera the school has its Luxury Lab, where the technical labs, sewing and tailoring labs, IT rooms and studio spaces can be found. Here, students have the chance to experiment and delve into both the most traditional Italian fashion techniques and the most modern and innovative approaches employed across the globe.

LUXURY LAB



COURSES

- Start Your Career -

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M

MASTER'S
COURSES



FASHION BRAND MANAGEMENT



CAREER PROSPECTS

Brand Manager, Marketing Manager, Licensing Manager, Sales Manager, Retail Manager, Buyer, Area Manager.

COURSE OBJECTIVES

The Master's Course in Fashion Brand Management shapes a professional who deals with planning and activating the strategic and operational interventions that are necessary for the development and positioning of brands in the fashion and luxury sectors. The course aims to lead students into becoming well-rounded experts with transferable skills, who function as the joining link capable of coordinating creativity with business objectives, interpreting market dynamics, and valorising brands within the fashion and luxury sectors through well-targeted operations.

Duration : 1 academic year

Language : English or Italian

Entry Requirements :

- 3-year undergraduate degree (or equivalent)
- Suitable knowledge of English or Italian

COURSE CONTENTS

Made in Italy & Luxury Goods System
Luxury & Fashion Marketing
Trends & Research
International & Fashion Markets
Fashion Graphic Design (Photoshop & Illustrator)
Social Media Management
Personal Branding
Fashion & Luxury Communication
E-Commerce
Buying Techniques & Merchandising
Experimental Marketing & Branding

Retail Management & Sales Techniques
Licensing & Brand Extension
Fashion Product

PRACTICAL WORKSHOPS

Field Trips
Events
Project weeks
Seminars
Thesis & Final Project Lab

FASHION COMMUNICATION MANAGEMENT



CAREER PROSPECTS

Communication Manager, Events Organiser, Public Relations Manager, Press Office Manager, Editor, Stylist, Research Consultant, Image Consultant.

COURSE OBJECTIVES

The study programme of the Master in Fashion Communication Management aims to shape a well-rounded, versatile professional who is able to integrate into the image and communication area of businesses, outsourcing agencies, magazine editing offices and fashion and lifestyle media. The course curriculum teaches a wide range of skills which enable students to follow each phase of a communication plan, from the briefing to the definition of objectives, from choosing the means involved to organising a photo shoot or writing a press release, company profile or fashion article. The dynamics analysed during the course relate to the luxury goods sector, and to the fashion environment, considering the specific nature of some of the processes which relate to these industries.

Duration : 1 academic year

Language : English

Entry Requirements :

- 3-year undergraduate degree (or equivalent)
- Suitable knowledge of English

COURSE CONTENTS

Made in Italy & Luxury Goods System	Social Media Management
Luxury & Fashion Marketing	Personal Branding
Trends & Research	
International & Fashion Markets	PRACTICAL WORKSHOPS
Fashion Graphic Design (Photoshop & Illustrator)	Field Trips
Fashion Journalism & Web Editing	Events
Press Office & Public Relations	Project weeks
Fashion & Luxury Event Management	Seminars
Fashion & Luxury Communication	Thesis & Final Project Lab
Fashion Styling & Photoshooting	

FASHION COLLECTION MANAGEMENT



CAREER PROSPECTS

Product Manager, Collection Manager, Fashion Coordinator, Fashion Buyer, Research Consultant, Production Technician.

COURSE OBJECTIVES

The study programme of the Master in Fashion Collection Management aims to shape a professional who is able to penetrate the product area of fashion and luxury goods businesses. The course curriculum teaches a general understanding of a range of business aspects as well as specific technical knowledge in the field of fashion industrial production, such as understanding patterns and fabric, and yarn technology. It also provides the skills needed to work on the product in harmony with market demands. The dynamics analysed during the course relate in general to the luxury goods sector, and significantly to the fashion sector in consideration of the specific nature of the product process related to it.

Duration : 1 academic year

Language : English

Entry Requirements :

- 3-year undergraduate degree (or equivalent)
- Suitable knowledge of English

COURSE CONTENTS

Made in Italy & Luxury Goods System	PRACTICAL WORKSHOPS
Luxury & Fashion Marketing	Field Trips
Trends & Research	Events
International & Fashion Markets	Project weeks
Fashion Graphic Design (Photoshop & Illustrator)	Seminars
Fashion Product & Fabric Technology	Thesis & Final Project Lab
Collection Design & Planning	
Collection Costing & Processing	
Buying Techniques & Merchandising	
Pattern Development & CAD	
Personal Branding	

SUSTAINABLE **M** FASHION DESIGN

Duration : 1 academic year

Language : English

Entry Requirements :

- 3-year undergraduate degree (or equivalent)
- Suitable knowledge of English

CAREER PROSPECTS

Fashion Designer, Sustainable Fashion Designer, Textile Designer, Footwear & Accessories Designer, Product Manager, Textile and Materials Researcher, Collection Manager, Art Director.

COURSE OBJECTIVES

The Master in Sustainable Fashion Design shapes a fashion designer who is able to work within the product and luxury goods areas and who has a strong awareness of ethical and sustainable fashion. The course teaches an understanding of creative and design elements as well as those linked to production and industrialisation, focussing on an ethical production process beginning with the materials and planning phase. Important aspects of the curriculum include garment construction, textile design, upcycling and recycling, innovative finishing techniques, and fashion accessory collection planning such as through CAD software and 3D printing. The course furthermore provides the skills required to successfully create and launch a start-up company.

COURSE CONTENTS

Fashion Graphic Design (Photoshop & Illustrator)
Collection Design & Planning
Accessories Collection Development & Processing
Collection Costing & Processing
Buying Techniques & Merchandising
Moulage & 3D Patternmaking
Textile Design
Fabric Finishings & Embellishments
Eco-fashion & Sustainable Fabrics

Personal Branding & Portfolio
Project Management & Start-up

PRACTICAL WORKSHOPS
Field Trips
Events
Project weeks
Seminars
Thesis & Final Project Lab



EUROPEAN
BACHELORS

FASHION DESIGN (EBScD)



CAREER PROSPECTS

Fashion Designer, Fashion Graphic Designer or Illustrator, Fashion Coordinator, Assistant Designer, Product Manager, Trend Researcher, Fashion Consultant, Patternmaker, CAD Operator, Dressmaker, Tailor, Quality Control, Product Development.

COURSE OBJECTIVES

The varied and extensive programme of European Bachelor in Fashion Design allows students to acquire a complete professional profile, and offers training for those who are motivated and ambitious and who intend to undertake a career within the creative field of the fashion sector. Throughout the course students are encouraged to develop a technical aptitude which will help them to harmonise their creativity with the market needs: an essential skill-set for success in the industry.

Duration : 3 years

Language : English or Italian

Entry Requirements :

- Upper secondary school qualification
- Suitable knowledge of English or Italian.

ECTS : 180

COURSE CONTENTS

YEAR I

History of Art 1
History of Fashion and Design 1
Computer Graphics for Fashion 1
Textile and Colour Culture
Marketing Techniques
English Language 1
Fashion Product Communication 1
Textile Design 1
Fashion Design 1
Patternmaking and Prototyping 1

YEAR I ELECTIVE:
Psychology of Consumption
Fabric History

YEAR II

History of Art 2
History of Fashion and Design 2
Computer Graphics for Fashion 2
Eco Fashion and New Technology
Fashion Product Communication 2
Licensing, Copyright & Private Law
English Language 2
Patternmaking and Prototyping 2
Textile Design 2
Fashion Design 2
Accessories Design

Psychology and Sociology of Colour
Patternmaking CAD 1

YEAR II ELECTIVE
Fashion and Luxury Marketing
New Marketing Frontiers
Videomaking Techniques 1

YEAR III

Computer Graphics for Fashion 3
Fashion Start-up Management
Patternmaking and Prototyping 3
Fashion Design 3
Patternmaking CAD 2
Textile Manipulation Techniques
Fashion Brand Management
English Language 3
Final Thesis

YEAR III ELECTIVE
Footwear Digital Design
Videomaking Techniques 2
Linguistic Skills for Editing

FASHION BRAND MANAGEMENT (EBScB)



CAREER PROSPECTS

Marketing Manager, Product Manager, Sales Manager, Fashion Buyer, Retail Manager, E-Commerce Manager, Event Manager, Co-branding Manager, Fashion Product Manager.

COURSE OBJECTIVES

The European Bachelor in Fashion Brand Management is designed for those who want to build a successful managerial and professional career within the brand area of fashion. The course develops students' managerial ability giving them a solid knowledge of the fashion system in its entirety, including a global vision of fashion and luxury, the history of the fashion sector, and a study of the professional figures who operate within it.

Duration : 3 years

Language : English or Italian

Entry Requirements :

- Upper secondary school qualification
- Suitable knowledge of English or Italian.

ECTS : 180

COURSE CONTENTS

YEAR I

History of Art 1
History of Fashion and Design 1
Computer Graphics for Fashion 1
Fashion Product Development
Fashion Product Communication 1
Textile and Colour Culture
Marketing Techniques
English Language 1

YEAR I ELECTIVE:
Introduction to Patternmaking
Psychology of Consumption
History of International Financial Markets

YEAR II

History of Art 2
History of Fashion and Design 2
Computer Graphics for Fashion 2
Eco Fashion and New Technology
Fashion Product Communication 2
Project & Product 1
Licensing & Private Law
Fashion & Luxury Marketing
English Language 2

YEAR II ELECTIVE
Pattern Development CAD 1
Videomaking Techniques 1

YEAR III

Computer Graphics for Fashion 3
Project & Product 2
Fashion Product Communication 3
Digital Distribution
Fashion Start-up Management
English Language 3
Final Thesis

YEAR III ELECTIVE
Videomaking Techniques 2
Linguistic Skills for Editing
Pattern Development CAD 2

FASHION STYLING & COMMUNICATION (EBFD)

B

CAREER PROSPECTS

Fashion Editor, Fashion Show Stylist, Editorial Stylist, Research Consultant, Event Organiser, Fashion Show Director, PR Officer, Image Consultant, E-Stylist, Press Office, Art Director.

COURSE OBJECTIVES

The European Bachelor in Fashion Styling & Communication has the objective of shaping a well-rounded professional figure who can fulfil a wide range of roles within the vast worlds of fashion styling and communication. Students will learn how to deal with press campaigns, conferences, advertising, press releases, external relations, events, exhibitions, and with everything that transmits the style and identity of a brand and business. The styling part of the course teaches students how to promote the value to of a collection and communicates its contents at fashion shows, presentation events or advertising campaigns.

Duration : 3 years

Language : Italian

Entry Requirements :

- Upper secondary school qualification
- Suitable knowledge of Italian.

ECTS : 180

COURSE CONTENTS

YEAR I

History of Art 1
History of Fashion and Design 1
Computer Graphics for Fashion 1
Fashion Product Communication 1
Textile and Colour Culture
Marketing Techniques
English Language 1
Methodology of Fashion Shooting 1
Fashion Editing Techniques
Make-up Techniques

YEAR I ELECTIVE:

Introduction to Patternmaking
Fabric History
Psychology of Consumption

YEAR II

History of Art 2
History of Fashion and Design 2
Computer Graphics for Fashion 2
Fashion Product Communication 2
English Language 2
Licensing, Copyright & Private Law
Fashion and Luxury Marketing
Methodology of Fashion Shooting 2
Fashion Editing 1
Basics of Alterations and Fitting

YEAR II ELECTIVE

Videomaking Techniques 1
Pattern Development CAD 1

YEAR III

Computer Graphics for Fashion 3
Methodology of Fashion Shooting 3
Fashion Editing 3
Advanced Alterations and Fitting
Fashion Product Communication 3
Fashion Start-up Management
English Language 3
Final Thesis

YEAR III ELECTIVE

Videomaking Techniques 2
Linguistic Skills for Editing
Pattern Development CAD 2

FASHION DESIGN & MODELLING (NON-DEGREE COURSE)

B

CAREER PROSPECTS

Fashion Model, Fashion Director, Image Design, Fashion Design Management, Fashion Model Broker, Fashion Designer, Fashion Graphic Designer, Fashion Illustrator, Fashion Coordinator, Assistant Designer, Product Manager, Trend Researcher, Fashion Consultant, Pattern Maker, CAD operator, Dressmaker/Tailor, Dressmaking Technician, Quality Control, Product Development.

COURSE OBJECTIVES

The European Bachelor (non-degree course) in Fashion Design & Modelling gives students a grounding in the fundamentals of the fashion system, in particular fashion design, and also teaches them essential knowledge and skills in fashion modelling through modules such as nutrition and posing for photographs. Students gain hands-on experience in creating fashion collections and in modelling for photoshoots, and by the end of the course will have developed a professional profile which they can easily present to the world of work.

Duration : 3 years

Language : English

Entry Requirements :

- Upper secondary school qualification
- Suitable knowledge of English

COURSE CONTENTS

YEAR I

History of Contemporary Fashion
Fashion Product
Material Technology
Methodology of Fashion Collection Planning I
History of Italian Design
English for Fashion I
Project Design I, II-II
Colour
Trends & Research
Computer Graphics for Fashion I
Fashion Drawing I
Pattern Making and Tailoring I
Nutrition I
Photo Posing I
Make-up and Hair Styling I
Photoshooting I

YEAR II

Introduction to Knitwear
Fashion Drawing II
English for Fashion II
Menswear & Sportswear
Accessories Design
Trends & Research II
Computer Graphics for Fashion II
Womenswear
Methodology of Fashion Collection Planning II
Pattern Making and Tailoring II
Project Design I, II, III
Nutrition II
Photo Posing II
Make-up and Hair Styling II
Photoshooting II

YEAR III

English for Fashion III
Personal Branding
Fashion Show Production
Kidswear
Beachwear & Underwear
Computer Graphics for Fashion III
Pattern Making and Tailoring III
Collection Sampling Workshop
Nutrition III
Photo Posing III
Make-up and Hair Styling III
Photoshooting III

I

INTENSIVE 1-YEAR COURSES



FASHION PRODUCT DESIGN

Duration : 1 academic year

Language : English or Italian

Entry Requirements :

- Upper secondary school qualification
- Suitable knowledge of English or Italian.



CAREER PROSPECTS

Collection Designer, Consultant for companies within the fashion sector, Fashion Designer, Fashion Graphic Designer, Pattern Maker in clothing companies, CAD Pattern Maker, Dressmaker in large companies.

COURSE OBJECTIVES

The Intensive Course in Fashion Product Design is aimed at shaping a professional who is able to plan, design, develop and create fashion products (clothing). By the end of the course, students will be capable of dealing with each step throughout the production of a fashion product, beginning with its original graphic design and during the entire process, up until its final realisation through the creation of a pattern and all that is entailed in the dressmaking stage.

COURSE CONTENTS

Fashion Design
Patternmaking
Tailoring
Computer Graphics for Fashion
CAD Patternmaking
Practical Workshops

INTERIOR & RETAIL DESIGN



CAREER PROSPECTS

Interior Decorator for design studios or businesses dealing with interior design and furniture production, Interior Designer, CAD Designer, Designer of exhibition areas and/or related furnishings, Designer of retail areas and/or related furnishings, Designer of hospitality areas and/or related furnishings.

COURSE OBJECTIVES

The Intensive Course in Interior & Retail Design shapes a professional figure who, drawing on many diverse disciplines, is able to plan, design and decorate the interior of residential, commercial and industrial buildings. The Interior Designer can imagine, plan, design and realise spaces through a knowledge of styles and trends, materials and products, all coordinated and prefigured through manual and digital representation tools. These skills allow the professional to decode the images and signals which derive from the surrounding environment, in order to be able to elaborate creative solutions that are correct and harmonious as well as to graphically synthesise them through visual communication.

Duration : 1 academic year

Language : Italian

Entry Requirements :

- Upper secondary school qualification
- Suitable knowledge of Italian.

COURSE CONTENTS

Representation of Space and Technical Drawing	Lighting Design
2D Design: AutoCAD Basics	CAD & Rendering Techniques
3D Design: Sketchup Basics	Project Communication
Project Presentation	Materials and Trends
Interior Design: Theory	Retail Design
Trends, Tendencies, and Market	Exhibit Design
Historical and Artistic Movements	Garden Design
Construction and Material Technology	Practical Workshops



FOOTWEAR & ACCESSORIES DESIGN



CAREER PROSPECTS

Footwear & Accessories Designer, Chief Designer, Fashion Designer, Fashion Graphic Designer, Fashion Coordinator, Accessories and Material Buyer, Processing Technician, Product Manager.

COURSE OBJECTIVES

The Intensive Course in Footwear & Accessories Design is a comprehensive and in-depth course, combining the study of artisanal craftsmanship with avant-garde innovation, and qualifying students to design and plan footwear and accessory collections that hit today's competitive market with success, being both in line with market demands and efficient from a production point of view. Through the course, students develop a full professional profile and technical skills.

COURSE CONTENTS

History of Fashion & Accessories
Colour
Trends & Research
Computer Graphics for Fashion
Design Process
Planning and Development of Footwear & Accessory Collections
Materials & Technical Specs for Accessories
Drawing & Rendering
Branding for Luxury Accessories

Merchandising & Production
Patternmaking for Shoes & Accessories
Personal Branding
Fashion Jewellery
Practical Workshops



P

PREPARATORY COURSES

FASHION ENGLISH LANGUAGE



WHO IS THIS COURSE FOR?

This course is designed for those who are already enrolled onto a fashion or design course at Accademia del Lusso taught in English, but who do not feel ready in terms of their language preparation in view of the academic year. It provides students with the opportunity to improve their language skills, whilst at the same time grounding them in some essential aspects of the luxury system in preparation for their successive course at Accademia del Lusso. Furthermore our preparatory courses serve to help students make the first step towards a successful integration into their new social and professional environment in Milan.

COURSE OBJECTIVES

This course is aimed at providing students support with studying in English, as well as introducing them to Made in Italy and its value in the world. The course also touches on important elements of the fashion and luxury system, including analysing international markets and the global economic scene.

COURSE CONTENTS

English Language
Fashion Glossaries
Made in Italy & Italian Luxury Industry
International Markets & the Global Economic Scene

ITALIAN LIFESTYLE CULTURE & LANGUAGE



WHO IS THIS COURSE FOR?

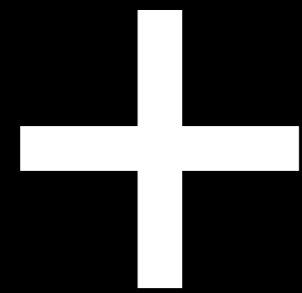
This course is designed for international students who are already enrolled onto a fashion or design course at Accademia del Lusso taught in Italian, but who do not feel ready in terms of their language preparation in view of the academic year. It provides students with the opportunity to improve their language skills, whilst at the same time grounding them in some essential aspects of the luxury system in preparation for their successive course at Accademia del Lusso. The course is also directed at international students who have chosen to study a subsequent course in English but who would like to learn Italian both to improve their quality of life in Italy, and to increase their possibility of finding work in an Italian company after finishing their studies. Our preparatory courses, in fact, serve to help students make the first step towards a successful integration into their new social and professional environment in Milan.

COURSE OBJECTIVES

The aim of this course is to make Italy known through the study of its language. Students will have the opportunity to learn Italian and at the same time get to know the Italian lifestyle and culture. The course also teaches some basic principles of fashion and design, with the final aim of helping students integrate successfully into their new environment and get the most out of their future studies at Accademia del Lusso.

COURSE CONTENTS

Italian Language
Fashion Glossaries
Made in Italy & Italian Luxury Industry
Italian Lifestyle & Culture



INTERNSHIPS

Accademia del Lusso arranges excellent internships for its students to enter the world of fashion and design, making their mark on fashion companies and beyond. With this opportunity students take the first steps towards their future career.

Valentino, Prada, Fendi, Ralph Lauren, Salvatore Ferragamo, Bottega Veneta, LVMH, Hugo Boss, Vivienne Westwood, Ermenegildo Zegna, John Richmond, Krizia, L'Espresso, L'Oreal, Luxottica, Marina Rinaldi, Stefanel, Baci & Abbracci, OVS, +39 Manufacture, UPIM, 1st floor, AB&COM, Aeffe, Agent Lux Venture, Alviero Martini, Antonio Marras, Barbara Giannelli, Be-Ma, Betty Blue, Brooks Brothers, Cashmira, Celine, Class Publishing, Colangelo, Columbus, Conde Nast, Corps et Ame, Datura, PEM Publishing, Emilù, Eres, Fabrizio Melzi, Fashionist, Franca Soncini, Francesco Scognamiglio, Fun and Fashion, Future Concept Lab, G.F. Service, Gianfranco Femzia, Gruppo Zannier, Guitar, Ileana Turrini, Info Draft, Ingenio, Insight Communication, JM Fashion & Advertisement, Jonofui, Krizia, L'Autre Chose, Le Van Kim, Les Copains, Marly's Fashion, Martin Margiela, Matteo Sorbellini, Monica Leoni, Muse Magazine, Nardelli, Page Adv, Philippe Plein, Popai, Prime Donne, Ruffo, S.P. Management, Saatchi & Saatchi, Sabatini, Salima Arfoudi, Schema, Scudrera, So jeans, Società Italia, Staff International, Studio Re, Studio Uno, Tosi Communication, Ulisse Barbi, Uragano studio, Urrà, Videolook, Vigevano 41, VW Consulting, White Gallery, XT.

MEET

- Our Teaching Staff -

BARBARA SORDI

After graduating in Fashion Design in 1993, Barbara Sordi began to work in Fashion. Since then, she has been working as a fashion designer and illustrator for many Italian and international style offices and clothing companies such as: Tamigi, Enrica Massei, Marina Spadafora, Maurizio Baldassari, Mulberry, Siport, Miroglio Vestebene, Coin, La Rinascente, Eric Way, Musani, Lafayette 148, and Castor. Barbara Sordi has matured significant experience within womenswear design (regular and plus collections) and knitwear design. She also has a strong background in trend forecasting (trends, textile view, Pantone), illustration and journalism (Vogue Encyclo, Focus). She joined the staff of Accademia del Lusso in 2008 as teacher of Fashion Design, Collection Planning, Merchandising and History of Fashion. In 2015 she took over as Head of the Teaching Staff in Milan.



HISTORY OF FASHION & ACCESSORIES
COLLECTION PLANNING
FASHION DESIGN
MATERIALS

SUBJECTS TAUGHT

VISUAL MERCHANDISING
BRANDING
LICENSING
MARKETING

SUBJECTS TAUGHT

Following his experiences in education and teaching, for over 15 years Stefano Sacchi has been involved in planning, production processes, marketing, merchandising, licensing, and co-branding. He was formally the CEO of Giuliano Fujiwara, an international brand associated with the Camera della Moda Italiana (National Chamber for Italian Fashion), where he personally followed the brand repositioning through a Heritage marketing strategy, and today he is a sales and marketing consultant for various brands in Italy and abroad. Passionate about art and design, he is co-author with Andrea Balconi of 'Modaterapia' (Salani, 2013), and with Paolo Lucci of 'Brand Jamming' (FrancoAngeli, 2014) and the more recent 'Fashion Puzzle' (FrancoAngeli, 2015).



My experience at Accademia del Lusso is definitely a positive one. There's an atmosphere that's distinctly modern and international, where professionalism and experimentation on the field are perfectly balanced, allowing students to be given not only a theoretical approach, but allowing them to discover occasions that give them an immediate practical response through seminars, visits, workweeks and more. Besides the courses in Fashion Buying and Visual Merchandising, I've also taught Master's Course students (both the Italian and English-taught Master's) on subjects that are specific to their academic pathway (Licensing, Branding, and Marketing Techniques).



STEFANO SACCHI



MATEO OSSO

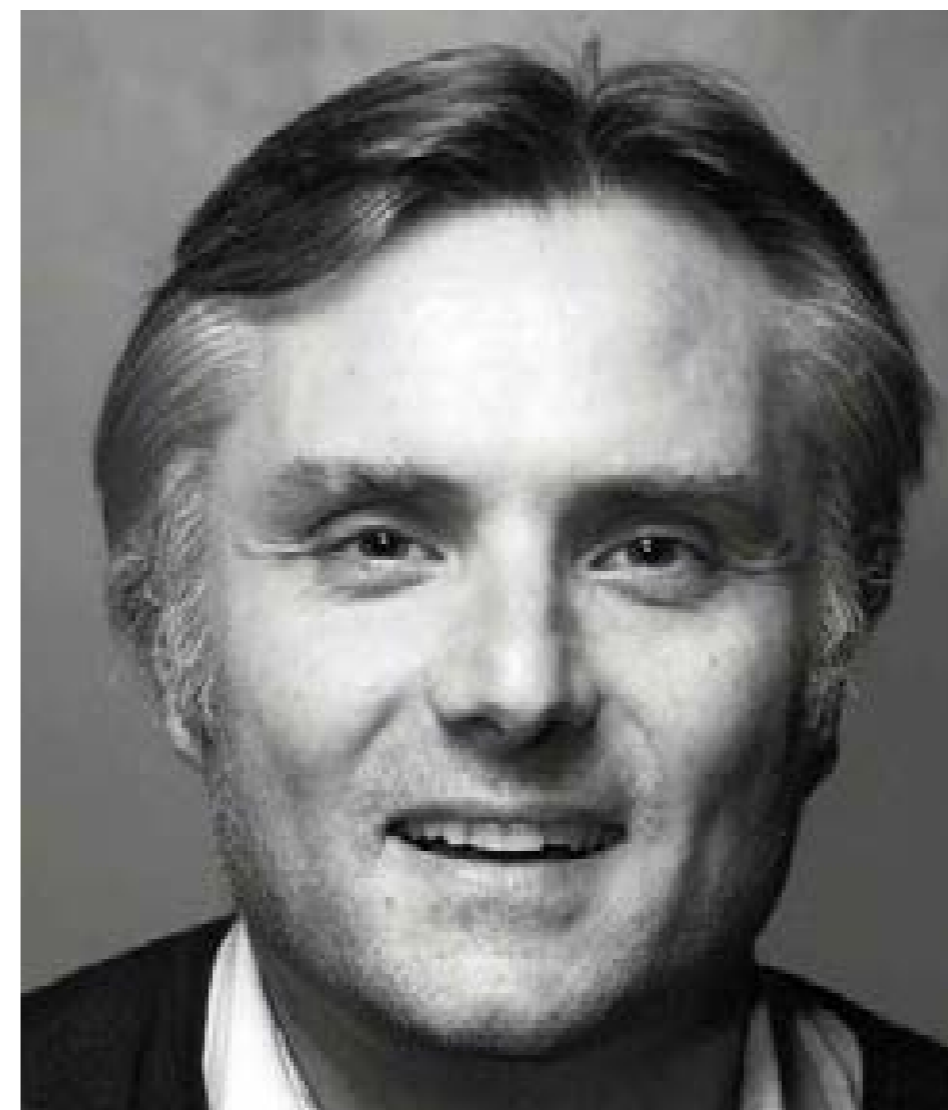
**IMAGE CONSULTING
FASHION STYLING**

**SUBJECTS
TAUGHT**

From the Friuli Venezia Giulia Region of Italy, a classical education in foreign languages and literatures. Once he's finished his studies in London and returned to Italy, he moves from Udine to Milan to start a professional career in the world of fashion. First a switchboard operator and next an assistant, he then becomes a booker at one of the most important modelling agencies in the world, The Fashion Model Management, where he gets in contact not only with the world of casting and scouting but also, and especially, with the world of photography, publishing, and producing. Once he's matured experience within the world of modelling agencies, he goes freelance and becomes a consultant for the companies he's previously worked for, both acquiring new clients in video and photo production and in event organisation, and as a personal image consultant. His professional career path is interwoven with many important names, working with international celebrities within prestigious contexts such as the Sanremo Music Festival and the Venice International Film Festival, both in Italy and abroad. In 2014 he enters the world of journalism as a columnist and Fashion Editor for various publications. Following a series of TV appearances from 2010-2014, in 2015 he lands on Raiuno (Italy's most watched national television channel), where he alternates chat and commenting with international guests with full makeovers. Among his collaborations as a consultant he creates press campaigns, catalogues, lookbooks etc. for a large quantity of businesses (Bugatti, Hydrogen, Michael Coal, Alviero Martini and many others). At the same time as working as a stylist and consultant, in 2014 he's given the teaching post for Fashion Styling and Image Consulting at Accademia del Lusso Milan.

**BRANDING
FASHION COMMUNICATION
WEB FASHION**

**SUBJECTS
TAUGHT**



Alberto Mantegna is a designer and consultant in marketing and communication. After gaining a double degree, first in Marketing Management from the E.S.C.P. (Ecole Supérieure de Commerce de Paris) and then a Bachelor of Science in Product Design from the Art Center College of Design of Pasadena in California, between 1997 and 2001 he worked with various Industrial and Interior Design studios in Boston, Milan and Forli. Since 2001, he has provided a large number of strategic and creative consultancies in the fields of product and of branding and packaging design, designing industrial machinery lamps and bespoke furniture for private clients. Since 2003, as a brand consultant, he is also involved in various international projects for brands such as Collistar, Nestlé and Sanpellegrino. Since 2000 he has been a lecturer in the department of Industrial Design at the Politecnico di Milano Bovisa, and since 2014 he has been teaching Branding and Communication at Accademia del Lusso for the Master's Courses in Luxury Branding.

ALBERTO MANTEGNA

PATTERNMAKING

SUBJECTS
TAUGHT



After having worked for a few years as a patternmaker and style office assistant in various businesses within the clothing industry, Elena Diroma further increased her skills in the accessories field. She participated in the creation of bag and accessory collections for the SHI-ZUE' line, with samples from S/S 98 to A/W 2000/2001. Since 2001 she has collaborated with important institutes in Milan as a teacher of patternmaking for courses taught in Italian and English. Currently, as well as her role as a consultant for collection planning, she also follows the creation of her own collection of 'couture bags'. Since 2009, she has worked for Accademia del Lusso as a teacher of Patternmaking, both in the field of clothing and accessories (she also collaborated in the planning of the CAT competition in 2009, specifically with regards to technical and style aspects).

ELENA DIROMA

MARCO MAGALINI



After graduation in diplomacy and international relations from the University of Trieste, Gorizia campus, he moved to Milan where he earned a Master in Luxury Goods Communication Management from the Accademia del Lusso. His articles have been published both in print and online magazines such as: Fashion Illustrated – he was the senior editor of –, Vogue.it, Urban, The Lifestyle Journal, VO+, Modaonline, Designspeaking – he was the art director –, The Huffington Post, Donnmoderna.it, Ars Fairs, Maglifico and Man In Town. In 2014 he published the book "Moda. Il nuovo made in Italy" (Fashion. The new made in Italy), with a preface by Renzo Rosso, about the contemporary fashion scenario of the made in Italy.

MADE IN ITALY
PERSONAL BRANDING
MANAGEMENT DELL'EVENTO

SUBJECTS
TAUGHT

CHLOE PAYER



**FASHION MARKETING &
INTERNATIONAL MARKETS**

**SUBJECTS
TAUGHT**

Chloe Payer has lived in Italy since 1999, but is of French origin. She graduated from the EBS - European Business School Paris in Business and Management in 1996, and launched her professional career. Since the start of her career she has always covered important roles such as editor, blogger and writer for the magazine *Italie-France.com*; Business Development & Marketing Manager at Pro Network; Agent for Co International; Business Information & Competitive Intelligence Specialist and Product Manager at Nestlé. She founded and developed the website www.mylittlemilan.com which promotes the city of Milan through innovative content in French.

She has taught the Fashion Marketing & International Markets module at Accademia del Lusso since September 2016, for the Master's and 3-Year courses. Her teaching role allows her to pass on the skills she has acquired during her years of work, and allows her students to have experiences directly within businesses, putting them into contact with the world of work right from the start.

Chloe Payer has experience living in Italy, France, Germany, Ireland, United States, Argentina and Chile.

TAILORING

**SUBJECTS
TAUGHT**



A professional in the sector for more than 20 years, Raffaella Griso is specialised in Industrial Patternmaking and Theatrical Tailoring. Her professional experience has seen her working for various prestigious companies, among which Gianfranco Ferré S.p.A. Milano, where she deals with the creation of prototypes aimed at high fashion catwalks; the analysis of a garment's styling modifications; and the management process of the final product's realisation, including the personalisation of clothes for VIPs.

She has also worked for Laboratorio Brancato S.r.l. Milano, leading company in the theatrical tailoring sector, as a patternmaker and tailor. She has worked as a patternmaker for Modella Tricots S.r.l. Milano (knitwear sector) and for Carraro S.r.l. Milan (footwear sector). She has taught Tailoring at Accademia del Lusso for a number of years.

RAFFAELLA GRISO



SUBJECTS TAUGHT

INTERIOR DESIGN
RETAIL DESIGN

Matured experience in the field of architectural design and project management in large public contracts, restoration, and the reconversion of existing property, lead Architect Massimo Donizelli to become a consultant in the entire process of building and housing development. He also practises his profession in the field of interior design with the design and project management of prestigious private residences in Italy and abroad. He is a teacher at Accademia del Lusso Milan and Belgrade, teaching Interior Design and Retail Design on specialisation courses. His deep involvement with the international teaching methods at Accademia del Lusso leads him to constantly undertake thorough research activities and professional updating on the subjects he teaches.

MASSIMO DONIZELLI



LOCATIONS

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