

Name	ITALIAN FASHION
Code	ITU33192
Semester	SEMESTER 2
ECTS credits	5
Pre-requisite	
Coordinator	

Module Content

Italian fashion brands are global leaders: Prada, Armani, Gucci, Fendi, Bulgari, Missoni, Moncler, Versace, Moschino, Miu Miu. Alongside major Italian influencers (like Chiara Ferragni) and surreal experimental fashion designers (Elsa Schiaparelli), Italian fashion has been highly successful. This success can be seen especially in the luxury sector and in medium-sized enterprise. In the first half of this module, we will explore the development of the fashion industry (the origins of Italian design, it's links to the global age of Italian cinema, such as 'Hollywood on the Tiber', the rise of Gucci and so on). In the second part, we will investigate marketing strategies, branding, business models, and fashion sustainability.

Learning Outcomes

By the end of this modules, students will:

- Have understood the history and cultural context of 20th and 21st century Italian fashion.
- Understand what business models these Italian companies use and what factors led to them developing as leading players globally
- Understand the marketing models used by Italian companies.
- What the trends are in Italian fashion.
- Understand what some Italian brands are doing to become sustainable

Assessment

- 50% written exam
 - 30% group project
 - 20% individual contribution
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