



SPENDING TRENDS



FASHION FOLLOWERS ARE A MAJORITY



INTEREST IN NICHE BRANDS



CUSTOMER SEGMENTS

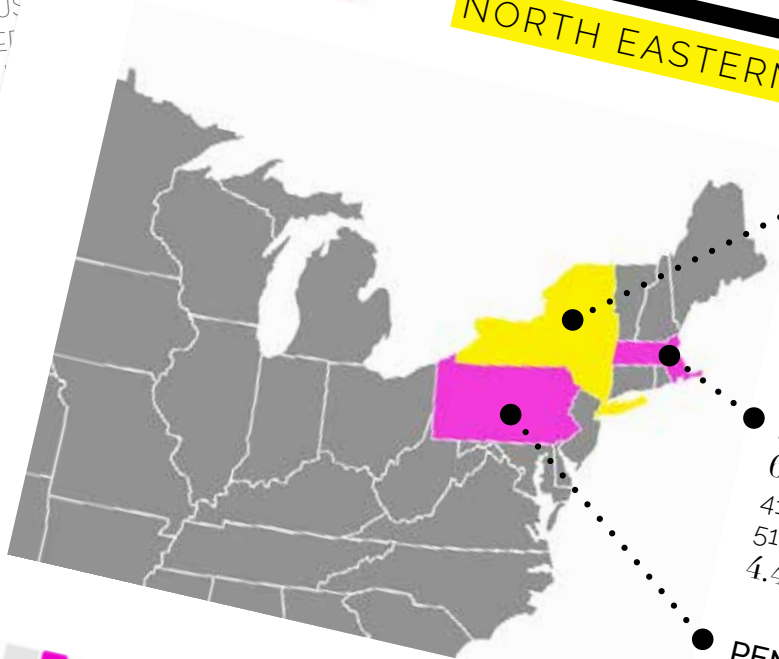


IN COLLABORATION WITH  
**THE BEST SHOPS®**

CAMERA ITALIANA BUYER MODA

*Demosee*

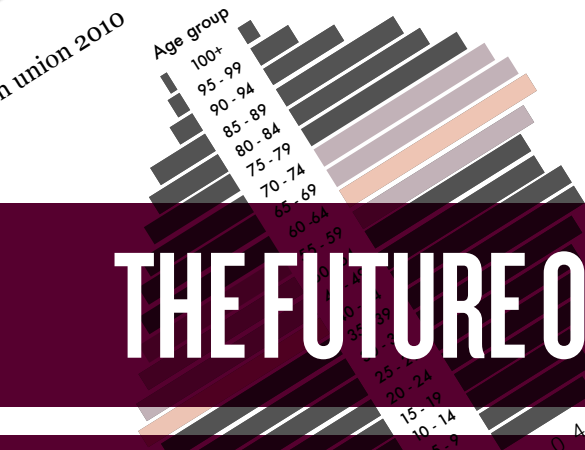
NORTH EASTERN U.S.



MASSACHUSETTS  
6.7M  
41.1% F  
51.5% F  
4.4% L

PENNSYLVANIA  
12.8 MLN  
43.3% WOP  
51.1% FEM  
2.7% LGBT

RELATION PYRAMIDE FOR WORKING CLASS



# THE FUTURE OF LUXURY FASHION RETAIL

Master in Fashion Management - September 2015

Founded in 2000, the Camera Italiana Buyer Moda is a nonprofit association, a pioneer and an international benchmark that brings together the owners of 80 of the most prestigious Italian multibrand stores of luxury labels. The exceptionally selected members stand out by their strong image, heritage, solid economic base, a high quality of the services and the brand portfolios they carry. Whilst the Camera Buyer awards the selected stores a certification of quality assurance THE BEST SHOP In Italy, it also promotes and supports them with activities ranging from commercial agreements with suppliers, to buying support by agreements and collaborations with special services and fairs organizations. In recent years, the role of the Camera Italiana Buyer Moda has changed compared to the past and its weight in the Italian fashion system has become even more evident. Lead by Mario Dell'Oglio, CIBM is following a new strategy in response to the current fashion reality. The main focus is on buying and selling well, enhancing the image and e-commerce platforms of the stores, and investing in the new generation.



LIMITED EDITIONS LEAD TO IMPULSIVE PURCHASES

CONSUMER BEHAVIOR

MAJORITY

## BRIEF

Candidates are requested to complete an in-depth research and analysis of the global luxury fashion retail industry, as a significant contributor to the economy. The research should cover the existing fashion retail formats and its most recent evolutions in terms of business models and the best practices in terms of online and offline retail concept innovation. Following their analysis, candidates will present a synthesis of their insights and develop a portrait of the global online luxury consumers, their lifestyle and purchasing behaviors, the typical and immersing means of communication channels, and the top dominating trends forecasted for the future. Finally, an essential list of recommendations to be implemented by luxury fashion retailers to stay relative and survive the current competitive scenario. The consistency and creativity between the project proposed and the existing reality of luxury fashion retail sector will be considered as fundamental elements of the project.

## AUDIENCE

The competition is open to professionals and graduates in fashion-related disciplines, as well as marketing, economics, business administration and human sciences. Candidates should be passionate about fashion and eager to develop new skills in order to start a career in a fashion company. It is also open to fashion designers willing to launch a personal label and entrepreneurs or owners of a family business operating in the fashion industry.

## JURY

Projects will be selected and evaluated by: the members of Camera Buyer, the Faculty of the Master in Fashion Management and the Domus Academy Fashion School Faculty.

## REQUIRED MATERIAL

- PROJECT DESCRIPTION: a 10-slides pdf presentation
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form\*

The candidates are asked to send their materials in one sole file in .PDF format.

Any further attached material will be considered a plus and will be evaluated by the jury.

*\* Application fee is waived for competition participants.*

## PRIZES

- One scholarship covering 70% of the total tuition fee of the Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 30% of the total tuition fee of the Master Program

Prizes will be calculated on the standard tuition fee amounting to €25.490 (for non-EU passport holders - matriculation fee is not included) and €16.990 (for EU passport holders - matriculation fee is not included).

## SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 20th 2015**.

Candidates will be informed about the results of the competition by e-mail on **May 11th 2015**.

## ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

**www.competition.domusacademy.com**

or sent by e-mail to:

**competitions@domusacademy.it**

Paper works must be sent to:

Domus Academy

The Future of Luxury Fashion Retail

Master Program in Fashion Management

Via Darwin, 20 - 20143 Milan - Italy

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at: [competitions@domusacademy.it](mailto:competitions@domusacademy.it)

## MASTER PROGRAM DESCRIPTION

In a market environment increasingly dynamic, global and competitive, Fashion Companies are constantly looking for multi-disciplinary managers trained to understand a multi-faceted customer, capable of transforming the creativity of designers into successful products, leveraging marketing innovation towards profitable results whilst remaining sensitive to the raising issues of ethics and sustainability. The Master Program in Fashion Management of Domus Academy has been developed to train the next generation of fashion professionals. During the course of the program, participants will work in close collaboration with leading Fashion experts and with the most prestigious Italian and international fashion realities.

## ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2014/15 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate minimum).

## GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

