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## Master in Fashion Styling and Visual Merchandising Scholarship Competition, Domus Academy, Italy

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**Domus Accademy** in collaboration with **Patrizia Pepe**

*The Fashion Brand Communicator* [Competition](#)

*Visualizing Brand DNA*

*Master in Fashion Styling and Visual Merchandising – September 2013*

In a competitive world, where visual [communication](#) has a key role in the success of a company, Fashion brands are constantly looking for Fashion Stylists and Visual Merchandisers able to translate their values into appealing and entertaining products for the target market.



The new Master Program in Fashion Styling and Visual Merchandising aims at investigating and combining the skills and competences of these two strategic profiles, whose respective roles are becoming more and more interchangeable, in order to prepare the new generation of “Visual Fashion Brand Communicators”.

### Brief

Candidates will have to present a comprehensive project, consistent with the Patrizia Pepe brand, able to illustrate the art of visually communicating both the Brand DNA and [its](#) narration. From styling to visual, from display to [photography](#), from advertisement to video, up to the most innovative communication techniques, candidates have to produce a visual communication project in order to increase sales and to promote the brand. Candidates will act as Fashion Brand Communicators, analyzing the Patrizia Pepe brand or presenting a personal visual communication project.

### Audience

The competition is open to graduates in Fashion and Design disciplines, Photography, [Architecture](#) and Communication, as well as junior professionals working in the fields of [Industrial](#) Design, Fashion [Journalism](#), Fashion Styling, Visual Merchandising, and Press Offices, or owners of fashion companies willing to improve their skills.

### Jury

- Stefano Sati – Patrizia Pepe Corporate Display & Visual Manager
- Ildo Damiano – Fashion Director, GQ Italy – Edition Condé Nast
- Gianfranco Olivotto – Fashion Stylist and Visual Merchandising Course Leader [Domus Academy](#)

### Materials Required

- The project must be presented in a 10-slides Power-Point presentation (including pictures)
- Curriculum vitae of the participant: maximum 1 A4 page
- Statement of purpose: maximum 5 lines on an A4 page
- 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.

## Deadline

The works must be mailed to Domus Academy by and not later than **3rd May 2013**.

Candidates will be informed about the results of the competition by e-mail on **17th May 2013**.

## Entry Delivery

Projects in digital format must be sent to the following e-mail address: *competitions@domusacademy.it*

Paper works must be sent to:

## Domus Academy

The Fashion Brand Communicator Competition

Master Program in Fashion Styling and Visual

Merchandising

Via Carlo Darwin, 20

20143 Milan – Italy

## Master Program Description

In a competitive market, where visual communication plays a key role in the success of a company, our program aims at providing participants with the tools and competences for the emerging profession of the Visual Fashion Brand Communicator. This strategic figure will be able to create, through photographic shots, the “fashion message” that makes the products appealing, adding value to the designers’ creativity.

The Visual Fashion Brand Communicator will be the aesthetic coordinator of the point of sale, where the brand values will be highlighted by researching the most effective way to reach the target market.

The program is structured in three phases where students will learn to understand what is new and trendy from a fashion perspective. The first phase focuses on [management](#) and marketing competences, fashion culture, and its iconographic languages. The second phase, developed in collaboration with leading companies, consists of workshops on key topics like styling, display concepts planning, new web visual strategies, event design, and “celebritying” as a communication tool for promoting the fashion brands. The third phase is dedicated to an individual final master project.

## Eligibility

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2011/12 and with a knowledge of the English language ([IELTS](#) 5.0 academic or equivalent certificate minimum).

## Property Rights

Every moral or paternity 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.

For more information please visit our website: <http://scholarshipsbank.com/master-in-fashion-styling-and-visual-merchandising-scholarship-competition-domus-academy-italy/>

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