

Fashion Communication

Specialized course

Aim of The Course

Starting from "Fashion is communication" is evident how is important to identify the appropriate way to illustrate a dream, a concept, an idea.

There are many tools that we have at our disposal, at the beginning the "poupées de mode" were transported to the various European courts and show the trends and the fashionable details, over time we moved on to illustrations and fashion sketches, to fashion shows with editorials and display in the shop windows. Nowadays there are many platforms and media: social network, dedicated portals, installations, satellite channels, but the purpose remains the same, reach a predetermined target of the public to affirm and spread a creative, conceptual, aesthetic vision.

Through every expression of real and digital communication, a key part of the success of a brand is measured, this course aims to describe the ways of communication in fashion system, from the most traditional to the most innovative, to show attendees how a brand can interact with the public and convey a message of style.

Enrollment Eligibility

The course is dedicated to various figures who work in the Fashion Industry:

- Creative in Style Area
- Owners of ateliers and tailor's shop
- Patternmakers who have their own business
- Representatives and sellers
- Stylists
- Visual merchandisers
- Marketing offices
- Bloggers and social media operators

Frequency and Duration of the Course

24 total hours

Location and start dates

Bologna November 2021

Ancona November 2021

Academic resources/ tools and equipment available/ meetings

Students will receive teaching handouts for each course and will have free access to the school "Trends Library". Part of lessons will be supported by digital media.

Faculty qualifications

Our Faculty consists of highly - qualified professionals, with several years proven experience in Fashion business. They're constantly updated on Fashion and Market Trends and New Technologies.

Terms of Payment

Tuition Fees: € 900,00 (VAT incl.) due at subscription



ENROLLMENT PAPERS

- 1) **EU Citizens and Switzerland Citizens:** a copy of Identity Card; n. 1 digital passport photo; a copy of diploma or self - certification; a copy of Social Security Number (SSN) / Tax Code.
- 2) **NON EU Citizens:** a passport copy and a Student Visa; n. 1 digital passport photo; a copy of the Social Security Number (SSN) / Tax Code.

PROGRAMME

What fashion is

Fashion vs Style;
Fashion and social dynamics;
Cool hunting

What a trend is

Trends and fads: features;
Trends and social groups: connections;
Current fashion trends

Who decides trends

From the sketch of the 17th Century to fashion illustration;
Fashion journalism, past and present magazines and fashion editors;
Stylist;
How an editorial develops: step by step

From sprawl to catwalk: community, social network and fashion

Urban gangs;
Consumers: attitudes and habits;
Bloggers and igers

What creativity is

Concept, future, energies;
Creative scenarios and bureaux de style;
Current creative scenarios and the colours inspiration

Circular thinking and development of own receptive skills

Organization of a creative concept

What a brand is

Brand identity and fashion;
Define a brand identity;
Revitalize a brand and the luxury brands

How a brand communicates

Trends and taboos in fashion communication;
Show-rooms and window displays; fashion advertising;
Fashion Show

Analysis of a case-history

Brand identity;
Concept creative;
Communicative strategies



For further information please contact:

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