



ESE FASHION AND LUXURY CULTURE DEPARTMENT

visibilia ex invisibilibus

Elevating individuals, connecting brands
#masteryourdream





ELEVATING INDIVIDUALS, CONNECTING BRANDS

ESE Fashion and Luxury Culture Department aims at educating individuals by leveraging their acknowledgement of one's inner self as a reflection of the outer self. The comprehension of the history, the culture, the roots and the values of Fashion and Luxury will give the tools to manage personal identity and its expressiveness as image, and eventually the capacity to understand and interpret modernity.

#masteryourdream

FASHION AND LUXURY CULTURE DEPARTMENT MASTERCLASSES

ESE Fashion & Luxury Culture Department launches its MasterClass Program to update, fascinate and sensitize a new generation of talents. The intrinsic meaning of the world of fashion in the changing contemporary context will be uncovered.

The ESE Fashion & Luxury Culture Department international lecturers will be guiding participants through new market needs by offering their vast experience and perspective.

The program will be delivered every Wednesday, starting on October 5th for a total of nine weeks, with the possibility of attending on campus or virtually . Each three-hour masterclass will be held by a different lecturer, having international expertise in the specific field of interest.

The training path revolves around three fundamental and interconnected pillars: **Authenticity, Inclusion** and **Sustainability**.



AUTHENTICITY

The creation of an authentic, unique and successful brand starts from the drafting of an effective and inclusive business plan, outlining the values that can better guarantee the brand's empowerment towards its customers. By analyzing the brand positioning and its cognitive, psychological and philosophical aspects, the Authenticity modules help professionals to investigate brand equity and its fundamental assets, to be able to focus on the real value proposition and its differentiating factors to face the uncertainty of future markets.

The Psychology of Fashion 07/10 with Eleonora Saladino, Founder SEvolution

With this course students will understand what is the psychological and emotional impact of one's clothing choices on the self and others. Being aware of what each color, fabric, shape and style means to others is amongst the most important tools to empower one's identity. An effective self-expression starts from a deep understanding of the inner-self which will eventually lead to a successful with any customers or wider audience.

Creative Storytelling 28/10 with Shiyi Xu, Business Development Director of Fashion & Luxury at Hylink Digital Solutions

In the context of a fast-paced evolving market, it is still essential to investigate the minds of the consumers in order to fully understand their needs, expectations as well as the set of psychological associations they with the brand. Participants will learn how to manage powerful storytelling techniques to create an effective brand's narrative, in order to foster customer loyalty and retention through all multi-channel experiences.

Heritage Reinvention 18/11 with Claudia Belardi, Brand&Marketing Manager Rancé & C

The module will provide the participants with a rounded knowledge on how to keep the brand authentic and powerful through the decades, recreating its brand identity. A special focus is here given to both online and offline branding and positioning strategies, thanks to which the customer becomes emotionally and psychologically involved with the history and the culture of the brand.



INCLUSION

In a world that now embraces consciously the variety of different identities, the Fashion & Luxury field must make sure that it can represent them all in their uniqueness. Fashion is the most powerful guide we look at when we want to fit in, it is therefore essential to ask new questions on how to rethink the product and communicate it in a consistent and valuable way by celebrating the richness of diversity. Diversity implies the understanding of different cultures and backgrounds and calls for inclusion beyond stereotypes.

Diversity & Inclusion in fashion 14/10 with Claudio Guffanti, Founder Unlimited Views

Fashion and Luxury are requested to widen their perspectives and think about each single potential customer. Luxury is about personalization, it is about the expression of one's self which is the base of modern disability and multi-cultural theories. This MasterClass will help you understand what D&I really means and how embracing diversity can become both an additional value and a winning marketing strategy.

Communicating Diversity & Inclusion 4/11 with Giulia Bartoccioni, CEO IULIA BARTON

This MasterClass is about understanding all customers willing to empower their uniqueness rather than hiding it through helping brands creating products and strategies able to satisfy more individual needs rather than group ones. Part of this process is the deep understanding of how to choose the right testimonials, influencers and ambassadors.

Modest Fashion 25/11 with Ozlem Sahin Ertas, Co-founder of Modest Fashion Weeks

Understanding the reason why Modest Fashion has become so predominant among the main fashion luxury brands will be the focus of this module. Students will have a closer look to what Modest Fashion means for those embracing it both for cultural and personal reasons: this Masterclass will uncover how, a specific need based on religious values has become mainstream by satisfying women empowering needs all over the world, no matter the background and culture.



SUSTAINABILITY

What do we mean with “Sustainable Fashion”? What is it that helps customers understand how to make different shopping choices contributing in shaping a more sustainable lifestyle? These Masterclasses will help students understand, through the direct experience of the speakers, how to build a sustainable brand embracing a strategy that involves a new way of thinking fashion and its production chain, managing resources, shaping spaces and involving people.

Product Development and Stylistic Identity 21/10 with Marina Spadafora, Fashion Revolution European Coordinator

What do we use when we produce fashion and luxury items and what is their ecological impact? The module looks at a wide range of issues connected to sustainable products, above all the study of materials, and how the value of the product’s eco-friendliness can be best appreciated and profitably communicated on the market. Learn how sustainable brands have re-invented their heritage, positioning, and reputation by adopting a ‘green’ sensitivity.

Sustainable Supply Chain Management 11/11 with Matteo Ward, Co-founder Wrad

How do we organize the supply chain in a sustainable way? The module takes this simple question as its starting point in order to delve into all the aspects of sustainable production and distribution, from product design to material selection, from manufacturing to packaging and transportation, from CO2 emission reduction strategies to the governmental incentives assisting sustainable choices.

Circular Economy and Social Responsibility 2/12 with Caterina Maestro, Co-Founder & CEO DressYouCan

In a world that has now become fully aware of climate change and its unavoidable impacts on global resources, health, social life and economic models, it is crucial to investigate why we need to change our production and consumption practices and what it takes to do so. Discover and understand the connection between that starts with a great belief in the value of sustainability and ends up in your wardrobe.

CONTACTS

FOR FURTHER INFORMATION

Donatella Lorato
HEAD OF DEPARTMENT
d.lorato@uniese.it
+ 39 02 3650 4235

Angela Bianchi
DEPARTMENT COORDINATOR
a.bianchi@uniese.it

Martino Garavaglia
CREATIVE MARKETING DIRECTOR
m.garavaglia@uniese.it

Margherita Ungari
PR & EVENTS COORDINATOR
m.ungari@uniese.it

Pietro Morlacchi
PROGRAMS COORDINATOR
p.morlacchi@uniese.it

ESE LONDON

4 Mandeville Place
W1U 2BG – London, UK
+44 207 935 3896
info@deselondon.ac.uk

ESE NEW YORK

725 5th Avenue
19th Floor Trump Tower
New York - NY 10022, USA
+1 212 759 1000
info@ese.edu

ESE MILAN

Via Paolo Lomazzo, 19
20154 – Milan, Italy
+ 39 023 650 4235
ese.milano@uniese.it

ESE FLORENCE

Borgo Santi Apostoli,
19
50123 – Florence, Italy
+ 39 055 2170 50
ese.firenze@uniese.it

ESE MADRID

C/ Serrano Anguita 10, 3dr
28004 – Madrid, Spain
+34 917 377 592
info@desespain.com

ESE ROME

Via di San Domenico 1
00153 Rome – Italy
+39 064 890 6653
ese.roma@uniese.it



www.ese.ac.uk