



**P A T T E R N S** *Analysis of all useful patterns that I could find on buildings facades and inside. Gold, black and blue.*

# THE FASHION BRAND COMMUNICATOR COMPETITION

Visualizing inspirational elements for the Fashion Stylist and Visual Merchandiser

**MASTER IN FASHION STYLING & VISUAL MERCHANDISING - SEPTEMBER 2015**

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 Master Program in Fashion Styling & 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, based on the creation of an inspirational mood-board that could be useful to suggest new ideas, in order to foster new creative elements for the Fashion Stylist and/or Visual Merchandiser. The project should be able to communicate visually an original inspirational concept, consistent with your hometown.

From styling to visual, from display to photography and video, up to the most innovative communication techniques, candidates will have to produce a visual communication project in order to be inspirational for the fashion creative department staff.

Candidates will act as a magnifier, keeping their eye always open to beauty and originality, in order to reveal and catch different "elements and details" of their town, producing a personal visual inspirational 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

Projects will be selected and evaluated by a jury composed by Sara Maino, Senior Fashion Editor at Vogue and Domus Academy Fashion School Faculty.

## REQUIRED MATERIALS

- The project must be presented in a 10 slides Power-Point presentation (including pictures and/or video)
- 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 will be sent to [art@wayout.com.tr](mailto:art@wayout.com.tr) digitally.

[art.wayout.com.tr/domus-academy-burs-yarismasi/](http://art.wayout.com.tr/domus-academy-burs-yarismasi/)

When you submit your project, you will receive a confirmation within 48 hours that your submission was received.

## 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.

## 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).

## 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.