



South Tyrol

Business School



|| Executive Master in
|| Fashion Management



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Business School

South Tyrol Business School was founded in 2022 by an international group of professors, researchers, and representatives from the business world. This school was created to answer a serious problem in South Tyrol: the lack of a scientific educational institution that imparts practice-oriented knowledge and modern management skills at an expert level.

Internal and external experts from the field of executive education have developed a future-oriented and customer-friendly teaching method. This provides for the offer of compact, high-quality certificate courses and executive master programs. A broad range of courses is designed to meet the diverse demands of the target group.



The South Tyrol Business School training center is located in the industrial zone of Bolzano. We offer high-quality, modern rooms with a beautiful roof terrace so that our participants can learn and network in a productive and relaxed atmosphere.

www.business-school.bz



Executive Master in Fashion Management

Duration:	85 hours (plus coursework and exercises)
Months:	6 months (part-time)
Start:	16 October 2023
Language:	English
Course number:	60126
Degree:	Executive Master in Fashion Management
Location:	Bolzano (and online)
Course fee:	5,500 euro (plus 22% VAT)

The Executive Master in Fashion Management program is designed to provide students with a solid foundation in the fashion business. Through a combination of theoretical and practical coursework, students will learn about the key aspects of fashion management, including fashion marketing, branding, design, and trend forecasting.

In addition to traditional classroom instruction, the course includes a variety of hands-on learning opportunities, such as case studies, guest lectures, and experiential learning projects. Students will also have the opportunity to work on real-world projects about fashion companies, gaining valuable practical experience and building their professional networks.

Throughout the program, students will develop the skills and knowledge necessary to succeed in a variety of roles within the fashion industry, including brand management, marketing, and product development. The course is ideal for aspiring fashion professionals looking to gain a competitive edge in the industry and start building their careers.

Course content:

- Fashion industry overview and trends
- Fashion marketing and branding strategies
- Fashion product development and design
- Trend forecasting and analysis
- Fashion buying and merchandising
- Supply chain management and sourcing
- Fashion business financial analysis and planning
- Retail management and e-commerce
- Fashion event planning and promotion
- Fashion law and ethics
- Sustainability in fashion
- Global fashion markets and cultural influences
- Fashion entrepreneurship and small business management
- Professional development and career planning in the fashion industry





Start your career as a
fashion manager.

Meet the Course Director



Daniel Tocca

Daniel Tocca is a **sustainable fashion entrepreneur** and cofounder of the sustainable fashion brand Re-Bello, the Kauri Store concept and the consultancy, Kauri Distribution.

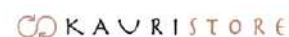
Daniel grew up in Bolzano, Italy, where he lives with his wife, Sara, and their two daughters, Sophie and Joy. Daniel is fluent in Italian, German, English and Spanish and is a passionate entrepreneur and advocate in the sustainable fashion industry.

He is a guest speaker at Bocconi University, SDA Bocconi luxury masterclass, Tilburg University, and many other universities and fashion events such as Peru Moda, Process Factory: 4sustainability, and Re-Invention.



Daniel's sustainable fashion start-up **Re-Bello** reached a first milestone when it surpassed the one million mark in revenue in 2015 and expanded its brand presence across Europe.

The **Kauri Store concepts**, co-founded by Daniel in early 2020, are multi-brand marketplaces featuring sustainable fashion garments with both an online and offline experience. The store concept also integrates augmented reality (AR) technology and Indoor Navigation to make it a marketplace of the future.



Become a professional
in fashion management.



A Hybrid Experience With Online and In-Person Classes

The Executive Master in Fashion Management program employs a blended learning approach that utilizes three distinct teaching methods: **in-person classes**, **live online classes**, and **recorded online classes**. In-person classes offer a traditional classroom experience, allowing students to interact with their peers and instructors face-to-face. Live online classes use video conferencing technology to enable remote learning, providing flexibility and convenience for students. Finally, recorded online classes serve as a preparation for the in-person and live online classes, during which students can engage in discussions and review the materials covered in the recorded lectures. This multi-faceted approach to teaching ensures that students receive a comprehensive and flexible education that meets their individual needs and learning styles.

The Typical Lecture Process

Pre-Lecture Preparation	Students receive study materials and access online classes to self-study and prepare on a specific topic related to fashion management. This step allows students to familiarize themselves with the content and come to the in-person class better prepared to engage in discussions and exercises.
In-Person Lecture	Students come to the South Tyrol Business School training center in Bolzano, where they deepen their knowledge about the topic, discuss with the instructor, engage in exercises, and study with their peers. In this step, students have the opportunity to interact face-to-face with the instructor and their classmates, allowing for a more immersive and collaborative learning experience.
Post-Lecture Review	After the in-person lecture, students can review the materials covered in the lecture, clarify any doubts, and complete any assignments or exercises given by the lecturer. This step helps students reinforce their learning and apply the concepts they have learned to real-world scenarios.

Optional: Internship

As part of the Executive Master in Fashion Management program, students have the option to participate in an internship with a local, national, or international fashion company. While this is **not mandatory**, it can provide students with valuable practical experience and help them build their professional networks. The South Tyrol Business School and its extensive network of industry connections can assist students in finding an internship that aligns with their career goals and experiences. This option enables students to apply the theoretical knowledge they have gained in the program to real-world situations and gain a deeper understanding of the fashion industry.

Prepare at home and meet in Bolzano
to put the knowledge into practice.



Meet Some of Your Instructors



Lina Matulaityte

Visual Merchandising Manager Fifth Avenue Maison
Louis Vuitton (*New York, USA*)

Lina previously worked for Loro Piana, Massimo Dutti, Mexx and Apranga and was, for example, responsible for managing the consistency and quality of visual merchandising.

Mourad Bahrouch

Creative Director in 3D, Metaverse
Mountain Collective (*Amsterdam, Netherlands*)

Mourad is a 3D artist who worked with leading brands like Nike, Tommy Hilfiger, The Next Web, Accenture, and Volvo Ocean Race. He presented works at many events such as Brussels Fashion Week.



Silvia Dell'Acqua

Head of Corporate Development, Career Service and eLearning
H-FARM College (*Roncade, Italy*)

Silvia has experience as professor for luxury branding and marketing and worked as an executive education and training specialist. Her motto is: "You are never too old, too young or too busy to learn."

Debbie Flowerday

Stylist Consultant and Associate Lecturer
Univ. of the Arts London & London College of Fashion (*London, UK*)

Debbie's key skills include window concept and product styling, retail design, store layout, interior design, exhibition, product styling, events and product launches and visual merchandising training and guidelines.



John William

Fashion Editor and Associate Lecturer
London College of Fashion (*London, UK*)

John has been working at the forefront of fashion media for over 20 years. An industry professional, he specializes in journalism, styling, creative direction, trend forecasting and photography.



Francesca Romana Rinaldi, PhD

Director of the Circular Fashion Management Executive Program,
SDA Bocconi School of Management (*Milan, Italy*)

Francesca is a professor for sustainability in fashion and the author of several books (e.g., "Fashion Industry 2030"). She is an executive consultant for companies and institutions such as the United Nations.

Francisco J. López Navarrete, PhD

President at **ELLE Education**, CEO and founder of
MINDWAY (*Madrid, Spain*)

Francisco, a luxury specialist and consultant, has taught strategy for the past 12 years across Spain, Latin America, and the US. Since 2010, he has directed ELLE's fashion and luxury programs.



Michaela Christine Wolf

Luxury brand and marketing consultant, coach and connector at
Michaela Christine Wolf Ltd (*London, UK & Innsbruck, Austria*)

Michaela has extensive knowledge of the luxury and premium industry across hospitality, jewellery, fashion, beauty, interiors, and luxury services. She has previously worked as head of marketing for Georg Jensen.

Daniel Tocca

Sustainable fashion entrepreneur and cofounder of
Re-Bello & Kauri Store concept (*Bolzano, Italy*)

With over 10 years of experience, Daniel has a proven expertise in the development of new sustainable products and materials, go-to-market strategies, and adapting to digital and international marketplaces.



How to Apply and Secure Your Seat

- Step 1:**
Registration
- The first step in the application process is to visit the program's website and fill in the registration form. This form will require applicants to provide basic personal information.
Program website: www.business-school.bz/fashion-management
- Step 2:**
Personal Interview
- After completing the registration form, applicants will be contacted for a personal interview. It serves as a way to assess their motivation and personal objectives. During the interview, applicants may be asked about their previous experience, as well as their interest in fashion management. The interview allows to get a better sense of each applicant and determine whether they are a good fit for the program.
- Step 3:**
Supporting Documents
- Following the personal interview, applicants will be asked to provide supporting documents, such as transcripts, resumes, and letters of recommendation. These documents will be used to further evaluate the applicant's educational and professional background and assess their potential for success in the program.
- Step 4:**
Admission Decision
- After all application materials have been received and reviewed, the program administrators will make an admission decision. Applicants who are accepted into the program will be notified of their acceptance and provided with further instructions on how to enroll in the program. Applicants who are not accepted will be given feedback on their application and may be encouraged to reapply in the future if they wish.

Frequently Asked Questions (FAQs)

- Q:** Do I need a university degree to apply for the Executive Master in Fashion Management program?
A: No, a university degree is not a requirement for applying to the program. However, applicants must demonstrate a strong motivation to pursue a career in fashion management.
- Q:** What is the application deadline?
A: The application deadline for the program is 15 September 2023.
- Q:** Is there an early bird offer?
A: Yes. If you apply before 15 July 2023, you are eligible for a discount of 500 euro.
- Q:** Can international students apply for the program?
A: Yes. However, there are regular, mandatory in-person lectures in Bolzano, Italy.



For Men and Women With a
Passion for Fashion Management.

Invest in Your Future With Our Program

Completing the Executive Master in Fashion Management program is a great investment in your future career. With its strong emphasis on practical learning and hands-on experience, the program equips students with the skills and knowledge necessary to succeed in the dynamic and ever-evolving fashion industry. The fashion industry offers a wealth of opportunities for creative and ambitious professionals, and this program is designed to help you take advantage of them.



Get in Touch with our Admissions Office

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Address: South Tyrol Business School
Luis Zuegg Street 23
39100 Bolzano, Italy

Program website: www.business-school.bz/fashion-management



Transform Your Passion for Fashion
Into a Successful Career.



FASHION

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2023 Edition