

Corso: **TECHNOLOGIES FOR THE FASHION PRODUCT**

Docente: PROF.SSA MANUELA RUBERTELLI

Semestre: 2°

Lingua di erogazione: INGLESE

N° max studenti ammessi: 20 MODA+ FIT+ 10 ERASMUS

Modalità d'esame per non frequentanti: NO

Note: /

Prodotto	Interni	Comunicazione	Fashion	D&E	PSSD
X	X	X	✓	X	X

TECHNOLOGIES FOR THE FASHION PRODUCT

The course aims to provide the students with a clear understanding of the Italian fashion industry through the analysis of key factors that makes the brands successful in the marketplace. From a sketch to a prototype several actions are carried out inside apparel companies from skilled professionals who fulfil added value all the way through the supply chain. From materials research to catwalk a garment is developed in house. Why multinational luxury groups are based in Italy? Some players of the made in Italy production will be invited in class for giving a personal answer to the question.

TECHNOLOGIES FOR THE FASHION PRODUCT

GRADING PERCENTAGE

- Attendance 30%
- Homework – assignments 30%
- Final project 40%

FINAL EXAM

For the final exam each student will present a project designing a small line of 5-7 styles Menswear or Women-wear, with a special focus on the materials applied, target consumer, prices retail and wholesale



Prêt-à-porter vs. Haute couture



Board of collection



Product
development
office and boards
of collection

