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The Fashion Market: Structure, Players and Success Factors

PROF. FRANCESCA ROMANA RINALDI (COURSE MANAGER) / LUCIA PALADINO

Area of study:	Fashion and Design
Area Code:	IB/CM300
Method of Instruction:	In-person

Description

The course provides an overview of the fashion industry. The aim of the course is to address the main strategic and managerial characteristics related to fashion with a global focus, analyzing the new challenges that fashion is facing nowadays: the digital and the sustainability revolution. Course objectives can be synthesized as follows:

- To get acquainted with the concept of fashion brand management;
- to understand the main differences among the market segments;
- to understand seasonal strategies at the level of product, distribution and communication;
- to analyze the new challenges that are reshaping nowadays the fashion industry: the digital challenge (social media communication, e-commerce) and sustainability.

Course contents

- Managing fashion businesses
- Branding as positioning
- Stylistic identity and product strategies
- Image identity and communication strategies
- Retail identity and distribution strategies
- New challenges: branding and sustainability
- New challenges: social media and e-commerce in fashion

Prerequisites

The course is introductory to fashion brand management and does not require any previous knowledge of those businesses. A basic knowledge of strategy, management, brand management and strategic marketing is a facilitating factor.

Method of instruction

Together with the traditional lectures, the learning process is supported by stimulating teaching methods such as case discussions, guest speakers and field projects, taking advantage from being located in a leading fashion centre as Milan.

Course requirements

Students have to comply with the following requirements:

- a) students are expected to regularly attend class sessions and actively contribute to in-class debate;
- b) students are required to carry out a group assignment to be presented in class;
- c) students have to take a final written exam at the end of the teaching period.

Credits



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6 ECTS

Grading

Group assignments + online presentation	50% of final grade
Final exam	50% of final grade

Course readings and materials

Instructor bio

Prof. Francesca Romana Rinaldi PhD, teaches at Bocconi University and SDA Bocconi where she is coordinating the course CSR in Fashion & Luxury at MAFED – Master in Fashion, Experience and Design Management. She is also part of the SDA Bocconi Sustainability Lab. She is Director of the Master in Fashion Direction: Brand & Business Management and the New Sustainable Fashion short course at Milano Fashion Institute (inter-university consortium among Bocconi University, Cattolica University and Polytechnic of Milan). She is Expert Co-Lead of the “Policy Recommendation” group in the UNECE (United Nations Economic Commission for Europe) project “Enhancing Transparency and Traceability of Sustainable Value Chains in the Garment and Footwear Industry”. She is Author of “Fashion Industry 2030” (Bocconi University Press, 2019) and Co-author of “L'Impresa Moda Responsabile” (Egea, 2013), “The Responsible Fashion Company” (Greenleaf Publishing - Routledge, 2014). As an executive consultant she supports companies in the Fashion and Luxury industries with a focus on brand management, sustainability, digital strategies and business model innovation. She is often invited as speaker at international forums and involved for interviews by Italian TV channels such as RAI, LA7, Canale 5, SKY and some international channels. In 2010 she has created the Bio-Fashion blog (<http://bio-fashion.blogspot.com>) with the objective of raising awareness on Sustainability in Fashion and Luxury. In 2019 she has created the instagram community @fashionindustry_2030 to open a discussion with opinion leaders and experts about the future of fashion

Prof. Lucia Paladino teaches and coordinates the Merchandising and Buying course of the Master in Brand & Business Management at Milano Fashion Institute. She teaches at Bocconi University, SDA Bocconi School of Management and CREA Business School (Geneva). She taught at NIBI (Milan). She is a tutor of projects and coordinator of study tours at SDA Bocconi and Milan Fashion institute and a management consultant for companies in the Fashion and Luxury industries, with a focus on brand management, merchandising, digital strategies and business model innovation. She is an editor of www.flawlessmilano.com (lifestyle digital magazine) and wrote for <http://ideas.sdabocconi.it/strategy/> (Strategy digital magazine of Bocconi). Among her publications: “Signature Touch-Points: Best Cases”, in Signature Experience, Egea, 2018 and “Crafting the Signature Experience Within the Fashion Communication Eco-System”, in Signature Experience, Egea, 2018.

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