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## Managing sustainability in fashion and luxury

PROF. LIUBA NAPOLI / FRANCESCA BONI

<b>Area of study:</b>	Fashion and Design
<b>Area Code:</b>	IB/CM350
<b>Method of Instruction:</b>	In-person

### Description

The course provides an overview of the fashion industry with a specific focus on the sustainability segment. The aim of the course is to introduce the main strategic and managerial tools to manage sustainability and responsibility in fashion and luxury.

Course objectives can be synthesized as follows:

- Defining sustainability and responsibility in fashion and luxury
- Managing sustainability in fashion and luxury: a multistakeholder managerial model
- Analyzing sustainability and responsibility best practices in fashion and luxury
- Analyzing sustainable and circular materials in fashion
- Managing circularity in fashion and luxury
- Managing responsible innovation in fashion and luxury

### Course contents

- Managing sustainability and responsibility in fashion and luxury
- Managing circularity in fashion and luxury

### Prerequisites

The course is introductory to managing sustainability in fashion and luxury 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.



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## Credits

6 ECTS

## Grading

Group assignment + Class presentation	30% of final grade
Final online exam	60% of final grade
Attendance, behavior and participation	10% of final grade

## Course readings and materials

All the readings and lecture slides will be available on Blackboard.

### **Liuba Napoli** (instructor)

Liuba Napoli, MScEng Politecnico di Torino, is an international executive consultant in the Fashion, Luxury & Textile industries, supporting companies in the path to sustainability-driven innovation. She has over 15 years of professional experience in consultancy firms, industrial companies and educational institutions within the textile, technical textile, apparel & fashion, luxury goods sector. Several years collaborating with institutions abroad gathering solid and in-depth expertise in sustainability and sustainable development within an international environment. She can offer key competences on innovation and product development, advanced materials and technologies, combined with proven experience in project management, change management, design and delivery of learning programs and training initiatives. She is co-author of scientific papers and patent inventor. She is invited speaker at international conferences. She is Innovation Advisor at SDA Bocconi Monitor for Circular Fashion. She is guest lecturer in sustainability and sustainable materials, circular fashion, innovative materials and technologies, e-textiles and wearable technologies at educational institutions such as Cattolica University, Milano Fashion Institute, International University of Monaco, VIA University College, Fashion Research Italy, Centrocot. She contributes to drive the positive change with a strong professional commitment to fashion and luxury industry continuous improvement through integration of social and environmental responsibility in the value chain.

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### **Francesca Boni** (instructor and course tutor)

Founder of Il Vestito Verde, a digital platform to discover sustainable fashion brands and stores in Italy, she is also a researcher at Università Bocconi and SDA Bocconi School of Management. Her background is in venture capital, working with high tech and space startups.

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