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## Fashion Communication: History and Analysis

PROF. ALBERTO BENZA

<b>Area of study:</b>	Fashion and Communication
<b>Area Code:</b>	IB/CM370

### Description

The course will focus on a deep analysis of the rules and the actors behind the fashion industry; the strategies, the hidden messages and the implementation of editorial projects, advertising campaigns and corporate communication. Particular attention will be given to the history of fashion photography (from 1960s to present). A study of the editorial industry highlighting the different styles and the key-players (fashion editors, stylists, photographers... with main focus on Paris, Milan, New York and London scenes) will give the students an exhaustive overview and knowledge of this sector worldwide. An introduction to the independent international communication and production agencies will teach students the operations, the budgeting and logistics behind the making of an advertising campaign, which will also lead to a better understanding of a variety of roles, hence job opportunities.

An extensive chapter will be dedicated to the analysis of corporate communication in its traditional forms (above the line, below the line) and digital; social media and the metaverse. The communication strategies behind the fashion shows and the collections. The study of the fashion brands, their creative directors and their styles along with the visual references will give the students the opportunity to learn key differences, marketing strategies, collaborations and unwritten rules of the whole fashion system.

### Course contents

- Introduction to the fashion system: editorial, commercial, corporate, retail, distribution.
- The Visual Communication: a message through an image.
- The Colour: the colour theories behind a marketing strategy .
- Fashion product vs the brand
- Traditional campaigns (ATL, BTH), Digital (Social Media, Metaverse), Fashion Shows, Collections
- Established and indie magazines: history of fashion photography
- The Fashion Brands: structure, style, philosophy and image of the fashion houses
- Production and communication agencies: the structure
- Art, music and cinema in fashion: analysis of the arts seen as references in fashion communication
- The Production: budget, team, logistic and implementation of a communication campaign
- Finance, Networking, Collaborations: how to source talents, investments to activate a plan
- The Retail Experience: marketing and communication in store



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## Prerequisites

None

## Method of teaching

Traditional expository method, Simulation.

## Course requirements

Attendance is required and the active participation of the students is strongly encouraged. Students will be asked to work in teams on different class projects. It will be required to attend art exhibitions, museums and fashion store visits, fashion-shows.

## Learning outcomes

By the end of the course, students will be able to:

- Understand the fashion industry business (worldwide, past and present)
- Analyse markets and develop a tailored strategy for a marketing and communication campaign
- Understand the production processes behind fashion shoots and communication campaigns
- Manage a set budget for a campaign
- Develop a strategic business network through social media
- Plan and activate a digital communication project for clients
- Design and produce marketing/communication collaborations across different industries and brands

## Credits

6 ECTS

## Grading

Attendance and class participation	25 % of final grade
Midterm Essay	25 % of final grade
Class Presentation	25 % of final grade
Final exam	25 % of final grade



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## Course readings and materials

All reading material will be made available on Blackboard.

## Instructor bio

Born in Milan, Alberto Benza is a professional with 17 years of PR, Marketing and Communications, Talent Representation and Creative Production experience, spread between Milan, London, Paris and New York. Expert with extensive experience in Events, Fashion Shows, Photography Production. Since 2002 he regularly teaches fashion communication in different art and fashion schools between London, Milan and Dublin.

Clients list including: Gucci, Maison Martin Margiela, Paco Rabanne, Fred Perry, London Fashion Week, Karl Lagerfeld X Endless Capsule Collection, Porsche, McLaren, UK Vogue, Dazed&Confused, Vogue Italy, Disegno Magazine, iD Magazine, WallPaper, London Photographers Gallery, Monaco Contemporary Art Festival and Photography (Special Advisor).

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