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CATTOLICA
del Sacro Cuore

A Fashion Brand: From Line Creation to Market Placement. A Case Study

PROF. MARGHERITA PAGLIA

Area of study:	Fashion and Design
Area Code:	IB/CM320
Method of Instruction:	in-person and live-streaming (dual mode)
Participation:	synchronous/live and asynchronous

Description

The first part of the course provides an overview of making fashion. It starts from iconographic studies, it includes knowing how to read images and it ends with playing with colours and understanding their meanings. In this part of the course students have to understand what a brand is and where it has to be placed, using marketing tools, merchandising skills and communication awareness. The second part is a “dive in” through innovation. We will analyse some different paths like verbal and non-verbal communication. Through role-plays and team works we will go deeper into old and new networks for example paper and social networks. The last part of the course focuses on the function of products in fashion: we will create a new product and students have to recreate its universe studying new mood boards, concept boards, target and marketing plans: their own brand! All this is fundamental for the fashion and will create a real awareness of it. A great role is played by practical work and referring to a newly born and established brand, the students will have the possibility to apply theories to a practical field and they will be exposed to problem solving situations related to real cases relating to the fashion world.

Course contents

The course will be focused on the fundamental steps to built a brand with products created for contemporary markets. Researches, concepts, mood, products and marketing strategies. It will try to analyse them through practice and role play.

Prerequisites

Fashion products and fashion marketing, interest in fashion items.

Method of instruction

Case-studies, in-class discussion (with individual activities), in-the-field assignments, focus on objectives and solutions.

Course requirements

Seminars (with group activities) and virtual field trips.



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Credits

6 ECTS

Grading

Attendance and class participation	20% of final grade
Group assignments + class presentation	20% of final grade
Midterm test	25% of final grade
Final presentation and written exam	35% of final grade

Course readings and materials

All the readings and the lecturer's slides will be available on Blackboard.

Instructor bio

Prof. Margherita Paglia Graduated in Fashion Design at Politecnico di Milano – specialized at ENSAD Paris and FIT New York - in Industrial Design, Arts, Communication and Fashion Universe.

Now design manager for The Walt Disney Company before designer in luxury brands and Product Manager for an important company in Como, Mantero Seta spa, she knows the market from luxury brands to mass market.

Art director for PAGLIA MILANO, a newly born Italian brand, she follows the creative and product sphere of this brand. Her interests concern research methods and CREATIVE TREND tools to support the product processes and a fashion collection development, Prized for the DESIGN ETICO (2012), Exposition at Spazio Tadini-Milan- (2009), Museum at FIT-New York- (2008), Centre Pompidou-Paris-(2006). Involved in the Italian territory in research, projects and consultancies for ethical way of making fashion.

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