

Fashion Innovation

Master of Advanced Studies



Fashion is an ever-changing business from its origins. Nowadays the rise of exponential disruptive technologies and innovative business practices determines a new approach towards the whole industry. Whereas creativity and art are still at the core of it all, the pace of the transformation requires serious dedication and improved technical and soft skills. The Master of Advanced Studies in Fashion Innovation (MFI) provides an interdisciplinary perspective of both the business and technical aspects related to the fashion world. The MFI builds upon five Certificates of Advanced Studies (CAS), which lay the foundations in today's driving areas of such ever-growing fashion market: Management and Business Innovation in Fashion, Product and Service Digital Innovation in Fashion, Process and Value Chain in Fashion, Sustainable Innovation in Fashion, Marketing and Communication in Fashion. The MAS course ends with a final project developed by the student upon a selected topic in the fashion industry. The MFI is characterised by a strong combination of interdisciplinary academic and industrial skills given by its promoters: SUPSI (Department of Innovative Technologies), Ticinomoda and Chamber of Commerce (Ticino).

Objectives

The MAS objective is to train the professionals of the future to become talented managers in the contemporary fashion arena.

The fashion industry has always focused on the creative development of its main products: garments and accessories. In recent years, new technologies and processes have allowed to disrupt fashion companies business models with the aim of providing more value to the customers. New methodologies of governance and management, additional effort into developing consumer centric processes and industrial value chain solutions, continuous effort into a circular economy system and more digitally enhanced consumer relationships are key drivers in such contemporary fashion environment.

Prospects

The MFI program equips individuals in developing the right set of skills required to cover professional roles in innovation positions in different companies' departments, from senior managers to the next generation of C-level leaders.

Requirements

The MFI is aimed at all graduated people (Bachelor Degree) with proved English proficiency and relevant professional experience in the fashion industry.

The Master program may also be open to people with equivalent qualifications. In this case, once the application form has been received, the UAS will check the suitability of the applicant.

Admission steps

- ♦ Pre-enrolment: submit of Bachelor Degree Diploma, letter of motivation, copy of passport or ID, two letters of recommendation, Curriculum Vitae.
- ♦ Personal admission test interview: SUPSI welcomes applications from all prospective students and wishes to accept students with the best potential, irrespective of their background. The purpose of the admission interview is to understand their motivation and attitudes in undertaking the chosen SUPSI academic course and their level of comprehension of the language in which it is delivered.

Teaching methodologies

The MFI will leverage on all the experiential learning methodologies of teaching towards professionals, such as flipped classrooms, external visits, fieldwork, work based learning, practical classes and workshops, both on individual and team level, other than lectures and independent studies. Most of the themes addressed in this course will be raised by national and international keynotes.

Steering Committee

Emanuele Carpanzano - Chair (SUPSI)
Marco Dal Lago - Technical Coordinator (SUPSI)
Marina Masoni (Ticinomoda)
Alberto Riva (Ticinomoda)
Roberto Klaus (Camera di Commercio Ticino)

Advisory Board

Giulio Salgaro - Chair (Guess)
Davide Corniolo (Hugo Boss)
Renzo Agosti (Consitex SA)
Christian Burkhalter (LGI SA)

Faculty

Silvia Zancarli - Course Leader

Alessandro Balossini Volpe - CAS responsible

Giacomo Sabino - CAS responsible

Florence Labati - CAS responsible

Marco Ricchetti - CAS responsible

Didactic credits

60 ECTS

Certificate

Master of Advanced Studies in Fashion
Innovation.

Duration

24 months. Each CAS is composed by approximately
120 hours in class.

Time

Lectures are scheduled on Friday late afternoon
(4 academic hours) and Saturday morning
(4 academic hours).

Dates

The lectures schedule will be available onto the
website www.supsi.ch/fc-catalogo.

Location

SUPSI premises – Ticino, Switzerland.

Tuition fees

Single CAS: CHF 5'600.–

Final project: CHF 2'000.–

Entire MAS: CHF 29'000.–

Tuition fees for members of Ticinomoda

Single CAS: CHF 1'000.–

Final project: CHF 500.–

Entire MAS: CHF 5'000.–

Contact

Vanessa Battisti

Administrative responsible

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Program

Management and Business Innovation in Fashion

- ♦ Introduction to the fashion industry
- ♦ The fashion value chain
- ♦ Fashion innovative business models
- ♦ Overview of finance for fashion
- ♦ Organizational and creative team management in the fashion business

Responsible: *Alessandro Balossini Volpe*

Product and Service Digital Innovation in Fashion

- ♦ Product and Services: advanced development technologies and methods
- ♦ Digital rapid prototyping techniques applied in the fashion industry
- ♦ Consumer-centric design and engagement towards product/service co-creation
- ♦ Integration of wearable technologies in fashion products and services
- ♦ Exploiting the potential of IoT for next generation fashion products and services

Responsible: *Florence Labati*

Process and Value Chain in Fashion

- ♦ The Fashion value chain and production process life-cycles
- ♦ Innovative customer centric value chains
- ♦ Building omnichannel excellence through value chain innovation
- ♦ Innovative production processes and technologies in the fashion industry, value chain horizontal and vertical integration in the Industry 4.0 paradigm
- ♦ Lean manufacturing methods applied to the fashion industry

Responsible: *Giacomo Sabino*

Sustainable Innovation in Fashion

- ♦ Introduction to sustainability and CSR
- ♦ The three sustainability pillars: economic, social, and environmental and the circular economy vision in the fashion system
- ♦ A roadmap towards sustainability: policies definition, initiatives ramp up, metrics identification, dissemination and reporting
- ♦ A new vision. Sustainability as value added for both customers and employees
- ♦ Brand value creation and promotion through sustainability and related risks management aspects

Responsible: *Marco Ricchetti*

Marketing and Communication in Fashion industry

- ♦ Introduction to fashion marketing and brand management
- ♦ Fashion identity building and branding
- ♦ Fashion communication, advertising and promotion strategies
- ♦ Fashion merchandising and retailing principles and techniques
- ♦ Customer relationship management in the digital era

Responsible: *Silvia Zancarli*

Innovation Project in Fashion industry

- ♦ Final project developed by the students upon a selected topic in the fashion industry
- ♦ Thesis presentation

Information

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