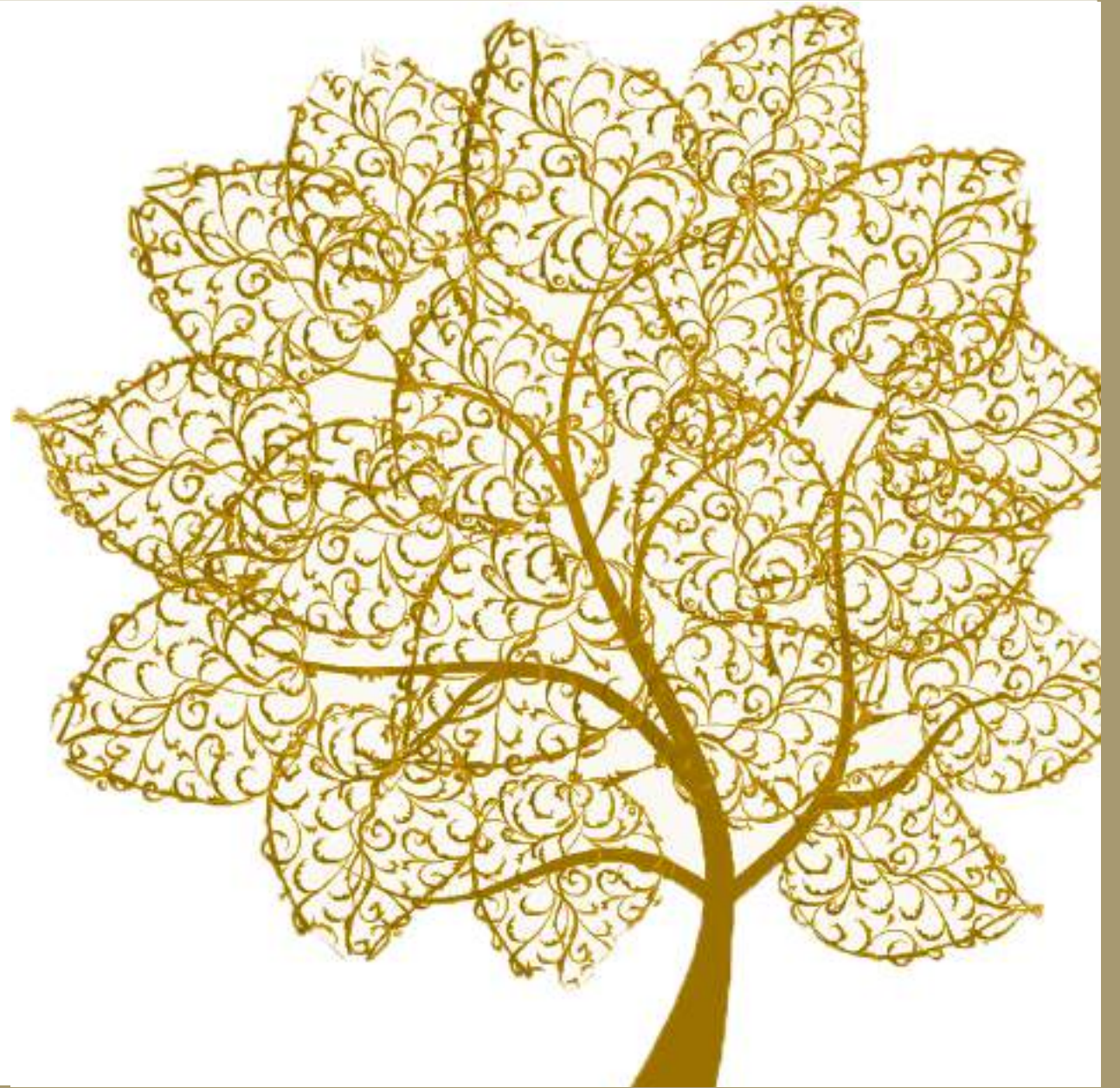




ESE FASHION AND LUXURY CULTURE
DEPARTMENT

visibilia ex invisibilibus

Elevating individuals, connecting brands
#masteryourdream





ELEVATING INDIVIDUALS, CONNECTING BRANDS

ESE Fashion and Luxury Culture Department aims at educating individuals by leveraging their acknowledgement of one's inner self as a reflection of the outer self. The comprehension of the history, the culture, the roots and the values of Fashion and Luxury will give the tools to manage personal identity and its expressiveness as image, and eventually the capacity to understand and interpret modernity.

#masteryourdream



THE CONCEPT

Luxury and fashion are the engines of progress and cultural transformation, deeply connected to the concept of identity and key to the understanding of modern society and its paradigms. They are able to satisfy the human need for both imitation and, jointly, differentiation. Both take roots in the concepts of Beauty and Creativity and are linked to various fields of human excellence: Design, Art, Music, Photography, Hospitality, Cuisine.

The two concepts are also an integral part of the Italian Know-how, which represents a priceless heritage that is expressed in the products of the High Cultural and Creative Industry, epitomes of a lifestyle that is recognized all over the world. Culture is what defines our history, our present time and the gifts we leave to future generations.

The more free, interdisciplinary and stimulating the cultural environment is, the greater the production of creativity and talent. This is why it is so important to train a new generation of creatives through the educational system, in order to increase the Creative Industry Performance. The development of transversal skills will allow each person to connect with new themes, different perspectives and a cross-cultural approach, even emotionally.



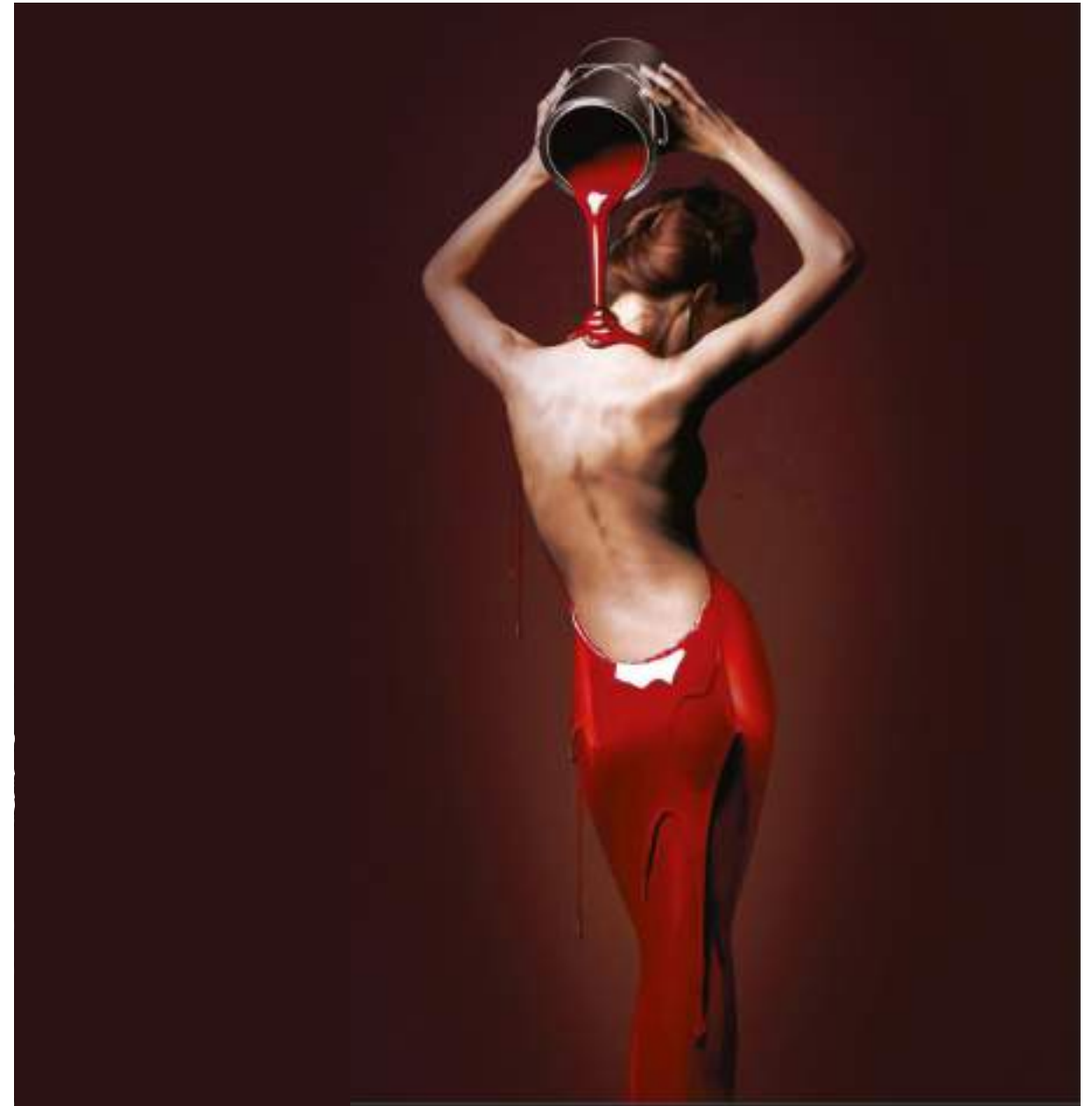


THE THEMES OF INTEREST AND RESEARCH

Inclusiveness: Consumers are looking for companies to embody the values of diversity and inclusion. This shift towards inclusivity is extremely prevalent in the fashion and beauty industries. In less than a decade, the market has changed favoring brands that promoted diversity and punishing those who pushed towards impossible beauty standards, and the glamourization of unhealthy body types.

Social Responsibility: Consumers of all ages are seriously concerned with social and environmental causes, which many regard as being the defining issues of our time. They increasingly back their beliefs with their shopping habits, favoring brands that are aligned with their values and avoiding those that aren't.

Authenticity: Consumers are increasingly drawn to small brands with compelling and authentic narratives. Smaller players will continue to have their role to play as long as they differentiate on emotion, curation and trust. In a world of celebrity endorsements, sponsored posts and paid influencers, consumers crave authenticity more than ever especially younger generations who are the least engaged with brands.



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THE ACTIVITIES



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Professional Training Programs: Building knowledge, skills and professional competencies through different levels of training and experiences.

International Guest Lecturers: Their presence will give our students a chance to get an insight into their careers and into the current developments in the industry.

Learning by doing in creative contexts such as highly engaging activities and experiential tours throughout the city.

Smart Internship Programs that will give the students the possibility to work on real, creative projects without the need for the company to train them like traditional interns

Market Research for academic papers and publication, to better understand how the customer journey is changing and where the Market is moving towards.

Events and Panel Discussions with International Professionals and Partners, sharing insights and experiences to build a better and comprehensive vision of the future.

Scouting of new talents and giving them all the tools necessary to thrive and bloom into their full potential and creating an Emerging Talents HUB.

F&LCommunity: virtual and live community of students, professors and professionals that all share the passion for fashion and are open to learn from one another.

Contests in which young designers and also people outside of the industry are given the chance to share their hidden talent and win the possibility of having a moment under the spotlight.

IG influencers: As the market progresses, Influencers on Instagram have been increasing their popularity in leaps and bounds, becoming a crucial part of the fashion industry that must be taken into account.

Partnerships and Collaborations with Institutions, Designers and Industry Professionals to develop meaningful projects and gain credibility.

Brand Ambassadors that will represent the Department worldwide in a positive light and by doing so help to increase awareness.



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THE PROJECTS



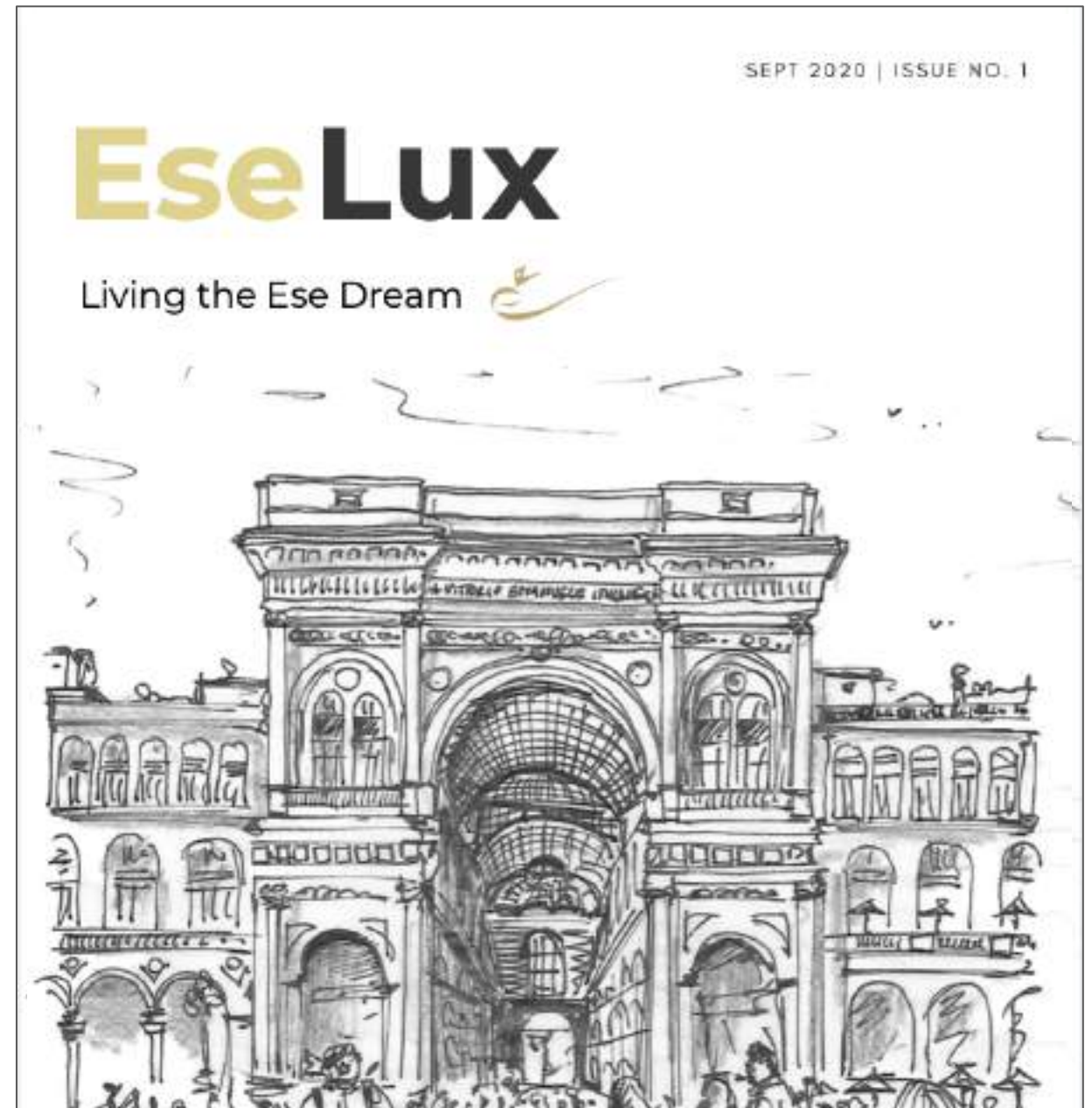
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ESELUX: LIVING THE ESE DREAM

Fashion magazines are about capturing the cultural moments of the present times through the study of history and what's current, a platform where the voices of both aspiring designers and esteemed professionals in the industry can be heard. "Eselux Magazine: Living the Ese Dream" is a trimestral digital publication that aspires to be a catalyst of change in the Fashion Magazine environment, putting the focus on the individual, the very real and human stories about talent, excellence and success.

The Digital Magazine will be the crown jewel of ESE Fashion & Luxury Culture Department, elevating its image and prestige.





ANIMAL CROSSING ESE FASHION CONTEST

Influential Fashion Houses to the likes of Marc Jacobs, Sandy Liang and Valentino have been showcasing their latest styles in Nintendo's village-building game, complete with download codes for those who want to wear them on their digital avatar. Liang even brought the concept of the exclusive pop-up store to the game, with people waiting up to two hours to get virtual threads.

Given how massively impactful the game is on the industry, ESE Fashion & Luxury Culture Department will develop a Contest in which players and aspiring designers from all over the world will have the chance to create in-game uniforms for European School of Economics. This will be a great opportunity to expand ESE's brand awareness as a pioneer of creativity and innovation, tapping into the very connected and creative community that lies within the Animal Crossing fandom.





FASHION INFLUENCERS INTERVIEWS

The third and final project involves what is possibly the number one platform when it comes to brand recognition and promotion: Instagram Fashion Influencers. ESE Fashion & Luxury Culture Department is creating meaningful connections with well-established and recognized influencers who are championing sustainable, inclusive and authentic fashion; encouraging reusing and conscious shopping.

These partnerships will culminate with a series of interviews in which the influencers will help us have a better understanding not only of how the industry is changing but also of the impact that Fashion Sustainability is making on consumers.





MODEST FASHION

The term modest fashion or modest dressing refers to a fashion trend in women of wearing less skin-revealing clothes, especially in a way that satisfies their spiritual and stylistic requirements for reasons of faith, religion or personal preference.

Modest fashion is a way to express empowerment. When society tends to promote a very revealing kind of fashion, modest fashion speaks to women who don't agree with this vision and prefer to cover. This is the stance modest fashion makes.

ESE Fashion & Luxury Culture Department will be championing this new trend, including in the conversation the voices of our many international students who can relate to Modest Fashion, within and without their native countries.





ESELUX: THE PODCAST

A media outlet that is currently growing in popularity is the podcast. Podcasts are episodic forms of audio broadcasting, that can be accessed from about anywhere. They can be downloaded directly to your smartphone so you can listen at your leisure while commuting to work, working out or just relaxing at home.

Some of the most popular podcasts have built a loyal following around their listeners—a community that patiently awaits the release of each new episode every week or two- and this would a good opportunity to promote the ESE Fashion & Luxury Culture Department in a fresh and engaging way, building its credibility in and out of the industry.



WHY ESE

Ese wants to position itself at the heart of a continually changing Industry, as a pioneer of a new way of educating the future generation. The core of our philosophy lies in the concept that true talent comes from within, is something that cannot be taught but can be developed by focusing on individuality.

Uniqueness and excellence are the core values behind the Fashion and Luxury Industry and only an institution that takes education as a personal journey for every student, rather than just feeding constant notions with no rhyme or reason, can truly have a deeper understanding of the industry.

WHY MILAN

If there's one city that is worthy of the "fashion capital" crown, it's Milan. Milan is without a doubt the capital of Italian and international fashion. Cosmopolitan, it incorporates luxury, art, gastronomy and culture: it's the perfect place for fashionistas and industry enthusiasts.

Simply put, Milan is in vogue all year round and it remains an international point of reference for the fashion firms and the public, because of its deeply rooted culture and rich history that are intertwined with the idea of Beauty, Excellence and Luxury



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