

MILANO | ITALY

MASTER IN FASHION, EXPERIENCE & DESIGN MANAGEMENT MAFED

MAFED 2010 Career Report





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CARM GENERAL OVERVIEW

The **Career Management Program (CARM)** is a dynamic meeting point for cultures and opportunities. It offers counseling and dedicated services to MAFED participants. Companies can have access to:

CV Book

We assist companies in recruitment by publishing the CV Book, which includes the CVs of MAFED participants in English. It is distributed directly to companies and is available on request from the CARM. It's a fundamental tool for companies seeking high potential profiles, and also contains all the characteristics of participants and information on the School and on the MAFED Program.

Company Days

During the final part of the MAFED Program, CARM will arrange encounters and presentations for participants to meet companies in the industry. Company Days are the most important part of the recruitment process. The creation of personal encounters while you are still enrolled in the program is fundamental for both students and companies.

Job Posting

CARM gathers all job offers from companies and institutions interested in meeting participants. It then advertises these opportunities to students shortly before graduating and after graduation.

Interviews

Job interviews for candidates are organized on demand by CARM. This facilitates the process, both for participants and for recruiting companies. During this phase, CARM advises MAFED participants on how to best tackle the selection process. It also follows up with companies after the interviews and tries to advice the candidates on choosing the best option for their career.



50%
of 2010 job opportunities
generated by CARM and MAFED faculty.



MAFED CAREER DEVELOPMENT SERVICES

CARM is individually tailored to maximize each student's needs. The **Career Management Program** is aimed at supporting MAFED participants in the development of personal skills in order to strengthen their competence profile. Students are supported through:

TRAINING

- Communication skills (self-presentation, interviewing, CV writing)
- Individual efficacy
(creative problem-solving, decision-making, teamwork and leadership)



CV BOOK

- Collection of participants' CVs and publication of CV Book
- CV Book sent to leading fashion and design companies

COACHING

- Analysis of candidate expectations
- Meetings with participants for career development
(Career Coaching)

The program is developed throughout the year with dedicated sessions, each supported by MAFED faculty or professionals in the field of human resource management. Some sessions are plenary with speakers or class exercises; other sessions are held on an individual basis. Before the completion of the program we provide each candidate with an individual report and evaluation from the faculty which states strong points of candidate throughout the year as well as areas to improve. It also gives the candidate and overall view of their performance in terms of grades and soft skills.



ALUMNI NETWORK: A NETWORK OF TALENTS AROUND THE WORLD

The MAFED Alumni network keeps growing and has become a strong link at a worldwide level.

Our Alumni have attained positions in the industry in over **30** countries around the world.

The Alumni network allows participants working in the sector to exchange opinions and create privileged relationships through reunions and events organized throughout the year.

MAFED Alumni Reunion

Every year we organize one or more MAFED Alumni Reunions and Cocktails. These reunions may be both formal and informal meetings and are organized in Milan, New York, Paris, London and Shanghai, where most of our alumni are based. Students and faculty meet with top representatives from the industry and are able to network on a regular basis. Events like these represent a great opportunity to strengthen the network of contacts, and for classmates and professors to meet again.



MAFED alumni have attained positions in over **30** countries worldwide.



PRESENTING CAREER STATISTICS



The 2010 Career Report analyzes the results of MAFED from 2002 to 2010 and of 2010 alone.

It provides an average placement in terms of sector, geographical area and function.

Our alumni have been able to attain managerial positions in some of the most important fashion and design companies worldwide and it is important to know that mobility between companies is very common.

55%

of 2010 graduates have found an international job.

45%

of 2010 graduates have found a new job in Italy.

61%

of 2010 graduates found a new job four months after the graduation.



OVERVIEW 2002-2010

Average Placement by Sector
2002-2010



Fashion	59%
Experience	15%
Own Business	10%
Design	6%
Other	10%

Average Placement by Geographical Area
2002-2010



Italy	43%
Rest of Europe	32%
America	15%
Asia	10%

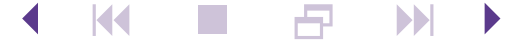
Average Placement by Function
2002-2010



Brand	37%
Retail	35%
Other	28%



59%
have a placement in Fashion.



MAFED 2010 CLASS PROFILE



Regional Breakdown

Distribution by Nationality



Europe (excluding Italy)	43%
Asia	19%
North and South America	17%
Italy	12%
Middle East	7%
East Europe	2%

Pre-MAFED Working Experience

Distribution by Work Experience



3-4	71%
>4	17%
<2	12%

Academic Background

Distribution by Degree



Economics	45%
Humanities	12%
Fashion Schools	12%
Communication	10%
Other	21%

Professional Background

Distribution by Sector

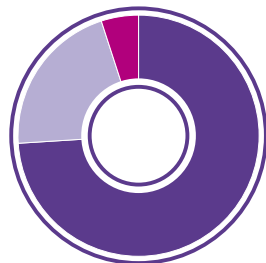


Fashion, Design, Cosmetics, Luxury Goods	36%
Publishing and Communications	33%
Banking and Finance	7%
Other	24%

Age

Distribution by Age

24-27	74%
>27	21%
<24	5%



Gender

Distribution by Gender

Female	79%
Male	21%





MAFED 2010 CAREER STATISTICS



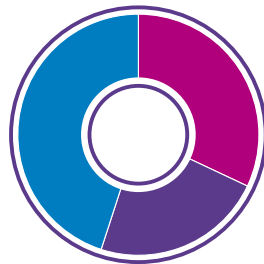
4 Months after graduation, **61%** of 2010 MAFED graduates seeking employment have found a new job. CARM and MAFED faculty generated **50%** of these opportunities. **55%** of our graduates have found a job internationally and **45%** are working in Italy.

Placement
by Sector
2010



■ Fashion	32%
■ Own Business	27%
■ Design & Experience	23%
■ Other	18%
■ Retail	10%

Placement
by Function
2010



■ Retail	32%
■ Brand	23%
■ Other	45%
■ Fashion	10%

Placement
by Geographical Area
2010



■ Italy	45%
■ Rest of Europe	41%
■ Asia	9%
■ America	5%





CAREER RELATED SESSIONS

Throughout the year MAFED students will participate in various sessions with HR professionals that help them get prepared for interviews, selection processes and future careers in the Fashion and Design industries.

The following areas were covered in 2010:

- How and Where to Network
- Mock Interviews for the Industry
- How to Write a CV and Cover Letter
- Presentation Skills
- Immigration and Labour Law in Italy
- Soft Skills and Creativity
- Salary Negotiation
- What are Recruiters Looking for in Italy and Abroad



FIELD PROJECTS: How to manage a project in the Fashion industry.

During MAFED, students have the opportunity to acquire significant experience through hands-on Field Projects.

These are projects for both groups and individuals and they last between 4 and 5 months. Field Projects provide each of the students with invaluable insights into the fashion and design industry and open up numerous networking opportunities.

In many cases Field Projects have led to a job offer by the sponsoring company.





WHO RECRUITS FROM MAFED

The list of recruiters who have offered professional opportunities to MAFED graduates throughout the years:

Most common roles after MAFED

- Merchandiser
- Buyer
- Business Analyst
- Marketing Intelligence
- Brand Manager
- Store Manager
- Licensing
- Business Development

Adidas	illycaffè
Agnona	Inditex
Albini Group	Kartell
Alessi	Landor
Armani	La Perla
Artemide	Ralph Lauren
Bain & Company	Loro Piana
Boffi	L'Oréal
Bottega Veneta	Louis Vuitton
Brioni	LVMH
Chanel	Max Mara
Gianmaria Buccellati	Missoni
Bulgari	Persol
Dolce & Gabbana	Poltrona Frau
Driade	Pomellato
Etro	Prada
Fendi	Emilio Pucci
Salvatore Ferragamo	Richemont Group
Ferrari	Sanpellegrino
Gianfranco Ferre	Sportswear Company
Alberta Ferretti	Technogym
Flos	Tod's
Tom Ford	Valentino
Frette	Versace
Gucci	Zanotta
Hotel Villa d'Este	Yoox Group
Hugo Boss	Ermenegildo Zegna



MAFED Top 10 recruiters

Bottega Veneta
Gucci
Ralph Lauren
L'Oréal
Luxottica
Salvatore Ferragamo
Tod's
Louis Vuitton
Yoox Group
Ermenegildo Zegna



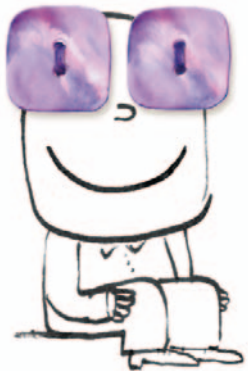
SDA BOCCONI SCHOOL OF MANAGEMENT



The leading School of Management in Italy and the only Italian School present in all of the most important International rankings (*Financial Times*, *Bloomberg Businessweek*, *The Economist*), SDA Bocconi has established itself as a European leader in higher education.

SDA Bocconi School of Management is part of Università Bocconi, the first Italian University to grant a degree in economics. For over a century, Bocconi has played a leading role in Italy's social and economic modernization. SDA Bocconi has been engaged in the promotion and organization of executive training since 1971, with an International approach. The School's vision of empowering life through knowledge and imagination lies behind its program offerings: Executive and Custom Programs, MBA and Master Programs, for the development of individuals, companies, institutions and economic systems.

Choosing SDA Bocconi and coming to Milano means choosing a vibrant environment, the entrepreneurial, financial and industrialized center of Italy, a doorway to Europe. In short, a wealth of international contacts and opportunities. And Milano, of course, is culture, fashion, design, food and the art of living.



Certain details
are made to succeed.

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ACCREDITATIONS



European Quality Improvement System



Association of MBAs



Quality Management System Certification ISO 9001:2008
Financed Projects Service Centre



The Italian Association for Management
Education Development Full Time MBA accredited

MEMBERSHIPS



European Foundation for Management Development



Association to Advance Collegiate Schools of Business



The Academy of Business in Society



European Corporate Governance Institute



Partnership in International Management



Community of European Management Schools and International Companies



The Italian Association for Management Education Development

RANKINGS

Financial Times

Forbes

Wall Street Journal

Bloomberg Businessweek

The Economist

América Economía

Expansione