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TO CREATIVITY**



MILANO | ITALY

The Italian Fashion System: managing innovation for growth

Milano Summer School

30.06.2014 - 4.07.2014

Program Coordinator: Francesca Romana Rinaldi

Day 1 (Monday, June 30)

“The Italian way to Fashion & Luxury”

TIME	LECTURE	LECTURER
9.00 - 9.30	Welcome to SDA Bocconi School of Management and welcome to Milano Summer School. Program presentation	F. R. Rinaldi
9.30 - 11.00	Inside the Italian Fashion System	E. Corbellini
11.15 - 12.45	Inside the Italian Luxury System	L. Carcano
12.45 - 14.00	Lunch break (participants on their own)	
14.00 - 15.30	Retail identity and the distribution process: innovative retail experiences in Milan. Briefing on the “Golden Triangle retail survey” *	F. R. Rinaldi
16.30 - 18.00	Group work (retail survey preparation)	

Day 2 (Tuesday, July 1) “Product innovation in Fashion & Luxury”

TIME	LECTURE	LECTURER
9.00 - 10.30	Stylistic identity and the product development process	P. Varacca
10.45 - 12.15	Product and process innovation in fashion: the case of MyMoma	S. Nicolosi
12.30 - 14.00	Lunch break (participants on their own)	
14.00 - 15.30	Innovating business models from B2B to B2C: the Swarovski case	D. Zappieri
15.45 - 17.15	Managing innovation in the jeanswear industry	F. R. Rinaldi
18.00 - 19.30	Meeting a leading Italian jeanswear brand: Dondup (LVMH) - To be confirmed	F. R. Rinaldi

Day 3 (Wednesday, July 2)

“Innovating the communication in Fashion & Luxury”

TIME	LECTURE	LECTURER
9.00 - 10.30	Image identity and the communication process	E. Corbellini
10.45 - 12.15	Innovating fashion communication	E. Corbellini
12.30 - 14.30	Lunch break (participants on their own)	
14.30 - 16.00	Meeting a leading communication agency: Dodicitrenta - To be confirmed	E. Corbellini
16.00 - 18.30	Group work (retail survey execution)	

Day 4 (Thursday, July 3)**“Innovating the distribution in Fashion & Luxury”**

TIME	LECTURE	LECTURER
9.00 - 10.30	Innovating the retail experience through technology	F. R. Rinaldi
10.45 - 12.15	Managing innovation in fashion across multiple channels	F. R. Rinaldi
12.30 - 14.30	Lunch break (participants on their own)	
14.30 - 16.00	Group work (retail survey tutorship)	F. R. Rinaldi
17.00 - 18.30	Meeting a leading Concept Store in Milan: 10 Corso Como - To be confirmed	F. R. Rinaldi

Day 5 (Friday, July 4)**“What’s next: the future of Fashion & Luxury”**

TIME	LECTURE	LECTURER
9.00 - 10.30	What’s next in product development, communication and retail: the use of 3D high-end visualization in fashion (guest speaker - To be confirmed)	F. R. Rinaldi
10.45 - 12.15	What’s next: challenges and opportunities of fashion sustainability	F. R. Rinaldi
12.30 - 14.30	Lunch break (participants on their own)	
14.30 - 16.00	Group work presentation (retail survey)	F. R. Rinaldi
16.00 - 16.30	Take-home: managing innovation in Fashion and Luxury	F. R. Rinaldi