COURSE DETAIL

FASHION COLLECTIONS AND SUSTAINABILITY
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 155
UCEAP Course Suffix
UCEAP Official Title FASHION COLLECTIONS AND SUSTAINABILITY
UCEAP Transcript Title FSHN COL&SUSTNBLTY
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

The course explores the world of fashion and luxury by providing an overview and general framework of the sectors, the companies, and brands, then delving into two key areas: the sustainability and circularity management focus and the merchandising process (from the point of view of brand building of the seasonal offerings). Both topics are strategic today: sustainability has become a key factor for the fashion system; collection development has to be adapted to the industry evolution and the omnichannel approach. The course discusses topics including an overview of the fashion system and a detailed industry analysis; analyzing the main business logic and business models in fashion; an overview of opportunities and challenges related to sustainability and circularity management in fashion; key tools to manage sustainability and circularity in fashion, to create a competitive advantage based on differentiation; the concept of the fashion cycle and innovation, the pipeline and its timing; the seasonal strategies at the level of the product, with relation to distribution and communication; and the role of merchandiser, the collection plan, the sales campaign, and the role of buyer.

Language(s) of Instruction
English

Host Institution Course Number
30571

Host Institution Course Title
FASHION COLLECTIONS AND SUSTAINABILITY

Host Institution Course Details
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?cod_ins=30571&anno=2023&Id...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree
Host Institution Department Management and Technology
Course Last Reviewed 2022-2023

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