

# FASHION MANAGEMENT



# Technical file

**Credits:** 90

The educational planning of all IED Master courses is based on the criteria set by the European Higher Education Area (EHEA). IED Master employs a system of credits that follows the structure of the European Credit Transfer and Accumulation System (ECTS). IED issues its own exclusively private Master's degrees.

**Language:** English

Enrolment is subject to language proficiency. For this Master course at least an advanced level is required, corresponding to TOEFL 550 (PBT) or IELTS 6.5 or CEFR C1. Other cases or people with no certification can be evaluated through an interview.

**Duration:** *from January 18th 2021 to December 16th 2021*

*The enrolment will be active from January 7th 2021, until the official submission of the student's records, which will be executed on December 31st 2022.*

**Personal Research Project development:** beginning of September to end of December 2021. IED Master connects students with companies for internship collaborations.

**Timetable:** Monday to Friday (**Full-Time Dedication**)

The schedule is flexible from 2:00 to 8:00 PM, with an average of 25h/week of classes including lectures, workshops and real projects work. Occasionally classes might be scheduled in other time slots. 2 Travel Experiences are included in the schedule of the Master Course with the objective of experimenting different professional perspectives in 2 different European countries.

# #1

# #2

## Introduction

**Fashion is part of our society. The act of “getting dressed” is part of our culture, covering functional needs of human beings and, more important, satisfying the necessity of communication. People from ancient times had always covered the body, both for determining the sense of belonging, and differentiate from peers. Just considering that nowadays one of the first things done with new-borns in occidental society is dressing them, we can understand the importance of garment.**

The fashion phenomenon involves multiple complexities: we are no longer talking about a product; we are facing a complex system of interrelated disciplines that gives consumers a comprehensive experience where the garment is just a part of it. The product is surrounded by an entire world be managed ensure that the final target receives the right message and satisfies its expectations.

The communication received simultaneously by different media channels should be coherent with the style of stores and their location, the packaging, the service offered by the staff, the quality and style of the product, and the price paid for it.

Fashion business is becoming more complex, and fashion managers should be prepared for taking decisions in the context of an unstable market. The role of a professional capable interpret target needs, and transform them in opportunities, integrating product, distribution, branding, marketing, communication and service.

This IED Barcelona Master in Fashion Management aims prepare professionals capable manage innovation in the fashion market, integrating project management, strategic planning, and core business management principles adding value in the business environment and maximize the value of their contribution. Fashion designers, product managers, fashion marketing and communication professionals cannot work independently. A coordinated management profile is needed understand all factors involved and facilitate better-informed decisions, in order increase effectiveness and innovation in the fashion business.

## Why should I study a Master's Degree In Design Management at IED Barcelona?

IED BARCELONA IS OFFERING A MASTER IN FASHION MANAGEMENT SINCE 2009,

- Learn how master the rich and powerful combination of design and business management approaches, methods and tools.
- Reinforce your positioning and competitiveness in the fashion and innovation jobs market place.
- Experience a Deep and yearlong personal transformation throughout exciting and intensive learning experiences.
- Make a life changing step in your career effectively bring innovative solutions for businesses and society.
- Open yourself an international network of professionals and innovators.
- Immerse yourself and get inspired by the vibrant, creative and multi-cultural places of Barcelona and Europe.

# #3 General Course objectives and Learning Outcomes

The yearlong intensive program aims provide students with the necessary theoretical and practical knowledge and tools and experience become Fashion Management professionals. These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required perform a specific career activity.

*After completing the course the students will be able to:*

- Enable fashion design, marketing, product and business management professionals overcome disciplinary boundaries in order grow inkey drivers of organizational success.
- Develop students' understanding of the complete ecosystem behind fashion business, make them capable face the actual fashion market challenges, adding value their previously acquired professional knowledge and skills.
- Help fashion designers, communicators, managers & marketing professionals interested in fashion, become fashion managers, fashion managers become fashion leaders, and fashion leaders become organization leaders of the future.
- Develop inleaders capable of combining creativity, managerial skills and entrepreneurial mindsets within the constraints of fashion business realities.
- Make future fashion managers understand the power of developing strategies, creating brands, and delivering products and services successfully centred in the consumer.
- Provide students with fashion and business management tools that will enable them become powerful key contributors in the value creation chain, within the corporate environment or as independent professionals, who can adapt perfectly inthe business environment through a deeper understanding of its reality and culture.
- Develop proficiency in using the tools provided. students will be able identify appropriate use of these tools balance academic and practical knowledge, efficiency in communication and ability evaluate necessary trade-offs when faced with real business challenges.
- Expand the students' roles and capabilities in working with innovation teams.
- Encourage critical thinking allow students be active citizens of our global society.

# #4 Student Entry Profile

The master recognizes and welcomes students from a range of backgrounds: Graduates in disciplines of business areas, commercial, marketing and communication, fashion design and mass distribution; or professionals in the field of business management, the retail or fashion industry in general, and theoretical fields, interested in implementing and leading innovative projects in the context of the fashion market. IED Barcelona structures the programme in a flexible way to attract students with different specialties and with various backgrounds. This creates a multidisciplinary environment for the students during the course, to development of a complete vision through fashion management

## Admission Requirements

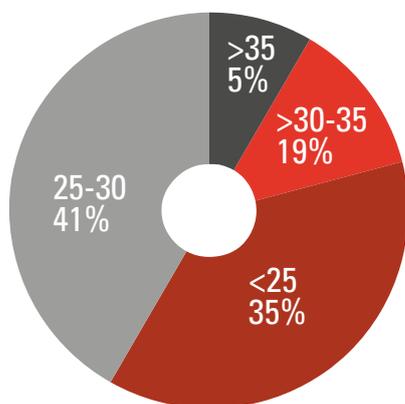
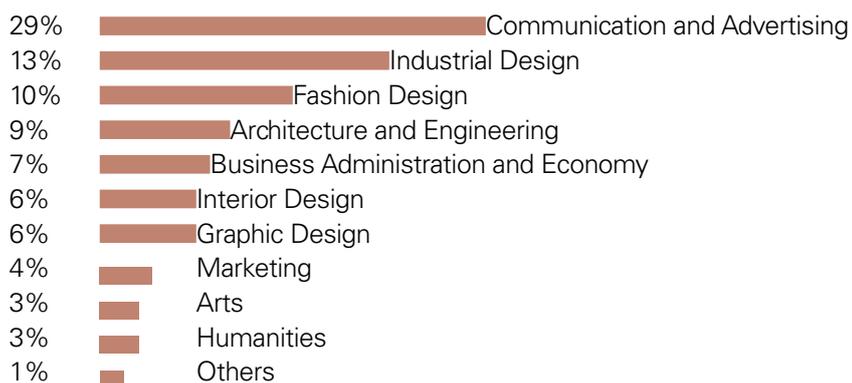
- To enter the validation process, all candidates should submit the following documentation:
- 2 years of professional experience after the completion of university studies
- Motivation Letter in English and CV in English specifying languages level and computer skills.
- Intermediate level of English, corresponding to a paper TOEFL 550 or IELTS 6,5. In other cases or people with no qualification, it will be necessary to assess your level through an in-person or Skype interview.

Travel Experience to **Paris**



# Students Profile

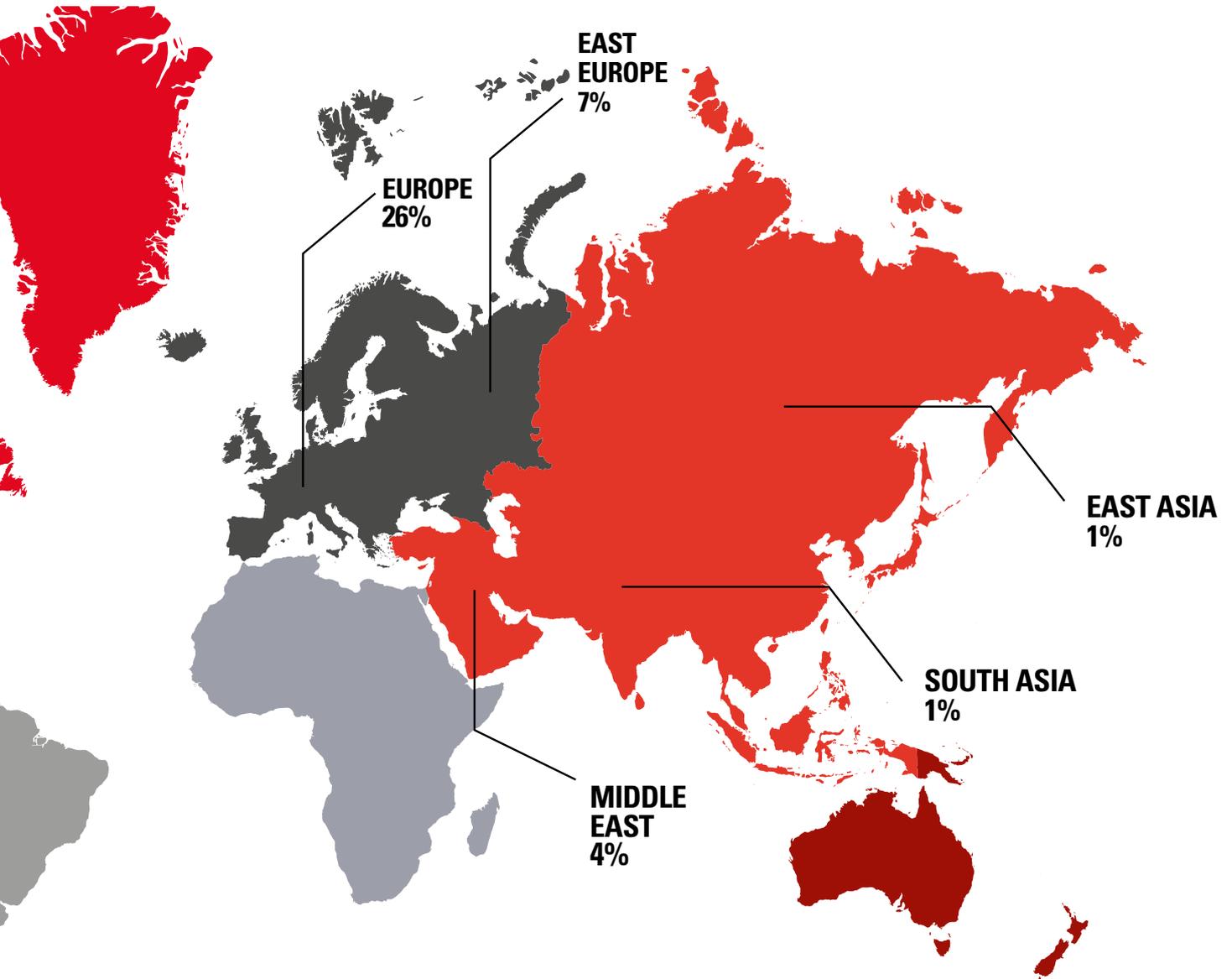
## STUDENT BACKGROUND



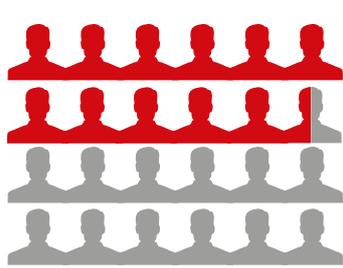
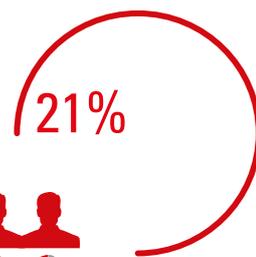
## AGE

## STUDENTS NATIONALITY





**WOMEN**



**MEN**

# Career Outlook

# #5

Students who take this course add value to their professional experience in business companies, design studios and strategy firms, practicing design management in positions such as design department managers, brand managers, design directors, innovation directors, service designers and design strategists. They also work as managers and executive responsible for making decisions about how design is used in the organization, in companies, design and innovation agencies, but also in education and government agencies.

*Former Master Fashion Management students, after finishing their studies, developed their professional careers in the following positions:*

- Acting Store Manager
- Area Wholesale Manager
- Assistant Creative Director
- Brand and Marketing Strategist
- Brand Coordinator
- Brand Strategist
- Branding Manager
- Business development manager
- Buyer Assistant
- Co-founder and Advisor
- Creative Director
- Creative Manager
- Creative Sales eCommerce team
- Desarrollo de Producto
- eCommerce Manager
- Ejecutivo Manager
- Fashion Buy Agent
- Fashion Marketing Assistant
- Fine and Fashion Designer Jewellery and Luxury Accessories Professional
- Founder and CEO
- Freelance Consultant & Business Developer Marketing and Advertising Professional
- Media Relations Manager EU and Corporate
- Online Product Manager
- Product Merchandiser
- Product Planner
- Product Specialist
- Project Manager
- Public Relations Trainee
- Retail Manager
- Senior Buyer
- Senior Manager Merchandising International
- Urban Decay Manager

*Some of the companies where they found those new positions are:*

- Accenture @ Dublin
- ANIMALE @ Rio de Janeiro
- Carlos Vasquez @ Bogotá
- Chazari @ Colombia
- Crate and Barrel @ Barcelona
- DESIGUAL @ Barcelona
- Exipple Studio @ Barcelona
- FACET JEWELLERY SOLUTIONS, SL @ Barcelona
- FASHION911 @ Buenos Aires
- Fira Barcelona @ Barcelona
- Galleria Ottobarradieci @ Bergamo
- Grupo Felipe Pitz @ Santa Catarina
- L'Oreal @ Sao Paulo
- Lehonor Amores @ Mexico City
- LETAGE @ Sao Paulo
- Louis Vuitton @ Mexico City
- Luxottica @ Madrid
- McCann Erickson @ Barcelona
- MUUKClothes @ Mexico City
- NBA @ Mexico City
- NELLYRODI @ Shangai
- On Time PR @ Berlin
- RESERVA @ Rio de Janeiro
- RISK Made in Warsaw @ Warsaw
- Sartoria Bespoke Tailors @ Torino
- SEPHORA @
- Sexy Jeans @ Mexico City
- Shambhala Barcelona @ Barcelona
- SILEX Athletics , KREATIKA Fashion branding @ Monterrey
- SKUNKFUNK @ Bilbao
- Stradivarius @ Barcelona
- Sunami @ Barcelona
- Telefonica Chile @ Santiago
- V&D Corporación @ Lima
- Vattenfall @ Brussels
- Stockholm
- Vero Moda @ Barcelona
- ZARA.com @ Barcelona

# Collaboration with Companies

In previous editions of the Master in Fashion Management students worked on projects with different companies, such as:

- Alsolete
- Bcn Brand
- Desigual
- Just4u
- Loewe
- Lupo
- Malas Meninas
- Mango
- Mit Mat Mama
- Moving Mood
- Paez
- Pepperline - Nudie Jeans
- Skunkfunk
- Tuum
- Tous



# #6

## IED Barcelona master methodology

IED Master school provides continuing training, qualifications, specialisations and the chance to keep up-to-date with all aspects of design, backed by the rich historic and cultural heritage of Italian design.

Our strategy for the future is always in tune with social, environmental and financial macro-trends, and we keep a watchful eye on the changes that our cities and surroundings will need to adapt to over the coming 30 years. We believe that we can provide answers and solutions through design.

Our teaching here at IED Master is based on the four scenarios we consider crucial to face the needs of the future: design for sustainable development, design for new business models, design for new media and design for people.

Our goal is to train professionals who are capable of harnessing cultural values and design tools to not only overcome the challenges of the future, but create and drive innovation. We want our students to take responsibility for their training path and learn how to steer it with the support and tutoring of experts and professionals.

At IED Master, we see the School as a laboratory where students can be innovative, enterprising and a driving force; where they are free to experiment and create.

## Specific course methodology

RSP Masters methodology is essentially practical and based on the “learning by doing” approach. The study program is planned in order to treat contents from different points of view to help students to develop their own criteria. Tutoring sessions with the Master Coordinator are planned to check students’ progress and comprehension.

At IED Barcelona, Fashion Management is taught by a faculty body of practitioners from Fashion & Business, through the immersion and practice of different innovation and strategic methodologies, analysis of case studies and the execution of two real-industry projects commissioned either by multinational companies competing in the global economy, or local companies competing in the international markets. This approach facilitates the training in decision making, placing the students in a real context for innovation and experimentation.

Fashion Managers should manage the complete cycle of fashion, from product conceptualization until the product is set on the store and packed in consumer’s shopping bag. The expertise on the fashion market is approached from the key disciplines involved in the fashion system. Experts in these fields transmit students their experience on fashion trends, process of product design and production, branding, retail and visual merchandising. The awareness on Fashion Culture, complemented with Semiotics, Market Research and Trends will give a proper awareness understand the target.

Business skills are taught from the perspective of fashion business. Marketing, sales, finances, distribution and supply chain are tackled from the fashion business specificity, from the big company’s perspective, but also giving the tools undertake start-up projects as entrepreneurs.

The Fashion Management Master students are hosted in a dedicated classroom, a space that it’s transformed in an innovation design studio where students experiment with new tools and knowledge, with the guidance of the faculty.

Small groups of students in the class facilitate the application of this hand-on methodology. Leading managers need have strong personal skills, head projects involving heterogeneous teams of people. They should be capable be the reference for the working team, but also transmit confidence senior positions and investors. Personal branding, people management and creative leadership will be then integrated during the development of classes.

Fashion leaders must be able communicate very clearly their concepts, either the business staff or the working team in order achieve the desired results. Therefore, the students are taught a very diverse set of tools, train their skills a level where they can communicate well. With the aim of creating synergies between future professionals, some transversal activities are held for exchanging knowledge with students of different programs is part of IED philosophy.

Travel Experience to **Milan**



# #7

# Teaching Programme

The teaching programme is divided into 1 Common Modul and 1 Specific Module.

The Common Module subjects are shared by all Master's degree courses because they lay the groundwork of a common culture for the entire IED Barcelona community.

The Specific Module is the proper course and develops the professional specialization.

**Common Module:** It promotes a common culture to the IED Barcelona community. It is made up of classroom subjects around communication tools and personal promotion.

**Classroom common module:**

Communication tools and personal promotion

**DESIGNING FOR THE MANY**

Project common to all Master courses in which multidisciplinary teams of students solve challenges launched by a company, thus enriching their project portfolio.

**DESIGN TOUR**

Visit of Barcelona with the aim to know the city from the point of view its culture and the creative people producing their work within it. The Design Tour is specifically designed to match with the aim of the master course.

**PUBLIC SPEAKING**

Develop confident, clear and creative public speaking skills. Students are trained in their ability to express concepts persuasively and work is also done on body language, reading and non-verbal language practice.

**PORTFOLIO AND PERSONAL BRANDING**

The portfolio resumes the progress and competences acquired during the course. It's a communication tool that includes the professional and the academic experience and shows the student's personal branding.

**Specific Module:**

Own set of master content through which professional specialization is developed by combining theoretical and practical classes, visits, conferences or workshops.

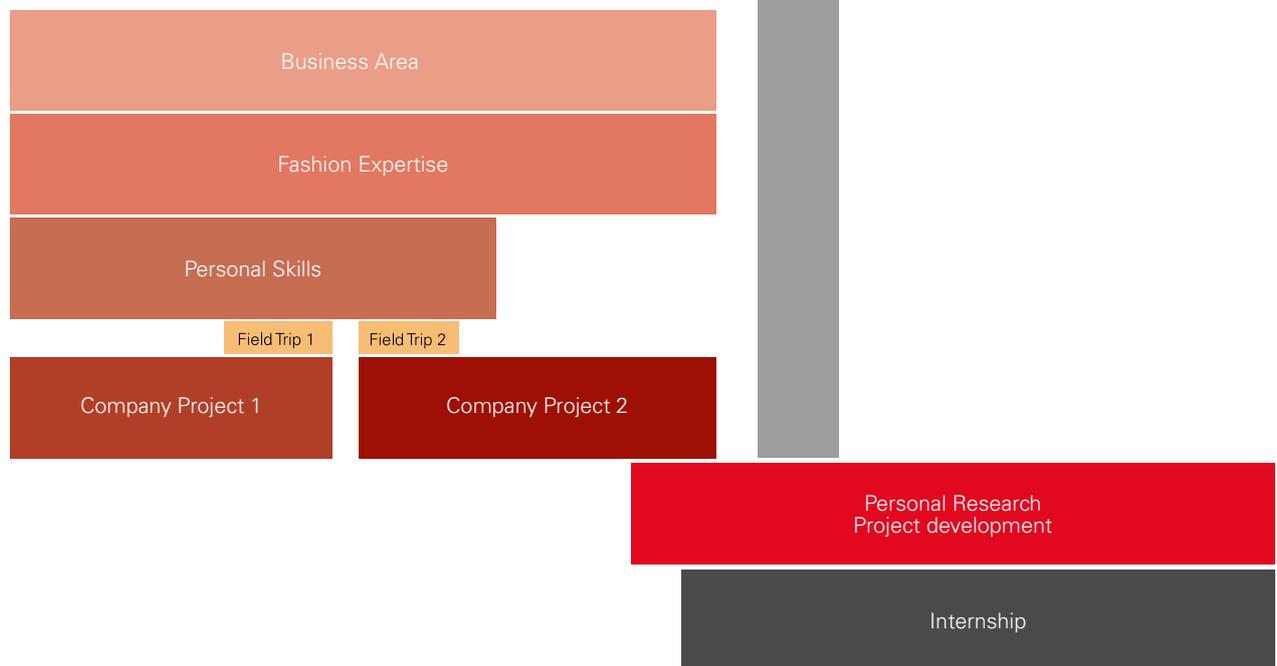
**Specific module of the Master in Fashion Management**

Students are proposed to approach Fashion and Innovation from an integral point of view so during the master, students deal two real-industry projects focused on proving all the skills developed.

The learning process is complemented frequent seminars and workshops to debate and discuss about main concerns.

*The general curriculum of the Master is organized in three knowledge fields:*

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec



# Business

This module empowers students with the methodologies, tools and skills needed to draw the context and current fashion ecosystems from which businesses can foresee their future opportunities and scenarios of value.

## **FINANCIAL MANAGEMENT**

Fashion Managers need to understand how the financial statements interrelate and what information they convey; the understanding and use of management tools that help them to use the information in the financial statements to analyse the company's performance; and the understanding and use of tools that can help managers with decision making.

## **MARKETING STRATEGIES**

Looking at a business opportunity from a marketing point of view is capital in the fashion industry, understanding the role of marketing in the organization and its methodology. This enables students to build up a coherent and strategic marketing plan.

## **EMERGING MARKETS & INTERNATIONAL MARKETING**

Students analyse why the Fashion & Luxury Business is one of the most "globalised" sectors of the Economy, from the offer point of view (as many brands realize that can sell the same products everywhere) and the demand point of view (as some countries concentrate the competitive advantage to produce certain type of garments). Also learn the process every fashion company has to go in order to start business overseas.

## **CHINA COMMUNICATION CODES**

The contents taught throughout the subject are about aspects and codes used for communicate products and services to Chinese consumer; Chinese cultural dimension, traditional values, the most influential figures and brands in Chinese society, doing business and things to know about the Chinese luxury consumer. China communication codes bring elemental skills to students for planning and following a convenient strategy over this vast market.

## **RUSSIA COMMUNICATION CODES**

Students implement the communication codes applicable to the Russian market, especially those related to the sphere of business culture, media, consumer and interpersonal relationships; understanding the challenges and the opportunities of the current market situation in Russia, it's characteristics of an emerging market for international companies and brands. The classes are focused on a number of key aspects, such as the country and the market, brands and consumers, human capital and resources. This knowledge is embodied in the practical work during the sessions.

## **PEOPLE MANAGEMENT**

Anyone in the fashion management business needs to acquire a successful people management mindset, as well as build trusting relationships with their teams and stakeholders in order to grow and succeed in the marketplace. This subject offers the key concepts in HR people management anyone should master in order to achieve great results.

# Fashion Expertise

This module exposes students to the different disciplines involved in the fashion system, and needed to conceptualize and implement innovation in fashion business.

## **COMMERCIAL DISTRIBUTION & SUPPLY CHAIN**

Distribution is key for the Economy and, especially, for the Fashion Business. Students should know the different aspects of the relationship between the manufacturer, the wholesaler, and the different ways of taking the product to the end consumer.

## **BRANDING MANAGEMENT**

Fashion Brands bring together a complex world of significance, represented in each of their manifestations: clothes, packaging, advertising, communication, services, and more. Students work on Kapferer's methodology as a strategic tool when analysing brand strategies, their consistency and competitive value.

## **COMMUNICATION STRATEGIES**

The goal is to give the students the knowledge to understand which are the actors, the strategies, the procedures, and the ability to manage the tools that give shape to the company's communication in the fashion business.

## **LUXURY FASHION SYSTEM**

The luxury market is the only sector that continues to grow in times of crisis. Luxury brands perfectly define their reference market and that makes it possible to illustrate examples of success in brand building and strategic positioning. The subject is taught through a combination of lectures and practical examples.

## **RESEARCH FOR DECISIONS**

Understanding of main concepts around market research is important to think under the research paradigm, in order to obtain better results in the professional projects. Students learn about key concepts and approaches through case studies.

## **SEMIOTICS**

Semiotics or semiology is the discipline that studies the signs, the signifying systems and the processes through which meaning is built. Students are given the elements to develop a cultural/critical thinking on meaning and how it is built to apply this knowledge in the fashion management and marketing world, both in professional practice and the analysis and production of discourses (texts, images, campaigns, etc.)

## **TRENDS & FORECAST STRATEGY**

Students realize the importance of understanding macro and micro-trends and their use for strategic purposes. Based on management methodologies combined with research techniques, students practice this relevant tool identifying the key elements when performing and contributing to the competitiveness of a brand.

## **FAST FASHION SYSTEM**

Understanding of the fast fashion system and its main players is important. Through the lectures and group discussions the students analyse and learn in detail all the activities, processes and interaction among the department's teams that are required to create, develop, manage and launch successful products.

## **ART DIRECTION**

Who a fashion art director is? Students learn about his functions, his importance, and his heritage; and be able to analyze a brand and a market; to communicate the universe of a brand and a project through a mood board; to make a presentation /sale of a brand, to design a new brand, and the universe/art direction into all the stages of the fashion collection making off.

## **VISUAL MERCHANDISING**

The Visual Merchandising is as one of the most essential elements in retail fashion business development. In fact, however a product is distributed, the essence of a company's success lies in retail performance, which draws its strength from a motivational atmosphere and a close-knit, professional team. Students learn practical methods for market, retail and product / service analysis.

## **PRODUCT MANAGEMENT**

Students learn about the fashion field and, significantly, on fashion product, with analysis of the unique nature of product development processes in these industries, mainly in clothing and accessories ranging but also in exploring the furnishings, automotive, appliance products, until to consider these products as luxury goods.

## **FASHION MARKETING ON LINE & E-COMMERCE**

The Master course gives a structured approach to marketing for and within digital media, as a key success factor for the 21st century fashion business challenges.

The goal of the area of e-commerce is to give an overview visibility of the ecommerce sector, get the students understanding and make possible the creation of an ecommerce project

## **SALES TECHNIQUES**

Students will learn the basic sales strategies in the fashion industry both from a theoretical perspective and practical application, and will understand the sales process from the perspective of the customer and the seller, getting to know the tools necessary not only to sell but also to increase the loyalty.

## **RETAIL EXPERIENCE**

The objective of the subject is understand in detail the dynamics behind the retailing in fashion marketing, their main management techniques and strategies, from a practical perspective, through a final project.

## **BUYING & FORECAST**

To provide a full all-round understanding of the tasks involved in a buying process. Approach from a holistic point of view, buying a brand, a finished product or a CMT. Understand the key concepts involved in assessment and analysis within the buying process, relevant KPI's and retail math as well as understand buying projections, assortment planning and management of timelines.

## **TEXTILE CULTURE & APPAREL**

This Discussion Forum will help the students to understand the ins and outs of the textile and apparel industry, and delivers them a basic knowledge of the vocabulary of this area.

## **CO-BRANDING & LICENSING**

This course is focused on licensing, co-branding and collaboration strategies in the fashion business world in order to provide the students with a basic knowledge of licensing agreements (creation, manufacturing, distribution or all of these) and of the main rules and regulations concerning licensing and co-branding. The students will be able to analyse the market in order to create brand strategies based on licensing agreement, link trends in retail (distribution) and licensing strategies (license or co-branding agreements) to a changing apparel fashion distribution context, and understand how to use for a fashion brand License and Co-Branding in a global marketing and communication strategy.

# Professional Skills

This module provides students with the tool to lead and manage teams, projects and plans successfully.

## **CREATIVE PERSONAL BRANDING**

Leaders should develop an in-depth awareness and understanding of themselves as well of others to identify common ground and differences. The students learn how to develop a personal identity strategy, and how to expand this application to group identity.

## **DESIGN THINKING**

The goal is to know the key elements of Design Thinking, find it's real strengths and weaknesses so professionals can better understand when, where and how to get the best from this tool. And students will also learn the tools used by service and experience design professionals and apply them to a direct project.

## **INTELLECTUAL PROPERTY & LICENSING**

An introduction to intellectual property focused on creative industries. The student will obtain a basic knowledge on trademarks, copyrights and industrial designs from an international point of view, including the Internet.

# Travel Experience

The study plan includes 2 Travels that give students a wider understanding of market state of the art, provide them a real world experience and complement theoretical knowledge.

During those travel experiences students have the opportunity to learn from industries, international fairs and professionals from different European countries.

The aim is getting familiar with the brands' strategies built up from concepts and luxury assets, practice the acquired knowledge by observing and experiencing the different brands proposals and performances.

Therefore the analysis is going to be part of the subject Luxury strategies final assessment.

We chose emblematic cities such as Milano, Florence and Paris. Those remarkable luxury temples are the perfect places to acquire a real analytic perspective visiting special stores which integrate singular creativity, innovation and technology. An opportunity to know brands through the customer journey with a critical approach.

Travel Experience to **Paris**



# Projects

Students are proposed to approach Design and Innovation from an integral point of view so, they are constantly developing relevant projects in teams and focused on proving all the skills developed. They have to face two main real industry projects, a special investigation project at IdeaSquare and their final Personal Research Project.

## REAL INDUSTRY PROJECTS

Following the learning-by-doing methodology, the learnings and competences achieved are applied at the transversal real industry project alongside the program. They are challenged to identify the broader problem statement that require an analysis of all of the user touch points with the company in order to guarantee a relevant and consistent experience across them. The projects are commissioned either by multinational companies competing in the global economy, or local companies competing in the international markets. In the first module the project is based on a research for innovation opportunities, in the second one on innovation concepts for strategic 'go to market' initiatives.

## PERSONAL RESEARCH PROJECT (PRP)

The PRP is the Master culmination and should demonstrate that the student has acquired skills, knowledge and analytical capabilities. It is the single most important piece of written work that students undertake during their Research Study Program.

This project is an original piece of research involving primary data collection which aim is to undertake an individual work that meets the requirements outlined in these guidelines in order to achieve a passing grade.

The PRP bases are focused in the last part of lecture hours so that students can work on it during the final part of the master. It is presented to a special faculty cloister at middle December.

*The objectives of the thesis process are the following:*

- Identify a feasible project in the student's area of study.
- Establish clearly defined objectives and/or questions to be investigated.
- Design and implement an appropriate (design research/process) methodology.
- Understand the adding value proposition (concept).
- Create a business development plan based on the previous concept.
- Create feasible and concrete design proposals.
- Demonstrate analytical skills and produce valid findings.
- Apply theory to practical reality.
- Draw appropriate conclusions and recommendations where necessary.
- Produce a well-organized and written final document and an effective oral presentation of the thesis.

*"Please bear in mind that the management board of the Istituto Europeo di Design reserves the right to change the curriculum in accordance with any requirements that may arise as regards its educational objectives."*

# #8

**The coordinator of the Master supports the choice of the teaching team, all of them professionals with extensive experience, and associated with prestigious institutions and organizations in their fields of expertise. We have the participation of prominent international professors and speakers, who will explain to students the different approaches to Fashion Management.**

## Coordinator

### TERESA BUHIGAS

Degree in Business Administration and an ESADE MBA. Since 1990 she has been involved in strategic marketing consultancy projects in very different sectors for private companies, being fashion design among them. Along her career she has been collaborating in institutional and international projects, among others, with the Barcelona Olympic Games Committee, the World Bank Group, Spanish Government, the Barcelona city hall, FAD (Fostering Arts & Design) and Inexmoda. Teresa has been member of the ESADE Business School Faculty during twelve years in the Marketing Management Department. Teresa joined IED in 2002 focusing within strategic marketing subjects and Major Project tutorials. Since 2011 she is leading Westminster's Marketing Strategies and Techniques Module at the BAH Westminster's Fashion Marketing and Communication Program offered in Barcelona.

## Teaching Staff

**At IED Barcelona Fashion Management is taught by a faculty body of practitioners from Fashion & Business, through the immersion and practice of different innovation and strategic methodologies, analysis of case studies and the execution of two real-industry projects commissioned either by multinational companies competing in the global economy, or local companies competing in the international markets.**

**This approach facilitates the training in decision making, placing the students in a real context for innovation and experimentation.**

### CHRISTINA BIFANO

Degrees in Textile/Surface Design from FIT in New York and Accademia Italiana Moda in Florence. In 2005 she moved from New York to Barcelona for a change of scenery and to work as a vintage buyer and freelance textile/surface designer. It is here she began her coolhunting work as a trend scout and writer for MTV guides Spain. Currently, she collaborates as an investigator and analyst for La Entropia Investigación Avanzada and as a textile-surface designer for Cahier and Coloroom studios, whose clients include major fashion and product design houses in Asia and Europe. She is a guest lecturer focusing on in-terior fabric trends for Design and Trade Promotion Center in Shanghai and the proud editor of A Roadtrip to Inno-vation by Delia Dumitrescu.

### TATIANA VALOIRA

Master in Marketing and Commercial Management. In the first stage, she developed his professional career within the family-run fashion company where she was able to work in all areas of management. Since 2004 she is a consulting partner of teamUp strategic consultancy. Her main sectors are fashion, retail, branding, luxury and design. She has participated in courses and seminars at ESADE and IESE Business School

### ANNA SABATER

She has studied Business Studies (UAB), DAF Marketing (ESADE), Fashion Design (IDEP) Fabric Design (Central Sant Martins School of Art), Relational Marketing (IESE) AND Project Management (IESE). She started her professional activity in fashion as a member of the textile design team of Nicolas Bosch. Later she creates textile collections for Michele

Solbiati Sasil and Textil Dobert. In April 2005 she founded his strategic product consulting company "It's about product". She currently advises textile and clothing companies - in Europe and Latin America - in the development of their product strategy, as well as in the structuring of collections, definition of style and brand development through the product.

#### **ELAINE HERVELLO**

Almost 20 years' experience in market research, strategic marketing, communication and innovation for different sectors FMCG, beauty products, luxury and fashion industry. She has worked for prestigious consultancy research agencies like IPSOS and Millward Brown and for Danone group. Nowadays Elaine is an independent professional offering consultancy and research solutions as well as innovation and concept development for her clients. She has more than 10 years' experience as a lecturer in different universities: IED, EADA, UB and TBS.

#### **FABRICIO PÉREZ**

Studied Design at the Instituto de la Moda, Barcelona, then specializing in Paris, he is the Designer and cofounder of Llamazares and Delgado and he's also the Artistic Director of the advertising campaigns, fashion shows and photo shoots for the firm. He is linked to IED since 2008 as a teacher and is currently the Course Leader and Coordinator for the BA Honors Fashion Design in IED Barcelona, validated by Westminster University.

#### **GABRIELA PEDRANTI**

Degree in Communications from the University of Buenos Aires, Argentina. She did a postgraduate course on Literary Criticism at IDEC, Pompeu Fabra University in Barcelona. She also attended the CSP in Design for Innovation Strategy at IED Barcelona in 2013. She has been teaching culture, media and semiotics related subjects for over 15 years. In 2009, along with the semiotician Ximena Tobi, she launched Semioticstudio, in order to offer professional training and semiotic analysis for market and social research. In 2012, she was a speaker at the first edition of Semiofest, a celebration of Semiotic Thinking (London). In 2013, she was the general coordinator of Semiofest Barcelona.

#### **JÜRGEN SALENBACHER**

Diploma in Design and in Public Relations, Master in International Business Administration. Specialist in Strategic Marketing and Communication. Trainer for Creative Leadership in the Creative Economy, he is author of "Creative Personal Branding".

#### **JOSÉ ANTONIO GUERRERO**

Coordinator BAH Fashion Marketing and Communication IED Barcelona. After a period of training in the world of art and image he begins his professional activity in the fields of fashion and advertising working in creative departments as a project coordinator for business: Fulkrum (UK) DCCO-Levi's Europe, Ufo Denim (Italy) and Women'secret (Spain). In addition, he has been responsible for the direction and management of communication projects (50\_easy magazine) dedicated to the world of trends.

#### **EDOARDO FANO**

Graduated in Law in 1991 by Università degli Studi di Milano, Law Degree Homologated in Spain, 2010. Italian Law Lecturer from 1992 to 1995 in London (U.K.). Lecturer (Italian Law, Intellectual Property and Information Technology Law, Public Speaking and Communication) and IP Legal Adviser from 1995 to 1997 in Barcelona (Spain), from 1997 to 2003 in Milan (Italy) and from 2003 in Barcelona and Milan. Legal Adviser in Intellectual Property for European Union projects in developing countries.

#### **OLIVIER MACHE**

Graduated in Architecture in the National University of Architecture of Grenoble and Master in Industrial Design in IED Milano, he has a strong experience in managing design strategies. He is currently a design and innovation consultant working for a large variety of companies in Europe and America. He is the former Head of Design and User Experience for Hewlett Packard's large format printing and 3D printing Global Business Units. He led since 2010 until 2017 a team of 60 designers in Barcelona and Shanghai.

#### **SORAYA BRAM**

Master in Design management from the IED Barcelona and more than 15 years

experience in the textiles business, working in creative departments of companies such as Wrangler Jeans and Textiles Fabricato and as a Product Manager for Inditex (Stradivarius). She has acquired a deep knowledge in all the activities and processes to develop successful products and its placement and commercialization around different countries.

#### **LAURENT LAIGAT**

Many years of experience (France & Spain) in coordination of textile collections, in positions of product manager, design director and creative coordinator of design team, in several sectors like active wear, outdoor, skiwear, intimate, denim, and licensing design for brands or characters. Since 2009 he has his own studio focused in design & product development, licensing design and licensing consulting.

#### **MAUD BERTHELOT**

Ten years of experience in HR, business development and customer service management team. She has managed projects in Dior, Guerlain and Sephora. Bachelor in Business Administration (EDHEC Business School) French, English, Spanish.

#### **NOELIA MORALES**

Trained as a lawyer, Noelia has wideranging experience of marketing and product development with top consumer companies (including Chupa Chups, where she developed flavours for the Japanese market). Her interest in consumer trends led her to found Nouvel in 2004 with the aim of helping companies to face the challenges of innovation.

#### **TAMARA PIROJKOVA**

Currently Tamara is the Marketing Director at the Leading Brands of Spain Association. She has solid professional experience in the areas of Marketing, PR and Communications, in joint ventures and in multinational companies, both in Spain and Russia. She's contributed to promote a number of business projects of the Spanish companies in the Russian market.

#### **GEMMA IZQUIERDO**

Law degree from the University of Barcelona. PDG and MBA from IESE Business School. Began her career

in the banking sector. Director of Communication and Advertising at Banca Catalana (BBVA). Director of Business Division in multinational company dedicated to strategic customer management solutions. Since 2002, consultant in areas related to business strategy. Finance, Business Model and Project Management teacher at IED and Business Development Project, at ESADE.

#### **ABEL DÍAZ**

Abel Díaz began his professional career in fashion management in 1993 inside the Ermenegildo Zegna company, after completing his MBA at IESE in Barcelona. His career has always been linked to the interaction between fashion and business, first inside the commercial management of the Spanish fashion brand Antonio Miro and then as founder of the project Fresh From the Lab. At the moment, he is owner of a showroom devoted to the distribution of luxury scents and works as consultant for the Italian tradeshow Pitti Immagine in Florence.

#### **ANNA JANTE**

Degree in Economic and Business Sciences by the Barcelona University. Speciality Marketing and Market Research. She has always worked in companies such as Pronovias Fashion Group, Basi S.A. (Armand Basi) and SIU Fashion. For the past three and a half years she has managed an internationalization department within the company Plus Value, in which we help Spanish companies to establish themselves in new international markets.

#### **MARTA FERNÁNDEZ**

Co-owner of a children's fashion brand, shareholder & consultant of a tech startup accelerator and regular speaker in Retail Forums and Congresses, she is a professional with wide experience in Business Strategy, Marketing and Retail Consulting. Since 2010, Marta also works as Marketing Director at TC Group Solutions, a benchmark company in the shopper marketing and KPI analytics, helping their clients in the Retail market to study and predict customer flow behaviour both inside and outside their points of sale, as well as to analyse their location strategy and shops return.



Travel Experience to **Paris**

# IED Master academic offer

At IED Master, a whole range of courses are taught to cover all kinds of training needs: Masters, Postgraduate Courses and Continuing Study Programs. Courses are organised in terms, and can last 3, 6, 9 or 12 months. This means that some courses can be combined within one academic year, while others may be divided depending on how demanding and specialised they are.

# #9

**Design  
your own  
learning**

## **Masters**

60 credits

Top quality courses to specialise in a certain field of design, communication or management. Students gain the know-how, tools and skills to provide professional solutions.

## **Postgraduates**

30 credits

An opportunity for all kinds of design professionals to become better qualified.

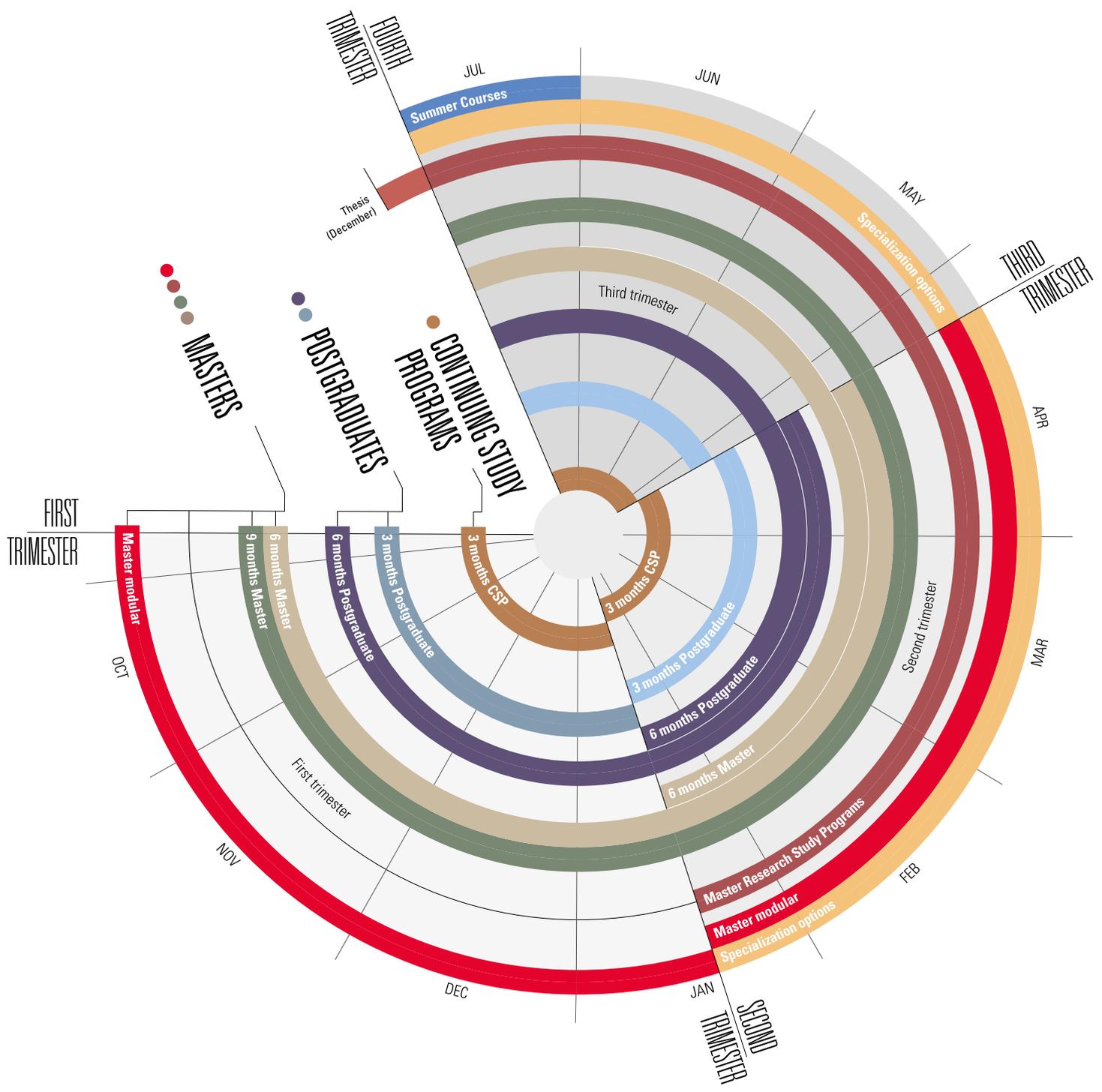
## **Continuing Study Programs(CSP)**

15 credits

These courses are a chance for professionals to update and broaden their knowledge of design and creative methodologies.

## **Summer Courses**

In July, IED Barcelona offers students the chance to live an intensive training experience thanks to its broad range of summer courses. Coming to our Summer School is an experimental journey through different courses in which to learn and have fun in an international, multicultural environment. The courses are divided into different levels depending on the student's profile: Professional, Advanced and Introductory.



**The opportunity  
To combine  
Courses**

# Our Partners

IED Barcelona has special relationships with institutions and small, medium and large companies, which take an active part in projects, workshops, talks and activities, with the aim of providing the students with knowledge, communicating experiences and sharing both creative and theoretical aspects with them. All the final thesis are carried out as part of a collaboration with a company, giving the students training in their future profession and helping them develop relationships in the labour market.



# #10

Telefonica



ALSTOM



CAMPARI

PRONOVIAS  
BARCELONA

GRATACÓS  
BARCELONA 1940

TOUS



Mercedes-Benz



TOYOTA

BENTELER



Lékué



TEDxBarcelona  
x = independently organized TED event

PRIMAVERA  
SOUND  
BARCELONA

sónar

3M

CASA  
DECOR



SANTA & COLE

Artemide

Roca

CUSTO  
BARCELONA

Reebok

vitra.



Ferrari



W  
HOTELS

PIQUADRO



UNITED COLORS  
OF BENETTON.

Deigual



ARMAND BASI

MANGO



ling

Wallpaper\*

VOGUE

INDITEX

VALENTINO



ERICSSON

Panasonic



LINE

# IED barcelona has collaborated with more than 100 national and international companies and institutions



BARCELONA  
BRIDAL  
FASHION WEEK



PAEZ

PARK  
Guiding design leaders

Ajuntament  
de Barcelona

Generalitat de Catalunya  
Departament d'Ensenyament

AMB: Àrea Metropolitana  
de Barcelona

Port de Barcelona

# IED community services

# #11

## STUDENT CENTER

The aim of the Student Center is to offer a welcome and consultation service to students who need this. It pays particular attention to foreign students, helping them to adapt to their new environment. The department wants to be a place that helps to improve and enrich the experience of being a student at the school in every way possible

## CAREER SERVICES

This section offers students the possibility of course-related and extracurricular internships with companies in their sector. It also facilitates contacts with the labour market for students who have completed their studies. It enters into direct contact with companies in the different sectors: fashion, design, communications, management, marketing, etc. in order to create collaborative links and offer opportunities of internships and jobs.

## PERSONAL COACHING

Possibility of personal and confidential assistance by an expert psychologist.

## FACILITIES

Practical work is essential in IED Barcelona training, so its premises have basically been divided into classrooms, workshops and laboratories adapted to each area. The school's facilities include: 26 classrooms, 6 multimedia labs equipped with PCs and Macs, 4 product, interior and transport design workshops, 9 fashion workshops, one printing centre and one photo and video studio.

## IEDTOOLS

Exclusive tools for the IED Community.



School's students can use the software included in the Adobe Creative Suite, without any additional cost, both in the school's computers and their own laptops. Therefore, all throughout their years enrolled in the school, students can enjoy for free the following applications: Adobe Photoshop® CC, Adobe Illustrator® CC, Adobe InDesign®



All the students can also download the Microsoft Office 365 for free. It includes the software Word, Excel and PowerPoint



School's students can use Autodesk, world leader in 3D design software for entertainment, manufacturing, engineering, etc. Therefore, the students can enjoy for free applications such as AutoCAD, Maya or 3ds Max, etc.



Emerald, another tool currently used in the most outstanding universities in the fields of management, marketing and communication, is a worldwide editor that connects research and practice for the benefit of society. Students can access to more than 290 magazines and 2,000 books.

## WGSN

The whole IED Community, from computers in the Library, can freely access to WGSN, the leading online platform to analyse and forecast trends in current lifestyles and consumption.

### **Vogue Italia Harper's Bazaar**

Digital records of famous magazines, including practically every edition from the very first issue to the most recent ones. All of the content has been indexed and can be accessed via the library computers.

### **Material Connexion'**

The whole IED Community, from computers in the school, can freely access to Material Connexion, the world's leader database in material innovation.

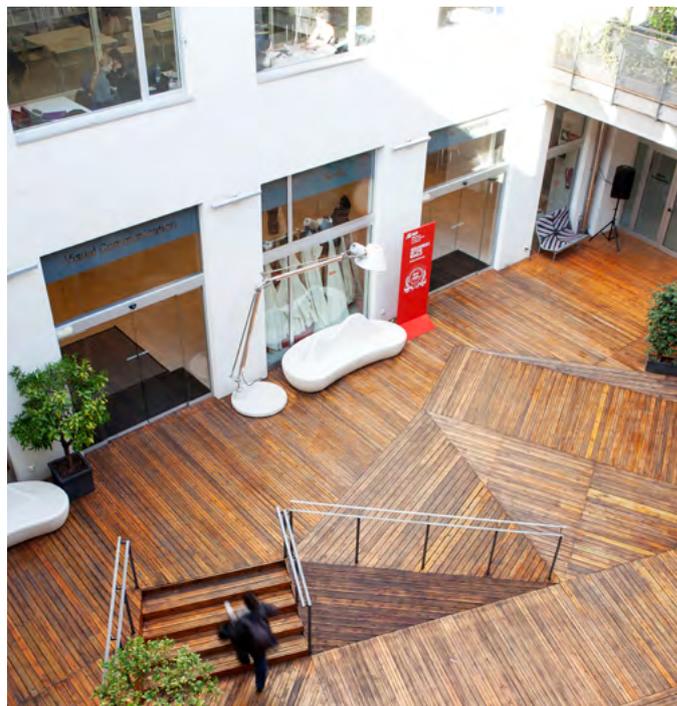


The whole IED Community has an unlimited Gmail account.

# General entry requirements

Students must provide the following information:

- Copy of DNI (Spanish students) or passport (foreign students).
- Copy of university degree (bachelor's, degree or equivalent).
- Letter of motivation in the language of the Master's degree course.
- CV in the language of the Master's degree course specifying language and IT skills.
- Language certificate: Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative Master's degree courses and/or admission exercise if required.



# #12

## Fees

Enrolment fee:	<b>4.000€</b>
Tuition fee:	<b>20.500€</b>
Total:	<b>24.500€</b>

For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department.



**Barcelona**  
Design University

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iedbarcelona.es

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Milano

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Torino

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São Paulo

Rio de Janeiro