



SUMMER CAMPUS
HAUTE FUTURE FASHION ACADEMY
MILANO



THE ACADEMY

Haute Future Fashion Academy is a high-level training institution in the sector of High End Luxury Fashion, Haute Couture and Concept Design with the aim of training a new generation of Creative Directors and Strategic Managers and providing a practical response to the demand for increasingly diversified and specialised professional figures.

The HFFA Campus is situated in the historic centre of Milan and occupies a strategic position, full of style offices and boutiques, just a stone's throw away from the Duomo and Via Montenapoleone. It is situated in the historic premises of the SIAM Institute, the Society for the Furtherment of Arts and Crafts (Società Di Incoraggiamento Arti e Mestieri): set up as long ago as 1838, before national unification, it has always accompanied the processes of innovation that have involved the city of Milan and the whole of Italy.

The building has a surface area of over 5,000 m² and hosts, within its ancient Roman walls, prestigious historical and cultural resources such as the old Great Hall and the renowned Carlo Cattaneo Library, which contains over 6,500 texts and manuscripts dating to the eighteenth century. The structure is a true paradise in the centre of Milan; with two large courtyards full of plants and flowers and a terrace with wonderful views, the premises are designed to offer students the highest levels of comfort.

All our courses are designed on the basis of the practical needs and specific requirements of companies in the sector, with which we are in constant contact. The teaching staff includes experts with excellent academic and professional backgrounds who have established themselves in the Fashion and Luxury sector. This provides our students the chance of working in direct contact both with professionals as well as with leading organisations and companies in the Fashion sector.

This complete, innovative course has high academic standards as well as firmly established relations with leading institutions and companies in the Fashion System. This makes HFFA a centre of excellence for students and a reference point for businesses that choose to invest and innovate in this strategic sector.



SUMMER CAMPUS

The Summer Campus at HFFA is the ideal opportunity for anyone wishing to discover a profession in the luxury field.

The courses offered during the summer period provide the possibility to have a unique experience in one of the most dynamic cities of Europe and spend the summer in Milan based on creativity.

The classes will be held in english / italian, everyday from monday to friday.

Créateur de Parfums
Fashion Photography
Fashion Design
Luxury Bag Design
Luxury Shoes Design
Fashion Buying
Fashion Journalism
Fashion Image Consulting
Marketing & Communication for Luxury
Interior Design

ADMISSION REQUIREMENTS

Certificate of previously acquired academic qualifications
Proof of payment of the participation fee
Copy of passport or ID card
2 passport-size photos



FACULTY & VISITING LECTURERS

ANTONIO GIUSSANI Senior Shoe Designer CHRISTIAN DIOR • FABRIZIO TALIA Ex Senior Woman Designer JOHN GALLIANO + MOSCHINO • SERGIO DARICELLO Senior Man & Woman Designer VERSACE + GIULIANO FUJIWARA • STEFANO ZECCHI Philosopher & Writer • GODFREY DEENY Fashion Editor & Writer FASHION WIRE DAILY • ANTONIO MONACA Stylist & Fashion Editor COSMOPOLITAN Magazine • ARIANNA PIETROSTEFANI Fashion Editor VOGUE ITALIA ONLINE • AMILCARE INCALZA Fashion Photographer • YLENIA PUGLIA Fashion Editor ELLE Italia Magazine • SABRINA GABRIELE Luxury Visual Merchandising LVMH • FRANCESCA MEUCCI Luxury Merchandising PRADA + LORO PIANA + BALLY • CARLOS OSMAN Senior Bag Designer GIORGIO ARMANI + LOEWE + LVMH • DAVIDE PETRAROLI Illustrator & Designer GIORGIO ARMANI + JIL SANDER • GIOVANNA MARCHELLO Marketing & Licencing Manager GIANFRANCO FERRE' + DOLCE&GABBANA • MANUELA COCCI Senior Designer VERSACE + COSTUME NATIONAL • LETIZIA SCHATZINGER Fashion Editor In Chief D LA REPUBBLICA • RAFFAELE CIARDULLI Marketing Manager RICHEMONT / CARTIER • SERENA SALA Trendwatching PROMOSTYL PARIS + TREND UNION • ADRIAN COSTANZO Designer GIORGIO ARMANI + VALENTINO • MARIA GRAZIA PASE Stylist & Fashion Editor GLAMOUR + BAZAAR + COSMOPOLITAN + DONNA MODERNA • GERARDO MANDARA Journalist & Communication Manager L'OFFICIEL HOMMES + FASHION TV + WORLD FASHION CHANNEL + GQ • ILARIA DANIELI Fashion Journalist CLASS EDITORI + LADIES Magazine + GENTLEMAN Magazine • RICCARDO SCIUTTO General Director HOGAN TOD'S GROUP • DAVIDE CHIESA Architect & Designer DRIADE • MARIANNA READELLI Trend Watching & Fashion Journalist CLASS EDITORI • DANIELA ROSSI CATTANEO Luxury Interior Design Architect • DANIELE PERRA Journalist Art Critic & Director UNFLOP Magazine • ILDO DAMIANO Editor In Chief GQ magazine • ETTORE BILOTTA Creative Director Haute Couture ETTORE BILOTTA / ALTA MODA ROMA • MARGHERITA PRESTI Bag Designer YSL • FABIO MARIA DAMATO Fashion Journalist MFF + AMICA • ROBERTO ALESSI Fashion Journalist & Director DIVA MAGAZINE • ROSSELLA MIGLIACCIO Fashion Image Consultant • CRISTIANO BALDAN Product Manager IRIS SHOES + MARC JACOBS + JIL SANDER + CHLOE' • ROSSELLA BEATO Partner BRANDVALUE Luxury Market Studies • Partnership GRASSE INSTITUTE of Perfumery • SANDRA ACETI Premier MILA SCHÖN + GIANFRANCO FERRE' • ANNA COLLI Premier PRADA + LORO PIANA + TRUSSARDI + OSCAR DE LA RENTA • FABRIZIO SONGA Managing Director Knowledge Value • ROCCO JANNONE Senior Designer Menswear GIORGIO ARMANI



CRÉATEUR DE PARFUMS

Perfume is a symbol of timeless elegance and refinement that expresses one's personality and state of mind. Transforming ideas into scents is however a very complex art that requires specific knowledges and keen sensibility.

The Créateur de Parfums Summer Campus will bring students closer to the perfume world while developing a deep understanding of the profession.

Under the tutorship of master perfumers, students will learn the main principles behind olfactory and sensory evaluation, working with raw materials and finished products and learning to evaluate, recognize and recreate scents and fragrances.

PROGRAMME

Week 1

- Perfumery raw materials: naturals, natural identical and synthetic
- Perfume composition: the complex art of perfume making. Odor unit, notes, accords and pyramid
- The perfume classification: the seven fragrance families
- Listening the perfume messages - style and perfume: emotions and coherency
- How we smell: a message in the air become a form in our brain
- Perfume art masterpieces - fashion and perfume - aesthetic of perfume art
- Masstige and artistic perfumery. Average vs uniqueness. An overview on their creations

Week 2

- The smell of the ages. Two millennium of perfume history
- The perfume chemistry: Some basic concept on structure-activity relationships and physiology of olfaction
- Perfume vocabulary: the "technical" key words, the complexity to describe a perfume with words



FASHION PHOTOGRAPHY

In the fashion world, where visual communication is a key, photography is an indispensable tool. This is why industry magazines and publishers are continuously on the lookout for image professionals able to convey innovative emotions and ideas through visual content charged with feelings and passion.

The Fashion Photography Summer Campus sets out to analyze photographic techniques and the conceptual models of fashion photography. During the summer course, students will acquire a deep understanding of the fashion system, developing their own critical thinking and taking an in depth look at the typical qualities of haute couture and street style.

PROGRAMME

Week 1

- An overview of today's fashion photography: photographers and editorial headlines; formal and conceptual models of fashion photography
- Education to the field of vision: the visual perception within the fields of intuitive geometry, gestalt, topology and phenomenology
- Photo Studio on site workshop: introduction to photography techniques
- Panorama of contemporary photography through biographies of important photographers

Week 2

- The classical iconography and the structure of an image supporting the culture of fashion
- The analysis of space and the definition of its use within the picture
- Photo Studio on site workshop: set, lights, special effects
- Fashion photography today: analysis of image and contemporary schools of thought
- Photography as vehicle of communication
- Final workshop on site: shooting for an advertising campaign



FASHION DESIGN

Fashion designers enjoy an important position in the world of fashion, representing the creative force par excellence in this field. They must be capable designers with an aesthetic sensibility and strong creative flair. Their job is designing and managing the tailoring of collections, overseeing their technical development and their style coordination as well as the selection of fabrics, developing innovative ideas and concepts.

The Fashion Design Summer Campus will introduce students to the fashion world while providing a basic grounding in design and development of a collection. During the summer course, students will enjoy an in depth look at various aspects of this profession, analyse the various phases of the design process, and gain an understanding of the market's most important trends.

PROGRAMME

Week 1

- Analysis of fashion trends: the up-to-date picture of current trends
- Historical research: explore and exploit past fashion trends
- Creative research: learn how to find inspiration for designs from art and nature, when travelling, in films and literature
- Fashion illustration: fashion design and illustration techniques, figure, proportions, movement, rendering

Week 2

- The planning of a collection: preliminary layout, organisation and development of a luxury women's prêt-à-porter collection
- Research and definition of colour charts, materials, fabrics and finishing
- Final project: planning of the final collection and its launch
- Working in a style department: creating the final collection under the guidance of the art director, selecting the moodboard and the sketches in line with the theme, deciding on materials, fabrics and technical sheets.

LUXURY BAG DESIGN

For women, a bag is a fashion statement as well as a practical and comfortable solution they carry with them at all times throughout the course of daily life. Bags are an indispensable accessory; they celebrate personality and represent a true object of desire able to satisfy all needs and aesthetic cravings. It is an object that has also captured men's attention, particularly in the last few years.

The Luxury Bag Design Summer Campus is designed to provide an approach to the world of bags in a professional and tangible manner, providing fundamental expertise about design techniques, an in depth look at material and fabric selection, and an analysis of production techniques, trends, and decorative styles that are all part of this important accessory's history.

PROGRAMME

Week 1

- Fashion trends & markets analysis of luxury accessories
- Historical research: explore and exploit past fashion trends
- Creative research: learn how to find inspiration for designs from art and nature, when travelling, in films and literature
- Analysis of target consumers

Week 2

- The planning of a collection: preliminary layout, organisation and development of a luxury bag collection
- Workshop: introduction to digital design software
- Preparation of the luxury bag collection book: materials, shapes, technical sheets
- Presentation of the final project





LUXURY SHOES DESIGN

Shoes, symbols par excellence of feminine allure and sensuality are one of the most important fashion accessories; over time, they have also become vitally important for men as well. Objects of desire and passion, shoes can celebrate and complement the look and personality of the person wearing them.

However, creating fashion footwear requires technical and design skills, creativity, and a solid knowledge of fashion and market trends.

The Luxury Shoes Design Summer Campus is designed to allow students to fully “immerse” themselves in the realities of shoe making and understand the dynamics and inner tasks of this sector.

During the course, students will develop the basic skills for the technical development of the model, analyzing design techniques, shapes, silhouettes, and structure, with an in depth study of footwear history, trends and materials.

PROGRAMME

Week 1

- Fashion trends & markets analysis of luxury accessories
- Historical research: explore and exploit past fashion trends
- Creative research: learn how to find inspiration for designs from art and nature, when travelling, in films and literature
- Analysis of target consumers
- The planning of a collection: preliminary layout, organisation and development of a luxury shoe collection

Week 2

- Workshop: introduction to digital design software
- Preparation of the luxury shoes collection book: materials, shapes, structure, technical sheets
- Presentation of the final project



FASHION BUYING

Fashion buyers are fashion experts, managing the purchase of products going to be distributed to the stores network. Their job is to select an assortment of garments that must be coherent with the distributors' identity and clients.

It is a complex profession that requires good interpersonal skills, an in depth knowledge of trends and a keen aesthetic sense.

The Fashion Buying Summer Campus' focus is to develop key buying skills, encourage students to take an in depth look at the secrets of this fascinating career and acquire basic knowledges of textiles, materials, production process and production times.

PROGRAMME

Week 1

- Luxury market: clients, products, services, window displays, communication, icons
- Benchmarking: comparative evaluation of the reference market, analysis of trends and fashion weeks
- Research methods: cool hunters & bloggers, trade shows
- The role of buyers in today's fashion market

Week 2

- Qualitative and quantitative analysis of products
- Analysis of target consumers
- The importance of visual merchandising in sale strategies
- Case studies
- Buying strategies: purchase scheduling, sales analysis and planning, budget management
- The category-wise buying plan: total look, ready to wear, accessories
- Final project



FASHION JOURNALISM

Magazines, social medias and blogs are essential communication and idea-sharing tools in fashion.

The universe of fashion is in constant evolution and this evolution gains a special value when shared by clients and potential customers. The fashion journalist's main challenge is to translate fashion and its creativity in a universal language without losing a single nuance of its fascination. A high priest of the mysteries of fashion who reveals and influences with art and sensitivity.

The Fashion Journalism Summer Campus will enable students to combine the love of writing with the interest in fashion and acquire the skills to become a fashion journalist using different media formats. Students will also gain understanding of the fashion world, developing their own critical thinking.

PROGRAMME

Week 1

- Fashion journalism and its contemporary evolution
- Differences between online fashion journalists and fashion bloggers
- The most important fashion weeks in the world
- Fashion magazines: international overview
- Magazines and brands websites
- The formats: advertisements, editorials and advertorials

Week 2

- Magazine and brands: communication context
- Professional ethics fundamentals
- The articles: the review of a fashion show
- The "shopping column"
- Lifestyle articles
- The fashion oriented interview

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FASHION IMAGE CONSULTING

The perception that others have of us defines our image and influences the effectiveness of our relationships and our reputation. Image consulting aims to communicate effectively one's personal identity and improve one's image and reputation, selecting the most appropriate aesthetical and behavioral elements to the particular individual and his objectives.

The Fashion Image Consulting Summer Campus is designed to develop tools and skills that will help students to work in image consultancy.

During the course students will acquire an excellent understanding of the codes of elegance and good taste, learning to develop appropriate solutions based on the client's position, situation, physical qualities and personality.

PROGRAMME

Week 1

- Discovering elegance: an exciting journey across the history of fashion and its unforgettable fashion icons
- Fashion culture: analysis of the most important fashion designers' collections and the style that made them famous
- Personal style: form of communication and social affirmation
- Creating a personal style: analysis of personality, body proportions and personal objectives
- Accessories: the final touch that makes the difference

Week 2

- Selecting and buying: learn to recognise the quality of fabrics, styles and finishing while identifying the appropriate attire for any occasion
- Conduct and etiquette to enhance the public image
- The fashion image consultant: instruments and competences
- The personal shopper: instruments and competences
- Final project: developing your own book of trends and style





MARKETING & COMMUNICATION FOR LUXURY

Planning marketing and communication strategies for a luxury brand means being able to effectively convey a brand's values and identity, maintaining a market position consistent with the uniqueness and exclusivity, intrinsic in luxury goods.

The Marketing & Communication for Luxury Summer Campus' focus is to provide students with an in depth understanding of the luxury market and introduce them to key marketing and communication concepts in relation to this complex field.

The course will take an in depth look at positioning and target-audience theories and will analyse specific case studies of marketing and communication strategies adopted by the most renowned luxury brands.

PROGRAMME

Week 1

- Introduction and analysis of the concept of luxury: different understandings of luxury through place and time variables
- Luxury as means of communication: metaphor of the image projected towards the surroundings
- Communication: strongest campaigns, testimonials and celebrity gossip
- Fashion luxury system: general analysis, strengths and criticalities
- Brand segmentation: international panorama and key factors of competition

Week 2

- Analysis of the positioning of reference markets
- Placement strategies based on specific target customers
- Analysis of luxury product distribution: new formats and the evolution of distribution and market potential of the five main sales channels (retail, wholesale, travel retail, factory outlets and online sales)



INTERIOR DESIGN

Interior designers are the creative force behind the design of an interior space, creating a quality backdrop that meets clients' needs while also honouring a space's practical and functional qualities. It is a profession that requires design abilities, good taste and a sensibility towards innovation, in order to present excellent ideas that will entice and satisfy the most demanding elite clientele.

The Interior Design Summer Campus is shaped to provide students with in depth knowledge of this profession by dealing with its many different aspects. The summer course includes an introduction to technical draftsmanship, to softwares used in interior design, and the study of the various design stages.

PROGRAMME

Week 1

- Interior design trends: analysis of examples relating to the universe of art, communication, fashion and architecture,
- Aesthetical rules and paradigms of spaces, the function of light
- Analysis of contemporary interior design styles: residential luxury, commercial luxury and exclusive resorts
- Digital design: Autocad 3D (Module 1)

Week 2

- The birth of an interior design project: analysis of spaces and materials' selection, light planning, furniture and colours selection, definition of style and reading of spaces and their function
- Digital design: Autocad 3D (Module 2)
- Analysis of the Interior design planning stages
- Planning of a personal luxury interior design project
- Presentation of the final project: from inspiration to rendering

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