

COURSE SYLLABUS

COURSE TITLE:	Creativity & Innovation in Fashion Luxury	COURSE CODE:	FASH 225
PREREQUISITES:	Be there!	SEMESTER:	SPRING 2016
INSTRUCTOR:	Philippe Mihailovich, Maurizio Serena & Loanna Haseltine	CREDITS:	3
EMAIL:	philippe@hauteluxe.net mserena@insec-edu.com lo@haseltine.us	SCHEDULE:	Thursdays 15h30-18h30

COURSE DESCRIPTION:

Whilst Fashion is considered Visionary and Luxury is considered as timeless, Fashion Luxury as a hybrid industry is challenged to constantly create and innovate as well as abide by some notions of timelessness and rarity amongst other luxury strategies that may contrast with those of the mass market. This course builds on knowledge imparted on the Fash220 course with practitioner guest speakers and developing theory. Students will be challenged to create new products for established brands that could in fact be licensed to others as well as internal core innovations.

COURSE OBJECTIVES:

Students will need to be able to read trends, anticipate and provide proposals to realise visionary goals.

EXPECTED LEARNING OUTCOMES:

Students will learn to develop realistic methods of forecasting and anticipating as is required by visionary companies. They will learn how to present convincing and proposals that are grounded in research and aided with insights and intuition and sustainability to motivate funding required to support new untested ventures.

RECOMMENDED TEXTBOOK:

Online readings will be more relevant than texts such as <http://www.awwwards.com/50-fashion-websites.html>, <https://www.businessoffashion.com>, luxurysociety.com, trendunion and others.

Recommended texts are:

- "*Brand Desire*" by Nicholas Ind & Oriol Inglesias (2016) Bloomsbury
- "*Luxury Strategy in Action*" by Jonas Hoffmann & Ivan Coste-Maniere, 2012, Palgrave Macmillin
- "*The Luxury Strategy*" by Kapferer & Bastien, Dec 2012) Kogan Page 2nd Ed

EVALUATIONS:

The final grade will be determined as follows:

Serena project	25%
Haseltine Project	25%
Final Group Project:	50%-

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 2 Feb-2016	Mihailovich, Haseltine & Serena Briefing – Begin research online/offline	Basic background to the material and an overview of the objectives and what will be achieved throughout the term. Debrief from Fash220 course and lessons learned Introduction to Strategic Design <ul style="list-style-type: none"> • A new context • Strategic design: definitions and approaches
Session 2 23 Feb-2016	Haseltine presents Theory and Mihailovich lecture	How to work with Creativity & find Inspiration in the workplace on deadline -Loanna Lessons Learned from licensing Fashion with Fragrance Brands - Philippe
Session 3 2 March-2016	Serena presents Theory	Service and Experience Design <ul style="list-style-type: none"> • Service/Experience design: methods and tools IV. Service System <ul style="list-style-type: none"> • Branding and naming of a project • Communications design
Session 4 9 March-2016	Haseltine	An American Parisian fashion designer describes working for the star fashion houses in the atelier. The pros and pitfalls of creating own brand. Planning the fashion brand start-up, trends, insights and collections. Project brief
Session 5 16 Mar-2016	Serena lecture	Design-Orienting Scenario (DOS) <ul style="list-style-type: none"> • Construction of scenarios, vision and concept design VI. Entrepreneurship <ul style="list-style-type: none"> • Business model innovation (Osterwalder’s Business Model Canvas)
Session 6 30 Mar-2016	Serena Lecture and Workshop	Product-Service System (PSS) Design <ul style="list-style-type: none"> • Product-Service System (PSS) and strategic design
Session 7 6 Apr-2016	Haseltine & Mihailovich	Creativity & innovation working for magazines : In the role of the fashion stylist & Artistic director
Session 8 13 Apr-2016	Mihailovich Lectures and workshop	Forecasting next steps for key competitors in product and communication

Session 9 20 Apr-2016	Mihailovich Lectures and workshop	The Process of Analysis & Developing Strategy
27 Apr-2016	Mihailovich Lectures and workshop	Students present project with complete details of sources and partners to realise product launch
Session 11 4 May-2016	Mihailovich Lectures and workshop	Course Review & workshops
Session 12 11 May-2016	Coaching Session	Students present for Coaching