

NOTE: This is a SAMPLE syllabus/itinerary and may not be the most up-to-date version. Please contact the faculty leader of this course for more recent information.

Spring 2019

IDCC 3900 STP ITALY

Forward Fashion, Omni Retail and the Creative Consumer - Reality and Imagination

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Course Objectives:

IDCC 3900 STP examines the world of luxury fashion, retail (traditional and online) and how creative consumers are changing the global retail landscape. In particular, it encompasses a trip to Italy the home of luxury brands, fashion and design to understand how creativity and consumerism exist in harmony. The course includes a topical analysis of the fashion industry from fast fashion, automobiles, and football to haute couture and how luxury is bought, borrowed and customized by creative consumers. A definition of the creative consumer is offered and how this new breed of consumer is rapidly changing how professional retailers and communicators think about retailing, and user experiences to reach an audience. Students will be encouraged to use their imagination to create their own mood boards for a fashion line. The retail fashion and luxury brand mix is discussed and the impact of globalization and technology on location, organizational policies, user experience, merchandising, store design, customer service, and corporate communications policy. A cultural context for the course will also be discussed.

Course Description:

This course aims to teach students state-of-the-art luxury retail practices and to prepare students to make decisions in an industry that is complex and constantly changing. It is expected that through this process, students will feel the excitement, see the challenges, and become aware of the opportunities that exist in today's luxury and fashion retail environment from the catwalk to the mall

Upon completing this course, it is expected that students will be able to apply innovative user experience, communication, consumer and luxury retail strategies and that students, when in the marketplace, will be able to view and understand the business objectives of the industry.

Students will be able to view the luxury retail industry and consumer trends with a trained critical eye and have the ability to discern the strengths, weaknesses, opportunities, and threats of global luxury retailers and fashion houses.

Additionally, students will be invited to explore the cultural context of their trip to Italy and the creation of La Dolce Vita - real or imagined.

Preparing Students for Cross-Cultural Engagement in Italy

Objectives

Pre Trip

- Students will define culture using both material (physical, technological) and nonmaterial (customs, beliefs, philosophies, governments, communication) elements
- Students will define and compare their cultural identity through the lens of their Italian Study Abroad experience: examining institutions, business practices, ethno centrism
- Students will examine elements of their culture through workshop sessions to
 - Define their own cultural identity
 - Suspending their cultural assumptions
 - Defining their relationship to Italy and the cities of Milan and Florence

Within Trip

- Students will gain an awareness of the label Made in Italy in the development of luxury retail, fashion and design
- Acquire an expanded definition of fashion, art, design and culture and an appreciation of how it impacts consumer trends
- Understand the historical context of the Italian renaissance and its link to fashion and commerce
- Gain a new perspective on the relationship between art, commerce and society
- Expand their understanding and relationship to another cultural group within their local context

Post Trip

Following their return to the US students will debrief their experience using round table discussions and their trip logs/blogs to:

- Continue their intercultural development and understanding
- Bridging abroad-home experiences
- Using their experiences in Italy to reflect on global citizenship
- Integrating the Italian experience into their future careers and study
- Accomplishing their personal goals and assessing how they have changed

Trip Blog:

Students will be required to keep a Blog during the trip. Format and content is flexible and creative approaches are encouraged and rewarded. The goal here is for students to relate what they have learned in class to what we are seeing and talking about in Italy as well as any relevant thoughts that students choose to include about places we visit. In addition, students will be given a list of “scavenger hunt” items to be included in their Blog prior to the trip that may require visits to certain places and stores, pictures, videos, items to collect ... items will be course and trip related. The log must be turned in at the final April class. For many students this becomes a “keepsake” and a lot of effort is put into capturing the special places visited and the fun and interesting activities both on the itinerary and that happen spontaneously. This is an important component of the course grade and it is the student’s responsibility to determine what is an appropriate amount of work and material to submit. Quantity has no relevance or relationship to grade, only quality and content matter. Evidence of thought, research, listening and learning is essential to achieving 3.3 or above. The Blog is to be turned in during the April class.

Creative Consumer and User Experience Project

Create your own travel object (example- luggage tag) with CMT 3D printer that is stylish and useful

Retail Project:

Students will be divided into teams to develop a Retail and shopping Trend presentation to buying executives of luxury at TJX Florence

Creativity will be welcomed and rewarded. The work will consist of individual research that will be provided to the team and in collaboration with team members produce a presentation. This is to be presented to TJX managers and will count 25 points. As in the Blog quantity has no relevance or relationship to grade, only

quality and content matter and evidence of thought, research, listening and learning is essential to achieving 3.3 or above.

Note: This Course includes 10 days in Milan, Florence and Pisa, Italy. Because of the special nature of this course emphasis will be put on International retailing, design and fashion and its cultural context and relevance to US students.

Text: There will be a reading list of retail, design and fashion articles. Topical and timely articles will be posted on Blackboard and each class will be based on assigned topics to research plus articles to read. Classes will all be interactive and student opinion and point of view (assuming they have done their preparation and thinking in advance) will have equal footing with that of the instructors.

Required Reading

Paco Underhill – “Why We Buy, the Science of Shopping”
Italo Calvino – Invisible Cities
<http://www.creativebloq.com/graphic-design/mood-boards-812470>
Grace Lees-Maffeï - “Made in Italy: Rethinking a Century of Italian Design”

Grading:

Class participation	10%
Assignments	40%
My culture	
I am a creative consumer – design travel item	
My invisible city	
Italy Retail Mood Board	
Italy Trip Blog - How I experienced Italian Design	25%
Retail Presentation	25%

Student Responsibilities:

Written assignments are designed to allow students an opportunity to apply learning to specific situations. Students are expected to use proper business communication techniques and turn in professionally appearing products. Professional does not eliminate the possibility of being creative, on the contrary, creativity is essential to retail success and students should follow their instincts and have fun with their work and with their point of view. Students will always be graded on content.

Class will be conducted in a creative business style. The objective is to create an environment that mirrors the workplace. Students are expected to take responsibility for their work and the success of the class as a whole. All communication in class should be in a positive and respectful manner.

Students are required to be in class on time, to communicate with each other, and to frequently check Blackboard to ensure that they are always aware of assignments, changes in the course outline, etc.

Class Participation:

The last portion of many classes will be devoted to “retail design and fashion tweets”...verbal, ideally one minute or less comments from students regarding current trends and news. This will allow students who are less comfortable communicating in class the opportunity to prepare comments in advance based on reading assignments, articles posted on Blackboard, etc.

Attendance and participation will be crucial to communicating that you are doing your work and that you are thinking and learning about fashion and retailing. Just talking does not constitute “participation” in IDCC3900, only talking that shows evidence of work, reading and true involvement in the course will impact the class participation grade.

A portion of most classes will be devoted to current retail, design, fashion and consumer trends and events and students are expected to make an effort to be well informed.

Trip participation:

It is required that students interact with our Italian hosts and that students come to each activity and session with preparation and enthusiasm. Hosts may include retailers, manufacturers and fashion companies and

it is important that students show interest, ask questions, pay attention and always be polite and always thank hosts and presenters. No exceptions, and no excuses, students must bring their "A" game to every activity and will be held accountable if they do not. Many people have given us special attention and work to put this program together and it is important that they see our appreciation.

Class	Subject	Assignment
1	<p>Introductions. Course Outline review.</p> <p>Interactive discussion about the unique nature of this course and the expectations of students and teachers</p> <p>What is Luxury Retailing and Fashion?</p> <p>What does Made in Italy signify?</p>	<p>Set up Blog</p> <p>Prepare for Project</p>
2	<p>What is My Culture</p> <p>Where is my Invisible City</p>	Paper - My Culture & My Invisible City
3	<p>Defining the Creative Consumer</p> <p>How creative consumers are creating new rules for luxury, fashion, design and retailing</p> <p>Creating a Mood Board</p>	Paper – I am a Creative Consumer
4	<p>Keys to luxury, retail and fashion success:</p> <p>Globalization</p> <p>Location</p> <p>Customer Service</p> <p>Technology</p> <p>User experience</p> <p>Retail in Action - Class Visit to Boston/Cambridge retailers</p>	Class Visit to retailers
5	<p>Guest: Herb Landsman, Senior VP Home Goods will discuss TJX and Home Goods in general and their Florence buying office that the class will be visiting</p>	Research Home Goods and their European imports and be prepared to discuss in class
6	<p>Milan, Florence geography, history and general business environment plus specific focus on fashion and retailing</p> <p>Review of retail Presentations</p>	Project for TJX - Italy
7	<p>Italian culture and language</p> <p>Depart for Trip to Italy</p> <p>Students will meet at designated time and place on campus and will travel as a group to Airport</p>	Visit Italy
8	<p>Round table discussion to explore how the experience has impacted their cultural understanding and knowledge of Italian luxury, fashion and design business</p>	Trip Blog, Report and Assessment of cultural impact