

***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.***

**IDCC 3900 Bentley University Short Term Program to Milan and Florence**

**Forward Fashion, Omni Retail and the Creative Consumer**

**Spring Break – March 4 – 12, 2017**

**Instructors:**

Professor Ian Cross (icross@bentley.edu)

Professor Aly Kaye (alysonkellyk@gmail.com)

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**Flights:**

TBD

All Travel included for planned visits: planes, trains, coaches, and taxis.

Travel for students own social visits not included.

**Hotels:**

Milan - Palazzo delle Stelline, Corso Magenta 61, Milan. Telephone: 39 024 818431.

Florence - Alloro B&B, Via del Giglio 8, Firenze. Telephone: 39 055 211685.

**Meals included:**

Meals on plane

All breakfasts

Either Lunch or Dinner each day depending on schedule

**ITINERARY (subject to change. NB This is Italy!)**

- **Friday March 3**
  - Departure. Students meet at Bentley CMT for coach trip to Logan, Boston, International Terminal (E)
- **Saturday March 4**

- Arrive at Milan Saturday am
  - Our two Italian assistants will meet us at the airport with coach to hotel
- **Check in Hotel - The Palazzo delle Stelline, Corso Magenta 61, Milan. Hotel telephone: 024818431.**
- 1pm Meet in Hotel lobby
- Lunch Bar Magenta
- Walk as a group to the Duomo area and City Center
  - Wear comfortable shoes!
- 7:30pm meet in the Lobby and as a group will go to dinner at a typical Pizza restaurant
- **Sunday March 5** – Eat breakfast in hotel (open 6AM to 10AM) and meet in hotel lobby at 12 pm for lunch together
  - Retail tour of Milan e.g.
    - Antonio Marras
    - Fontana Couture
    - Dolce & Gabbana
    - Brian&Barry
    - 10 CorsoComo
  - Inter/AC Milan - Evening Soccer Game
- **Monday March 6** – Eat breakfast. Meet in the hotel lobby at 8:45 AM
  - Visit to Design Company –
  - Dinner together
- **Tuesday March 7** – Eat breakfast and meet in lobby at 8.00AM
  - Visit Product Firm
  - Continue to Train Station to go to Florence – 5pm
  - **Check in hotel, Alloro B&B, Via del Giglio 8, Firenze – Telephone: 39 055 211685.**
  - Evening dinner in Florence (late)
- **Wednesday March 8** – Breakfast 7 - 8am in hotel. Meet hotel lobby 9.15 AM
  - Walk to guided tour of Uffizi Art Museum
  - Afternoon free for retail therapy
- **Thursday March 9** – Breakfast 7 - 8.30am (9 am Meet coach Piazza Unità)
  - Coach journey to Tuscany - Frescobaldi Winery and Castle
  - Lunch at winery and wine tasting in castle
  - Visit The Mall – Retail tour of luxury outlet mall in heart of Tuscany
- **Friday March 10** – Breakfast 7 - 8am. Lobby 8.15am. Meet coach at 8.30am
  - TJX Europe Program with Barbara Magrini - TJX
  - 9.30 - 11.00am Visit Designer Company
  - 12.00- 1.00 Visit Gucci Museum in Florence city center
  - 1.00-2.00 pm lunch
  - 3pm Visit TJX Italian Buying Office
    - 3.00 – 4:00pm Bentley Students Presentation + questions

- 4:00 – 6.00pm TJX/JMBC Introduction and General Business overview on key merchandise classifications
  - 7:00 Dinner @ La Forca w/ TJX Team
- **Saturday March 11** – Free All Day!
  - This is your free day to shop, hang out, people watch, visit Michelangelo's David, the Palace of the De Medicis, eat in the café at the top of the Rinascente, enjoy the leather market, visit the Duomo...
  - 7.30PM meet hotel lobby and will go out for a group Farewell dinner
- **Sunday March 12** –meet in hotel lobby at 8:15AM with luggage ready and we will depart to Pisa and visit Leaning Tower of Pisa on way to Pisa Airport.
  - Return flight – TBD