

# NABA

NUOVA ACCADEMIA  
DI BELLE ARTI

## COMPETITION ANNOUNCEMENT

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One full scholarship

MASTER OF ARTS IN  
FASHION DESIGN  
A.Y. 2022/23

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IN COLLABORATION WITH

## SUNNEI

**Full tuition fee coverage for NABA Master of Arts in Fashion Design.**

In order to promote excellence in academic disciplines, NABA in collaboration with SUNNEI intend to support highly motivated and talented young people, by offering one scholarships covering the full tuition fees to attend the Two-year Master of Arts programme in Fashion Design starting in October 2022 in Milan campus. The winner will also be awarded with the Mentorship of SUNNEI that will follow the student for the whole duration of their study path.

The scholarship will be awarded based on the evaluation of the candidates' project, created starting from SUNNEI's brief.

### Who can participate?

→ Applicants having a University BA Degree Certificate or a First Level Academic Diploma or equivalent title, earning that qualification within the last term of Academic Year 2021/22;

→ The selection will be also open to applicants having a proven professional experience in relevant fields for the chosen educational path.

### How can I subscribe to this initiative?

All interested students can submit their application by presenting their project according to each brief's deliverables, filling in the Application Form (downloadable at the link <https://bit.ly/3aCpX2S>) and uploading the complete digital documentation to the following URL: <http://competition.naba.it>

Otherwise materials can be sent by e-mail to: [int.info@naba.it](mailto:int.info@naba.it)

After submitting their applications, candidates will receive a confirmation e-mail within 48 hours. If candidates do not receive a confirmation, they should write to: [int.info@naba.it](mailto:int.info@naba.it)

The deadline for sending applications is June 15<sup>th</sup>, 2022.

### What to submit?

→ Project according to SUNNEI' brief (see p. 3);

→ Application Form (downloadable at the link <https://bit.ly/3aCpX2S>);

→ Curriculum Vitae;

→ Motivation letter;

→ Previous transcripts/mark sheet and University Degree Certificate or First Level Academic Diploma (if already earned when making the application);

→ Valid Passport copy.

Candidates are asked to send their materials in English or Italian and in two files in PDF format: one including the competition project and one including the remaining materials.

### Who will be awarded the scholarship?

Applications will be evaluated and selected by the Faculty of the Faculty of the Master of Arts in Fashion Design and by the SUNNEI Jury.

In case of equal assessment, the highest position in the list will be graded according to the weighted average of the exams passed during the Undergraduate Degree/First Level University Diploma until the date of application for admission.

### Prize

The best project will be awarded with a scholarship covering the full tuition fee (excluded the pre-enrollment fee of €3.000) to attend the first year of the Master of Arts in Fashion Design starting in October 2022, in Milan campus. The winner will also be awarded with the Mentorship of SUNNEI that will follow the student for the whole duration of their study path.

### When will the results be communicated?

The results will be communicated by e-mail to students within June 22<sup>nd</sup>, 2022.

### How do I accept my scholarship?

The candidate who has been awarded with the scholarship must enrol within and no later than June 24<sup>th</sup>, 2022 by paying the pre-enrollment fee of €3.000, otherwise the scholarship will be cancelled.

If the scholarship is awarded but not accepted, it will be transferred to the following candidate in the list, provided that the latter will be deemed as eligible.

### Schedule

June 15<sup>th</sup>, 2022 - Deadline for submitting complete application documents and competition project;

June 22<sup>nd</sup>, 2022 - Communication of results to participants;

June 24<sup>th</sup>, 2022 - Deadline for the winner to enrol to the chosen programme by paying the pre-enrolment fee of €3.000.

### General conditions

→ Every moral or paternity right as to the project remains property of the author.

→ The projects sent to NABA will not be returned.

→ NABA is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.

→ The scholarship referred to in this competition announcement cannot be combined with DSU scholarships or other economic grants offered by NABA.

→ Policy for renewal to the 2<sup>nd</sup> Academic Year of the Master of Arts in Fashion Design:

■ Achievement of at least 40 credits by the end of the 3<sup>rd</sup> exams session - Fall/September;

■ Weighted average not lower than 27/30 by the end of the 3<sup>rd</sup> exams session - Fall/September.

→ In order to obtain the renewal of the scholarship for the 2<sup>nd</sup> Academic Year, the recipient should comply with NABA re-enrolment procedure and meet the requirements mentioned here above. At the end of the third exam session (Fall/September), the Registration Office will check whether the recipient meets the requirements to renew the scholarship. Scholarship confirmation will be communicated to the student by October 31<sup>st</sup>.

→ For the Master of Arts in Fashion Design all scholarship amounts will be deducted for every Academic Year from the last instalment of Tuition Fees.

→ Scholarship amount for the Two-Year Master of Arts Degree in Fashion Design is calculate out of the yearly total cost net of the Regional Tax for the Right to University Education equal to €140.

→ The scholarship will be no longer applicable in case the student: does not enrol to NABA within the deadline set out by the competition announcement; renounces to attend university or demands to be transferred to another Academy/University; incurs in more serious disciplinary penalties than written reprimand for infractions against NABA.

→ Awarded prizes cannot be deferred to future intakes of the programme or to a different programme or campus.

# MASTER OF ARTS IN FASHION DESIGN



IN COLLABORATION WITH

# SUNNEI

## THE SUNNEI SCHOLARSHIP

### SUNNEI'S MANIFESTO

Originally born in Milan, established by Loris Messina and Simone Rizzo, with a global mindset, SUNNEI combines Made in Italy expertise with creativity and timeless authenticity. SUNNEI aims to transcend the traditional fashion scheme by playing by its own rules through the use of a peculiar language combining digital and physical realms. By leveraging on this dualism, the brand is able to create immersive, multidisciplinary projects spanning across clothing, objects, art and music. Performing more like a creative platform rather than a fashion brand, SUNNEI's garments are only one of the tools the brand uses to create and connect with their community. With a thread of 90s nostalgia stringing each season and collection together, SUNNEI creates items of everyday use for the contemporary creative professional and anybody who is looking to make an impact.

### INTRODUCTION

SUNNEI looks at the future by offering its support to a student with a proven innovative vision as compared to the traditional schemes of the fashion industry. Besides the scholarship, SUNNEI will offer the winner a Mentorship programme for the whole duration of their Master of Art in Fashion Design at NABA.

In the course of the two-year, the selected student will also have the opportunity to visit the brand's headquarters, thus bringing their study onto a practical level thanks to actual examples of style and market research, garment design, marketing projects, and development of multimedia contents.

The shortlisted candidates will take part to an open lab at the brand's Milanese headquarters, where they will present their idea to Loris, Simone, and the SUNNEI team. The winner will then start their academic path with NABA, throughout which they will be accompanied by SUNNEI.

### BRIEF

The candidates are required to conceive a full-scale clothing project, showing their concrete vision from style research to communication. Following the SUNNEI approach, the idea shall go beyond the traditional logic of the fashion industry, and prove its reason to exist in today's world. The developed project shall be all-encompassing, and include an overview on concept, identity, and creative development: from style research, to materials, to sketches and collection structure. Also, it shall develop the vision on a full-scale: positioning, launch, and omnichannel communication.

# MASTER OF ARTS IN FASHION DESIGN

## REQUESTED MATERIAL

All candidates shall submit a maximum 30 slides PDF document, containing:

- Cover (including NAME, SURNAME, CONTACT DETAILS);
- Concept: a written text of maximum 200 words containing an introduction to the work/research, methodological development, achieved goals/outcomes;
- Inspiration mood board (focus on the collection): inspiration and research keywords, a table with inspiration images (complete with credits), colour samples folder;
- Creative mood board (focus on the project's identity): inspiration keywords, a table with inspiration images (complete with credits);
- 1 table: positioning and target analysis;
- Collection overview: 10 fashion looks complete with at least 5 accessories;
- Garments development: at least 5 looks shall be complete with a technical data sheet including a croquis in colours, technical drawings of the garments, fabrics proposal;
- Accessories development: the 5 accessories shall be complete with a technical data sheet including an illustration in colours, technical drawings and envisaged materials;

- Communication: 1 table of ideas dedicated to the market launch (fashion show, fair exhibition, performance), the content and the communication channels (digital, offline). Beside the collection, an idea in terms of merchandising and/or communication is also requested;
- Application Form and all the Documents specified in the Competition Announcement section "What to submit?".

**PLEASE NOTE:** The proposal must be integrated with an original idea in terms of merchandising and/or communication.

## EXTRA TIPS

- Candidates can submit their projects in Italian and/or in English, according to their preference;
- Candidates are free to use their favourite tools/representation technique (hand drawing/colouring, digital drawing/colouring, 3D rendering drawing/colouring);
- Candidates are free to submit a collection for their preferred gender (women, men, hybrid, genderless);
- Candidates are free to add digital prints to their collection design (in this case, they shall integrate the submitted file with a visualisation and application of prints);
- Candidates are free to complete their submission with pictures of samples/prototypes, if any.