

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMER COURSES

**Fashion
Design: from
haute couture
to prêt-à-porter
Dual City**

1st SESSION:

Rome July 4th – July 8th 2022

Milan July 11th – July 15th 2022

FASHION DESIGN: FROM HAUTE COUTURE TO PRÊT-À-PORTER

School: NABA, Nuova Accademia di Belle Arti

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Course Structure: 50 hours – 10 lesson days (first week in Rome, second week in Milan)

ECTS: 3 ECTS credits*

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

TITLE – AREA

Italian Fashion Design: Rome and Milan, from Haute Couture to Prêt-à-Porter

COURSE TEACHERS

Alessio De Nevasques (Rome)

Emanuele Longo (Milan)

COURSE DESCRIPTION

First week in Rome

Teacher Alessio de' Nevasques

While in Rome, students will discover and focus on haute couture, hence high-end garments that are customized and hand-tailored using expensing and unusual materials. Lectures will explore the history and development of haute couture up to present-day role in the fashion industry.

Through visits to fashion exhibitions, archives, and ateliers, students will gain awareness on the context and artistic development of the Italian style and fashion system. Participants will conduct a personal research project on traditional and contemporary approaches to fashion design, either individually or in groups, aiming to develop a haute couture collection through mood boards, illustrations, texts, videos, or the creation of a moulage (draping textile) prototype.

Second week in Milan

Teacher Emanuele Longo

While in Milan the course focuses on the fashion industry through a business and management perspective. It will provide students the necessary tools to understand the dynamic context of Italian and international fashion business PAP system and processes. Students will be introduced to fundamentals such as fashion industry sourcing, supply chain, fashion buying cycle, vendor selection and fashion buying decision criteria, retail brand marketing in the fashion industry, internationalization of fashion retailing, international branding, and flagship stores.

COURSE OBJECTIVES (ROMA)

The course has been designed to provide international students the necessary tools to understand the dynamic context of the fashion business in Italy, and the key activities in fashion buying, retailing and merchandising.

- To develop an understanding of the field of Italian haute couture through the discovery of traditional craftsmanship, research techniques, artistic inspiration, and connections with costume and cinema which only Rome can give.
- To lay theoretical and practical foundations for the creation of an haute couture collection
- To learn the specific skills among procedures and couture techniques, discovering the haute couture atelier's world.

ADMISSION REQUIREMENTS

This course is suitable for students with some background in fashion design.

OUTPUT

The creation of a research project as a Power Point presentation on fashion inspirations related to Rome, with a mood board and a document which will summarize how the research process was developed through the different techniques learned during the course

LIST OF MATERIALS AND TOOLS

- Sketchbook (a book of plain white pages – minimum size A4)
- Pencils (HB – B)
- Colouring tools you are familiar with
- Laptop (if students already own it)

ATTENDANCE POLICY

Attendance is mandatory. Students must show dedicated involvement to work hard on the project. Positive behavior towards group work and new ideas applied in different methods is also required.

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a **Certificate of successful attendance only to all students who completed at least 80% of the course.**

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism will not be tolerated.

Mobile phones must be kept switched off all the time during class.

Use of laptop for personal purposes during classes is strictly forbidden.

TEACHING METHODS

Frontal lessons, field trip

TEACHER'S SHORT BIO

Alessio de'Nevasques

Born in 1985, Alessio de'Nevasques has studied Architecture in Rome where he also has started his research on craftsmanship's heritage and new talents, with an interest in creating connection with fashion and contemporary visual arts. He works as a consultant and independent curator, developing exhibition projects, festivals, formats and panels, cooperating with local and foreign institutions, museums, private galleries and brands.

He has founded A.I. Artisanal Intelligence - of which he is the creative director - conceived as a platform that researches and promotes innovative forms of craftsmanships and artistic expression, while keeping in mind the historical realities of Italian manufacturers. As a visiting lecturer he has taught in the main Italian fashion school such as IED in Rome and Milan, Accademia di Costume e Moda in Rome, IUAV University in Venice, NABA in Milan. Interested in the topics of sustainability and intercultural dialogue in fashion, design and contemporary creative expressions, he has worked as a consultant for IK LAB in Tulum (Mexico), developing the project of a brand new Arts and Crafts school and research centre in heart of Yucatan jungle, based on the idea of cross disciplinary, cultural exchange and interaction.

Recently, in 2019, he has curated Jeff Bark's "Paradise Garage" solo show at the Palazzo delle Esposizioni in Rome, the first exhibition in Italy of the American fashion photographer. In the same year he has curated "Anton Yelchin - Provocative Beauty", in the renovated spaces of the Palazzo Brancaccio, in Rome.

He is collaborating also with B&W Black and White, an ethical fashion project - already presented at the Macro Museum in Rome - devoted to define, support and promote the migrant trend through a series of workshops, research activities, masterclass and exhibitions.

He regularly writes on several magazines: I-D, Vogue, nowfashion.com, Artribune, contributing with articles, interviews and reviews

Emanuele Longo

A well respected Buying and Design Director with more than two decades of experience in fashion and retail business from Luxury brands as Gianfranco Ferre' Jeans and Cerruti to bridges collection such as Caractère and high street fashion brands such as Benetton to mass markets retailers such as OVS-Gruppo Coin, C&A GMBH in Düsseldorf and Tally Weijl in Paris. Over experienced across wholesale and retail companies worldwide known.

Highly creative with ability to coordinate the design vision into making. Strong in negotiating and with high ability in meeting deadlines.

Skilled to deliver sourcing and production strategies to make it financially successful.

A motivating and empathic leader with the ability of committing any design, sourcing and buying team to work on a common and challenging goal.

Financially clever, having managed successfully budgets of up to €1Billion, a key player in the expansion of OVS young including the Fashion Brands division with brands such as Fiorucci, Adriano Goldschmied, Marithe & Francois Girbaud and Costume National across 680 direct stores, C&A gmbh in Yessica division across 1.500 direct stores and Benetton Group in Ladies and Men global collections across 1.480 direct + wholesale stores.

Grading

Total number of ECTS assigned for the successful completion of the course: **3 ECTS**

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 -100%	Good 80 – 89%	Average 70 – 79%	Below Average 60 – 69%	Poor Below 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

Course Schedule*

1ST WEEK

ROME JULY 5TH – JULY 9TH 2021

Day	Time	Room	Professor	h	Lesson-subject
Day 1 Monday	09.00 - 14.00	0.01	NABA Staff	1	Welcome and Registration
		0.01	Alessio de'Nevasques	4	Course Kick-off: Introduction to Course
Day 2 Tuesday	13.00 – 18.00	3.02	Alessio de'Nevasques	3	Lesson on research techniques and beginning of the workshop
		3.02	Alessio de'Nevasques	2	Workshop on creating a personal moodboard on Rome
Day 3 Wednesday	09.00 - 14.00	3.02	Alessio de'Nevasques	3	Lesson on History of Fashion and Costume
		3.02	Alessio de'Nevasques	2	Visit to a haute couture historic archive
Day 4 Thursday	09.00 - 14.00	3.02	Alessio de'Nevasques	3	Workshop on making of a research book and revision
		3.02	Alessio de'Nevasques	2	Visit to a costume atelier and its archive of historic garments
Day 5 Friday	09.00 - 14.00	3.02	Alessio de'Nevasques	3	Meeting with some of the best manufactures in the tailoring sector

		3.02	Alessio de'Nevasques	1	Final recap lesson
		3.02	Alessio de'Nevasques	1	Exam and presentation

2ND WEEK

MILAN JULY 12TH – JULY 16TH 2021

Day	Time	Professor	h	Lesson-subject
Day 6 Monday	09.00-14.00	Emanuele Longo	5	PRESENTATION: BRAND IDENTITY VS BRAND STRATEGY
Day 7 Tuesday	09.00-14.00	Emanuele Longo	3	MERCHANDISE PLANNING AND COLLECTION DEMAND
		Emanuele Longo	2	PROJECT BRIEF AND DISCUSSION: MOODBOARD
Day 8 Wednesday	09.00-14.00	Emanuele Longo	3 2	DESIGN ORGANIZATION AND THE COLLECTION BUILDING PROCESS WORKSHOP ON ILLUSTRATIONS

Day 9 Thursday	09.00-14.00	Emanuele Longo	3	SOURCING & PRODUCTION PLANNING/ THE SUPPLY CHAIN
		Emanuele Longo	2	WORKSHOP ON RENDERING AND ILLUSTRATION
Day 10 Friday	09.00-14.00	Emanuele Longo	3	PAP BRAND SHOWROOM VISIT
		Emanuele Longo	1	FINAL PROJECT REVIEW
		Emanuele Longo	1	Final exam and final presentation

*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.