



Design dell'Accessorio:
Fashion Accessory Design - Made in Italy

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This three-year undergraduate course in Design dell'Accessorio: Fashion Accessory Design - Made in Italy* has naturally grown out of the success of the original Fashion and Costume Design programme and innately maintains the Accademia's core subject areas and educational path.

All subject areas contribute to the **student's professional development**, in design and technical competences, underpinned by a cultural and laboratorial / experimental approach. The objective of this course is to facilitate the student's career path and at the end find employment in a design studio, initiate own design business or progress to postgraduate study. The Accademia aims to achieve this by supporting the student in building and consolidating his or her unique creative identity. **Creativity must be continuously supported by cultural awareness.** Curiosity of history of fashion & accessories, of Art, traditions and technology are areas which we encourage students to focus on in order to locate their own unique style.

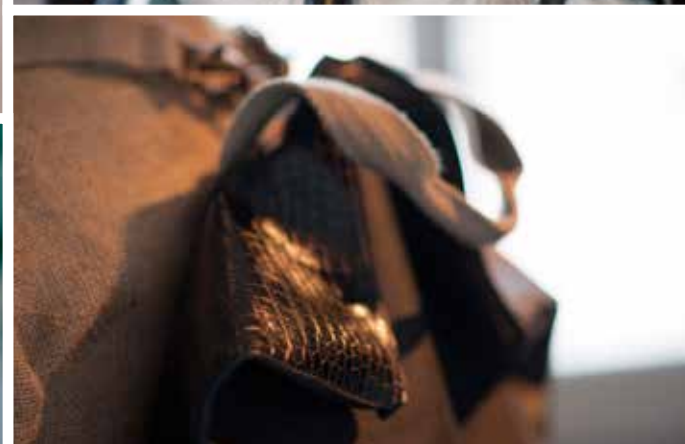
The Accademia Costume & Moda has both a long tradition and experience in training and education within the Costume and Fashion fields, qualifying itself as a centre of excellence in learning thanks to its educational offer and



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approach to teaching and learning. From our original programme this new course has been developed in response to **industry needs** and in conjunction and consultation with our renowned industry partners. Over the years we have seen our graduates become successful and accomplished accessory designers and fashion professionals and it is only appropriate that we offer a specialised course.

*The three-year undergraduate course in Design dell'Accessorio: Fashion Accessory Design - Made in Italy, is in the process of being recognized by the Italian Ministry of Education (MIUR) as a 1st Level Academic Diploma granting 180 ECTS credits. For further information please contact the Information Office (Inf.Or.Ma. Office) by writing to info@accademiacostumeemoda.it.



Accessories by Accademia students.

INTRODUCTION AND COURSE OBJECTIVES

It is a well-established fact that fashion accessories support most of the luxury fashion garment industry. The Accademia, over the past several years, has been able to place many graduates in Italian luxury accessory design companies and this three-year specialist course has been developed due to the **demand for accessory designers** and with the support of our renowned industry partners.

As a designer of accessories there are some clear product market leaders, especially in Italy, principally bags and shoes, interestingly also men's luxury accessory products have also seen much growth in sales as well as a wider product offer. All these areas are included in this course.

From the **first year** of study a diversity of **bag shapes and styles** as well as a variety of construction techniques are explored and experimented with. The duality of traditional handcrafting techniques and the new computer aided design and 3D modelling/printing promotes both the understanding of the traditions of "Made in Italy" and the currency of up-to-date design methods. Materials and construction techniques play an important role in the design process during the first year of study. Visits to tanneries and factories producing specialist luxury leather goods and innovative materials play a key role in the educational path.

Illustration and subject specific drawing skills are taught throughout the course again both traditional hand-rendering as well as computer graphics. The important product area of "small leather goods" is studied and experimented fully at the end of the first year.



Accademia Accessory Lab.

The **second year** of the course is dedicated to **footwear**. It is essential that students experience all stages of shoes production fully as to enable design, experimentation and realisation of a viable product. The student will experience both hands-on realisation within the Accademia and industry visits to understand the different methods of production and machinery necessary to create the various different styles of shoes. Moreover, underpinning the product knowledge students will study anatomy of the foot.

Broadening the subject area and designing "fashion artefacts" gives the student an opportunity to express ideas across a wider range of products and enrich their portfolio. It is essential with such a variety of products, addressing both male & female markets, to consider that the accessory designer has an excellent understanding of the merchandising mix and costings. The decorative arts module covers fabric print design and embroidery, fundamental subject areas for luxury brands.

During this courses students will project and produce hard elements, such as handles and heels, both through cad design and 3D printing. To help support the presentation of a Final Work, later in the course, and attain a panoramic view of fashion subjects and industry, students will study photography and styling as part of a second year module.

What characterises this course and in particular the **third year** is the **experimentation and personal development**. As we have seen that many luxury fashion brands have taken the design of **eyewear** "in house" third year students study the design process of this exciting specialisation working with industry specialists in this sector. Students have the opportunity to freely experiment, closely supported by a tutor and write their own final major project brief – choosing their product area/s. All is undertaken with a professional approach fully costing their products and preparing their final "book" for industry.

The course provides students with a **complete educational programme**, which enables them to obtain a good standard of professional competence, technical knowledge and skills to face the international workplace with confidence.



Accademia student at work with her teacher.

TEACHING AND LEARNING METHODS:

The educational path is structured as follows:

- Theoretical lessons
- Seminars with field experts
- Practical workshops
- Individual and guided tutorial support
- Participation in events and international contests are encouraged and supported
- Visits to museums and galleries, fashion industry headquarters, exhibition tours, fashion shows, accessory factory and specialist fairs.

English is the working language of this course but students will be encouraged to have a professional subject specific knowledge of the Italian language also.



Accademia students' projects.

FASHION ACCESSORY DESIGN FINAL WORK

The Fashion Accessory Design Final Work consists in the design of a capsule collection of accessories and fashion artefacts, created by the student and preselected by an external commission. These collections are then showcased in front of an important jury of known industry professionals.



Final Work 2015 AltaRoma - Silvia Stefanucci, special mention for Accessories.



DURATION AND ATTENDANCE

The course duration is **three academic years** and **attendance is mandatory** from Monday to Friday; however to be accepted at the final assessments students must have **at least 80%** proven attendance.

The educational path is organized and split into a variety of main subject areas and assessment will be held **in three main sessions**. The course ends with the discussion of a **final dissertation at the end of the third and last Academic year**.



Final Work Talents 2014 & 2015 fittings.

COURSE STRUCTURE*

1ST ACADEMIC YEAR

Style, Art and History - Accessories & Luxury Artifacts
Hand Crafting Skills
Materials & Technology
Fashion Accessory Design – Bags & Small Leather Goods
Branding Codes & Accessories
Industry Visits and Seminars – Subject Specific
Drawing & Technical Illustration – Bags
Computer Technology
Italian & English language for Fashion Accessory Designers

2ND ACADEMIC YEAR

Cultural Prospective - Semiotics of luxury Accessories - Sustainability
Gender Specific Designing
Anatomy of the foot
Digital Applications for visual arts
Fashion Shoe & Artifact Design
Shoe Construction & Materials – Traditional Craft to Technology
Technical Drawing & Fashion Illustration – Shoes
Concepts and Trend Research
Advanced Computer Design Technology
Industry Visits and Seminars – Subject Specific
Decorative Arts – Print & Embroidery Design & Experimentation
Photography & Styling – Accessories
Merchandising Mix & Costing

3RD ACADEMIC YEAR

Experimental Design for Fashion Accessories & Artifacts
Eyewear Design
Advanced Computer Design Technology
Industry Visits and Seminars – Subject Specific
Final Major Project Development and Realization
Final Book & Digital Media Design Project (Industry Preparation)
Merchandising Mix & Costing Final Major Project
Thesis

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PLACEMENT OPPORTUNITIES

At the end of the three-year programme the **Careers & Placement Office** of the “Accademia Costume e Moda”, in collaboration with some of the main names within the industries of Fashion and Costume design seeks to give the opportunity to graduates to interview for either an **internship** or for **eventual employment**. In this way the Accademia offers its students the chance of a **concrete professional experience**.

Many of the leading professional figures within the Fashion and Costume Industry are often alumni of the Accademia, who contact the Accademia to look for new young and creative talents. Students are mentored during the **elaboration of their portfolio**, the **interviews with companies** and eventually up until their **internship placement**.

Below a list of the Companies that the Accademia Costume e Moda collaborates with:

Fashion: Alberta Ferretti | Alexander McQueen | Ale Au | AltaRoma | Angelo Vitti | Antonio Grimaldi | Antonio Marras | Aquilano – Rimondi | Arlette | Armani | Balestra | Balmain | Balenciaga | Benetton | Bikini Contest | Blue Sand | Blufin | Blumarine | Bottega Veneta | Brioni | Calvin Klein | Carta e Costura | Roberto Cavalli | Cerruti 1881 | CB made in Italy | Charline De Luca | Chiara Boni | Crimson David Mayer Naman | Decouture | Didier Parakian | Diesel | Dim Playtex | DM FASHION STUDIO | Cristian Dior | Dkb Consulting | Dk trading | Dolce & Gabbana | E Fashion Group | Ermanno Scervino Fausto Sarli | Fendi | Ferragamo | Ferrone | Furla | From Studio | Gai Mattiolo | Gant | Gattinoni | Gianfranco Ferré | Gianmarco Lorenzi | Giovanni Cavagna | Givenchy | Gucci | Gunex | Harford & Lefebvre | Hermès | Herno | Iceberg | Italian Lab | Ittierre spa | Jean Paul Knott | John Galiano | KarlaOtto London | Lamborghini | L’Altra Moda | La Perla | Laura Biagiotti | Les Copains | Ltb Little Big Moda | Lolita Lenpicka | Luca Gnechchi Ruscone | M’Appazza | Maison Albino | Marco Coretti Massimo Rebecchi | Max Mara | Merola Gloves | Moncler | Moonlight | Mila Schön | Miss Money Money Morfosis | Ozer | Parah | Padovan | Pianura Studio | Prada | Ralph Lauren NY | Redwood | Rinascente Rocco Barocco | Russo di Casandrino | RPB SpA | SET Società Europea Tessile | Softcore di Sergio Zambon | Studio DModa | Swish | Trussardi | Valentino | Vbh | Vivienne Westwood | Vogue Talents | Zmd spa Gruppo Zappieri | 100x100 capri.

Costume: Annamode Costumes | Bianca Film | Bibi Film | Casanova Multimedia | Cattleya Cinecittà Studios | Costumi D’arte Peruzzi Dap | Drome Magazine | Double Studio | E-Motion Srl | Endemol | Fabervideo | Fandango | Filmauro | Fondazione Teatro Regio Di Parma | Futura Produzioni Tv Kitomb | Lif Italian International Film | Lotus Production | Lux Vide Spa | Magnolia Fiction Srl | Mediaset Nova Film | Opera Barga | Pikkio | Publispei | San Marco | Sartoria Farani | Sartoria Lo Faro | Sartoria Tirelli | Tao 2 | Teatro Argentina | Teatro Dell’opera Di Roma | Teatro Alla Scala | Teatro San Carlo | Lotus Production | Wild Side | 7 Hills Production.

WHO IS THIS COURSE FOR - ADMISSION PROCEDURE

Who is this course for

All those who have successfully completed a Secondary High School Diploma or equivalent, achieved both nationally and internationally.

Admission procedure

Due to demand and a closed number of places available (to maintain the quality and level of study) to gain access to the course it is required the successful completion of our **admission assessment**, both in cultural and technical-artistic topics:

Admission tests for the Academic Year 2014 - 2015 (Roma, Via della Rondinella,2):

- 20th April 2015
- 25th May 2015
- 15th June 2015
- 6th July 2015
- 20th July 2015
- 7th September 2015
- 28th September 2015

Via Skype for foreign candidates:

- 21st April 2015
- 26th May 2015
- 16th June 2015
- 7th July 2015
- 21st July 2015
- 8th September 2015
- 29th September 2015

For further details please refer to our Admissions page on our website at the following link:
<http://www.accademiacostumeemoda.it/en/admissions/undergraduate/>



Accademia life.

FEES A.Y. 2015/2016

Admission assessment fee:

Euro 100,00 – for those sustaining the admission assessment

Enrollment fee:

Euro 1.500,00 - for those not sustaining the admission assessment

Euro 1.400,00 - for those sustaining the admission assessment

Tuition fee:

Euro 7.500,00

To be admitted to the Course, the payment of the Regional Tax ADISU is mandatory (the amount of this tax is annually defined by the Lazio Region, and it amounted to €140 for the A.Y. 2014/2015).



Talents 2015 fitting.

CONTACT INFORMATION



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Rome skyline from the Accademia Costume & Moda.