

REGULATION

ISTITUTO MARANGONI SCHOLARSHIP CONTEST • MUMBAI SCHOOL OF FASHION & DESIGN

Undergraduate:

Fashion Design, Fashion Styling, Fashion Business, Interior Design, Product Design, and Fragrances and Cosmetics Management

The aim of the contest is to offer students the opportunity to exercise their creativity in the field of Fashion Design, Fashion Styling, Fashion Business, Interior Design, Product Design, and Fragrances and Cosmetics Management

• Brief for Fashion Design, Fashion Styling

INSPIRED BY ANY ITALIAN LUXURY BRAND'S RECENT CAMPAIGN
CREATE A PHOTO-STORY OF 3 IMAGES ALONG WITH A MOOD BOARD
AND

INSPIRATION NOTE. PPT/ PDF containing the report of images + brief description.

• Brief for Interior Design, Product Design

Participants should present a futuristic concept for the Interior Design or Design of a Product through a moodboard and supported by a short description. PPT/ PDF containing the report of images + brief description

• Brief for Fashion Business

Write an Essay on one of the topics below – (Minimum 800 words)
IMPACT AND INFLUENCE OF SUSTAINABILITY AND LUXURY FASHION
INDUSTRY
OR

IMPACT OF VIRTUAL / AUGMENTED REALITY ON GLOBAL FASHION
BUSINESS. Essay in Word / PDF with minimum 800 words.

• Brief for Fragrances and Cosmetics Management

You should submit a proposal for the creation of a luxury beauty or fragrances brand based on one or more traditional Indian material/ingredient or ancient ritual/practice targeted to a global consumer. Your proposal should include your market research and a brand identity creation.

Postgraduate: Fashion & Textile Design Management Luxury Brand Management & Digital Marketing

- **Brief for Fashion & Textile Design Management**

PRESENT 3 CREATIVE IDEAS FOR A TEXTILE DESIGN INNOVATION PROPOSAL FOR AN ITALIAN LUXURY BRAND OF YOUR CHOICE (6 PAGES PDF MAXIMUM)

- **Brief for Luxury Brand Management & Digital Marketing**

ESSAY: CRITICALLY ANALYSE THE GLOBAL LUXURY MARKET AND THE IMPACT OF GEN Z AS CONSUMERS HAS HAD ON STRATEGIC BRAND DECISIONS

Participants will be required to do research on the mentioned topic and compose a 1000 word (minimum) essay to corroborate your findings along with examples.

One Year: Fashion Design Intensive

- **Brief for Fashion Design Intensive**

PRESENT 3 CREATIVE IDEAS FOR A SS SPRING/SUMMER COLLECTION FOR AN ITALIAN LUXURY BRAND OF YOUR CHOICE (6 PAGES PDF MAXIMUM)

INTERIOR DESIGN INTENSIVE | ONE YEAR: Propose an interiors project in an innovative and contemporary context, developing a storytelling for a residential space through an interior design proposal. The location should influence the design, through a moodboard and supported by a short description. PPT/ PDF containing the report of images + brief description

PRODUCT MANAGEMENT FOR FRAGRANCES & COSMETICS | ONE YEAR: Formulate a communications proposal to launch a beauty or fragrances line targeted to the global market. The proposal should include the use of local materials or be based on a local ancient practice. You should include your research in the submission.

Criteria of participation

- Undergraduate

The call is open to students who have completed 12th / equivalent or awaiting 12th results. Participation is individual - no group participation is allowed.

- Postgraduate Luxury Brand Management & Digital Marketing

The call is open to students who have completed a UG Program/ equivalent in a similar or related field/ will complete by July 2024.

- Postgraduate Fashion & Textile Design Management

The call is open to students who have completed a UG FASHION DESIGN Program/ equivalent in a similar or related field/ will complete by July 2024.

- Fashion Design Intensive

The call is open to students who have completed graduation from any stream/similar or related field

- Interior Design Intensive

The call is open to students who have completed graduation from any stream/similar or related field

- Product Management for Fragrances and Cosmetics Intensive

The call is open to students who have completed graduation from any stream/similar or related field

How to participate:

• Click on “Apply for a Scholarship” and then on “Start your Application”; • Fill in the application and upload the documents mentioned in the below point; • You will receive an auto-generated response once your application has been received. Participation in the call is free.

What to submit:

Please upload the below documents to register to the contest:

FOR UNDERGRADUATE COURSES (PROGRESSION AND ONE YEAR INTENSIVE COURSES)

Copy of Passport/ID

Copy of high school diploma and school certificates

Personal statement

Material for selected course as per the brief

FOR POSTGRADUATE COURSES

Copy of Passport/ID

Copy of university degree and transcript, or a reference letter confirming the proven work experience

Personal statement

Curriculum Vitae

Material for selected course as per the brief

Portfolio / lookbook with maximum 6 items*

*This is only valid for creative postgraduate course Fashion & Textile Design Management
The official language of the call is English.

Calendar

- * 17th June 2024 > Competition to go live
- * 1st July 2024 > Deadline for the last registration
- * 9th July 2024 > Scholarship results will be communicated to winners on a rolling basis

Academic Committee

The Scholarship Committee is composed of Istituto Marangoni leading Faculty members. The Scholarship Committee will unquestionably judge and select the most appropriate candidate profiles.

Evaluation criteria

- Consistency with the objective;
- Innovative proposal;
- Validity of the proposal from a strategic point of view;
- Overall quality.

Award

The winner of the competition will be awarded up to 20% scholarship on the tuition fee (enrolment fee is due) for the Undergraduate & Postgraduate Progression Programme that will be held at the Mumbai Training Center of Fashion and Design of Istituto Marangoni in Mumbai, starting in August *.

*Any scholarship allocated to the intake for which the student is enrolling (e.g. August '24) will NOT be automatically valid and confirmed for the next intake (e.g. August '25). The Management together with the Academic Committee will assess (and possibly confirm) any potential reassignment.

This scholarship is only available for candidates with an existing Indian residence permit.

For those applying to Undergraduate & Postgraduate Progression Programme courses: any deduction awarded is applied only to the first level of the study.

Applications will be evaluated on a rolling basis.