

ReD
reinventing
with design
2009

Overseas Master Class in Fashion Accessories:

DESIGNING DETAIL TO CREATE ICONS

Advanced training course in accessories design—
footwear, handbags and leather goods

13 – 24 / 7



This programme is developed by Hong Kong Design Centre in partnership with Domus Academy, Milan.

- Venue /** Domus Academy, Via Watt 27, Milan, Italy
- Fee /** HK\$ 20,000/person
(Excluding air-tickets, meals and all assignment-related costs)
- Application /** Please complete and submit the form to Hong Kong Design Centre
Att: Mr. Micky Lee (*Application Deadline 20 June*)
- Medium /** English
- Enquiries /** Mr. Micky Lee (Tel: +852 3586 3070)
micky.lee@hkdesigncentre.org
Ms. Edica Chan (Tel: +852 3586 3012)
edica.chan@hkdesigncentre.org

Introduction /

Representing 60-70% of turnover for the world's top fashion brands, accessories such as footwear, handbags and leather goods have become vastly important in today's fashion world. Cherished for accentuating individual personality, accessories are now considered essential expressions of style and chic. To successfully create innovative and iconic accessories for any brand, a balanced fusion of design skills with creativity and knowledge of fashion culture will be imperative.

This 12-day intensive training programme features lectures and practical activities aimed to expand creative sensibilities and strengthen professional skills and knowledge about accessories design.

With the support of thoroughly experienced programme leader - KUREBAYASHI EMI, as well as a panel of visiting professors and experts, participants are given opportunities to experiment with innovative design methodologies to acquire comprehensive knowledge in areas of fashion accessories such as new materials, new shapes and new trends.

Organiser:



In partnership with:





Programme Leader –
KUREBAYASHI EMI /

Since 1990 she has started to collaborate as designer consultant or product director for many brands: **Prada** and **Miu Miu** women clothing, **Costume National** clothing & shoes, **New York Industries** men and women's bag & shoes, **Romeo Gigli** women's shoes designs & research of special materials of clothing, **Anteprima** women's clothing & accessories. She has a great experience in mood & materials research, design coordination and product management. In 2008 she opened her own accessories shop "Bottega EV". As a teacher, she has been collaborate with Domus Academy and IED for time.

Visiting Professors and Industry Experts /

- **Ampelio Buccì**, owner of MIES, business consulting company, specialized in business strategy, marketing innovation, design direction and professional training.
- **Angelo Mazzieri**, Coccinelle CEO, share with you from the brand strategy to the final products.
- **Francesca Alfano Miglietti**, expert of mutations connected to visual languages, a professor of Theories of Methodology of Contemporary Art at Academy of Fine Arts, Brera, Milan.
- **Francesca Orlandi**, Director of Linea Pelle, the world's best showcase and the most important international exhibition dedicated to leather, accessories, components, synthetics and models for footwear, leather goods, garments and furniture.
- **Mario D'Andrea**, Commercial Director at Levi's Italy for ten years.
- **Maria Pia Bobbioni**, psychoanalyst and fashion historian.
- **Nilay Erol**, sharing her final project thesis developed in collaboration with Hogan – Tod's.
- **Paolo Ferrarini- FCL**, in charge for Future Concept Lab's shoes and accessories division.

Exclusive Studio, Factory and Showroom Visits /

- **LP Fashion Studio**, a showroom offers an international view of the trends emerged in leather fashion from the past to the future.
- **Footwear Museum "Pietro Bertolini"**, a museum with a footwear collections. consisting of international products examples from XV century till now.
- **Moreschi** Shoes Factory, a company adopts a strategy from production to distribution.
- **ABIP** tannery, founded in 1940, a leader in the production of leather for the shoes and garments.
- **Janet and Janet Showroom**, an exclusive visit to learn about its strategic role.

Granting of Awards /

Participants who have met the conditions set by HKDC and Domus Academy will be awarded a **Certificate of Attendance** by Domus Academy, Milan, Italy, upon

- successful completion of the 12-day overseas training
- satisfying the project leaders in class participation and critiques
- completion of assignments required by project leaders

Admission Assessment Panel /

The Admission Assessment Panel is responsible for monitoring the standard and quality of candidates to join this programme. Applicants may be required to attend an interview where necessary.

Other Information /

- Applicants should be age of 21 or above, with a HKID card / passport with at least 6 months validity, and proper visa if necessary.
- HKDC reserves the right to amend the programme contents, or to cancel a course or a programme if there is insufficient enrolment.
- Workshop participants should cover his/her insurance throughout the whole period.
- Hong Kong Design Centre and any related organizations or persons shall not be liable for any accident or any injury suffered by participants during the course of any part of this program, nor for any loss, damage or injury to any person or property caused by any act or behavior of the participants.



OVERSEAS MASTER CLASS in 'FASHION ACCESSORIES: DESIGNING DETAIL TO CREATE ICONS'

Advanced training course in accessories design: shoes, bags and leather goods/ 13-24 July 09

This programme is developed by Hong Kong Design Centre in partnership with Domus Academy, Milan.

Application Form /

Please complete and submit the form to Hong Kong Design Centre by 20 June, 2009

Att: Mr. Micky Lee micky.lee@hkdesigncentre.org (e) 3586 3070 (t)

Programme capacity: 20

A. Personal Information /

Salutation:		
First Name:	Last Name:	
HKID No.:	/ Passport No.:	Nationality:
Company/Organisation:		
Nature of Business:		
Position:		
Correspondence Address:		
Contact	Telephone Number:	
E-mail:		

B. Applicant's Brief Bio (about 100 words)

(Please if possible, also attach your full CV, recommendation letter, reference letter, etc with this application form and/or submit your portfolio (in digital format) for assessment)

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C. Payment (Please "✓" the appropriate in the below)

1 () Local Application - HK\$20,000

2 () Overseas Application - HK\$32,000

Please prepare a crossed cheque, payable to **Hong Kong Design Centre Limited**, and send it to Hong Kong Design Centre, 1/F InnoCentre, 72 Tat Chee Avenue, Kowloon Tong, Hong Kong. (Att: Mr. Micky Lee)

Signature _____ Company Chop _____

Date: