

# **MASTER PARCOURS DIGITAL FASHION COMMUNICATION (SUISSE) (FI-FC)**

Master Tourisme

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Fashion is becoming increasingly digital and the fashion industry is in urgent need of communication managers who master digital trends, are aware of the long-term socio-cultural processes that shape fashion and understand how fashion's ethical dimension and major sustainability challenges impact society.

Would you like to acquire communication skills as applied specifically to the fashion industry? Cutting-edge tools to interact in a digital business environment? Cultural sensitivity to communicate in a globalized market?

Be part of the first international Master of Science in Digital Fashion Communication offered as a Double degree by Università della Svizzera italiana (Lugano, Switzerland) and université Paris 1 Panthéon-Sorbonne.

The Master is a two-year (120 ECTS) [🔗 Double Master's Degree](#) offered jointly by USI - Università della Svizzera italiana and [🔗 Université Paris 1 Panthéon-Sorbonne](#) and is entirely given in [🔗 English](#), even in Paris. The programme is taught by a renowned faculty from both institutions and by a large number of guest lecturers and professionals of the fashion industry who will share their practical experience. Mobility is part of the learning experience offered by this Master. Students **will study in two different locations (Lugano in semester 1 and 2, Paris in semester 3)** and live two diverse cultures.

Students can do their internship during their fourth semester in whichever location they prefer. During this semester, they will have an online course and their master thesis, which gives them the flexibility to find an internship outside of Switzerland or France if desired.

For any information on the Master's programme (courses, applications, deadlines...) please visit the [🔗 USI website](#) or contact [🔗 mdfc@usi.ch](mailto:mdfc@usi.ch)

## Infos pratiques

**Composante :** Institut de recherche et d'études sup. du tourisme (IREST)

**Durée :** 2 ans

**Crédits ECTS :** 120

**En savoir plus :**

DFC Master website

<https://www.usi.ch/en/education/master/digital-fashion-communication/structure-and-contents/study-programme>

## Présentation

### Objectifs

The double degree in Digital Fashion Communication (DFC) aims at preparing select students to pursue their careers in the fashion industry as **specialists in digital communication**.

### Savoir-faire et compétences

Graduating from this Master gives students:

- a strong foundation in **communication skills** as applied specifically to the **fashion industry**: communication design and strategy, branding, content development, information management and retrieval.
- an in-depth **understanding** of the **creation of fashion**: the social history of fashion and culture, sustainability, and the fashion industry from a global perspective.
- the **cutting edge tools** to effectively and profitably interact in an **digital business environment**: usability and webanalytics, digital marketing, social media communication, e-Commerce and cyber security.

An addition to this, students will acquire the **cultural sensitivity** needed to effectively communicate in a **globalized market**, by experiencing the French, Italian and Swiss culture in their day to day activities. They also have the opportunity to learn or strengthen their knowledge of the Italian and French languages, which are of great importance in the fashion world.

Professional opportunities for graduates are related to **omnichannel communication management** and **strategy** for the fashion industry in any type of company, from small start-ups to large international corporations. Graduates are prepared to work in functions like digital and social media marketing, brand development, data and e-Commerce management, advertising and PR support, and CSR coordination.

Even if the master focuses on fashion communication, graduates might work in related experience-economy industries.

## Organisation

### Membres de l'équipe pédagogique

#### Erina CAVALLI



Erina Cavalli is a stylist for photography and an educator in fashion and luxury based in Paris. Her experience of teaching at the international level spans an arc of more than ten years. In her teaching she consistently attempts to intersect Fashion, Luxury, Art, Design and Architecture. Cavalli currently teaches at La Sorbonne in Paris, the Paris School of Luxury and ESMOD in Paris, in the Department of Luxury Marketing at CREA Geneva and at the European Communication School in London. She has held previous teaching positions at Istituto Marangoni in Paris, the Amirkabir University of Technology of Tehran and the Istituto Europeo di Design at Rome.

#### Gianluigi DI GIANGIROLAMO



PhD in Contemporary History. He is Adjunct Professor of Social History of Fashion at Paris 1 Panthéon-Sorbonne University and at the University of Bologna. Research fellow from March 2016 to January 2020 at the Department of Quality of Life Sciences of the University of Bologna his main research interests concern the history of contemporary

society, the development of cultural policies and in particular the foundation and formation of the different institutions that have developed in the second half of the twentieth century in Europe in the field of fashion, tourism and cultural heritage. He is member of the EIREST - Interdisciplinary research team on tourism at the University of Paris 1 Panthéon-Sorbonne and of the International research center "Culture, Fashion Communication" at the University of Bologna.

### Tanja FILIPOVIC VALCIC



Tanja is a graduate from HEC Paris, Executive MBA luxury major and she holds a Sorbonne Master Degree in Economy.

She is an International Luxury Executive, with + 20 years of working experience in Luxury, Retail, Hospitality, Direct Marketing, for various Brands such as LANVIN French oldest Luxury house.

She is passionate about Strategy, Business Models evolution, customer experience that allows her to work on luxury projects in key global markets.

She is always thinking with the most strategic approach about how the business can better serve customers.

### Nadzeya SABATINI



Nadzeya Sabatini is an Assistant Professor on a tenure track in Digital Transformation at Gdansk University of Technology (Poland). Nadzeya is senior lecturer and academic coordinator of MSc in Digital Fashion Communication ([www.usi.ch/mdfc](http://www.usi.ch/mdfc)), Double degree between USI-Università della Svizzera italiana (Switzerland) and Université Paris 1 Panthéon-Sorbonne (France). Nadzeya holds PhD in Communication Sciences, MSs in Economics, and BSs in Art History and Cultural Heritage Interpretation. Her research focuses on online

communication practices and digitalization strategies in fashion, luxury, and tourism domains.

### David ZAJTMANN



A Professor at the Institut Français de la Mode, David Zajtmann holds a PhD in Management Science from Université Paris 1 Sorbonne, a Research Master (DEA) in Industrial Economics from Université Paris Dauphine, and is a graduate of Sciences Po Paris and IFM. His areas of research include strategies of couture and ready-to-wear companies, as well as creative cities in fashion industries. At IFM, he is Academic and Research Coordinator. He is the Chair of the research subcommittee of the International Foundation of Fashion Technology Institutes (IFFTI). David Zajtmann is preparing a book entitled Haute couture and the Parisian Fashion Industries which will be published in the second half of 2025 by Editions EMS.

[🔗 Find out about IREST's admission committees for the current academic year](#)

## Admission

### Modalités d'inscription

For applications, please refer to the deadline indicated on the [🔗 USI website](#)

### Tarifs

8.000 Swiss francs per year

## Et après

### Poursuite d'études

Students graduating from this programme will acquire: a strong foundation in communication skills as applied specifically to the fashion industry; the cutting edge tools to effectively and profitably interact in a digital business environment; the cultural sensitivity needed to effectively communicate in a globalized market.

## **Insertion professionnelle**

Professional opportunities for graduates are related to communication management and strategy for the fashion industry in any type of company, from start-ups to international corporations

# Programme

## Master 1ère année Tourisme parcours

### Digital fashion communication (Suisse)(FI-FC)

#### Semestre 1 DFC

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<b>UE 1 : Digital</b>	<b>9 crédits</b>	
Digital Challenges in Marketing and Big Data	3 crédits	28h
Digital Fashion Communication : an introduction	3 crédits	28h
Online Communication Design	3 crédits	28h
<b>UE 2 : Fashion</b>	<b>6 crédits</b>	
Fashion Communication	4,5 crédits	42h
Sustainable Fashion	1,5 crédits	14h
<b>UE 3 : Communication</b>	<b>15 crédits</b>	
Brand Management	3 crédits	28h
Communication Law	3 crédits	28h
Corporate Social Responsibility	3 crédits	28h
Intercultural communication	3 crédits	28h
Media Economics & Policy	3 crédits	28h

#### Semestre 2 DFC

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<b>UE 1 : Digital</b>	<b>12 crédits</b>	
Augmented and Virtual reality	1,5 crédits	14h
DFC : Conversation with Industry Experts	3 crédits	28h
eCommerce and cyber security	1,5 crédits	14h
Information Management and Retrieval	3 crédits	28h
Usability and Webanalytics	3 crédits	28h
<b>UE 2 : Fashion</b>	<b>6 crédits</b>	
Argumentation in Fashion Communication	3 crédits	28h
Visual Fashion Communication	3 crédits	28h
<b>UE 3 : Communication</b>	<b>12 crédits</b>	
Critical Consumer Behavior	6 crédits	56h
Market Systems Dynamics	3 crédits	28h
Statistical Data Analysis	3 crédits	28h

## Master 2ème année Digital fashion communication (Suisse) (FI-FC)

#### Semestre 3

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<b>UE 1 : Digital</b>	<b>3 crédits</b>	
DFC : Social Media Communication and Fashion blogg	3 crédits	28h
<b>UE 2 : Fashion</b>	<b>21 crédits</b>	
Fashion industry : a global perspective	6 crédits	56h
Heritage, Tourism and Fashion	6 crédits	56h
Social History of Fashion and Custom	6 crédits	56h
Study tour (Paris FW, etc.)	3 crédits	28h
<b>UE 3 : Capstone work</b>	<b>6 crédits</b>	
Elective courses	6 crédits	56h

#### Semestre 4

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<b>UE 1 : Digital</b>	<b>3 crédits</b>	
DFC Lab : Gamification	3 crédits	28h
<b>UE 2 : Capstone work</b>	<b>27 crédits</b>	
Internship	9 crédits	84h
Master thesis	18 crédits	