

PROGETTO DI RICERCA

Titolo della ricerca dottorale <i>Title of the doctoral research</i>	Fashion Forward. Design driven new-cos within the fashion industry between local manufacturing and global networks.
Docente proponente <i>Proponent professor</i>	Valeria M. Iannilli
Abstract	<p>Considering Fashion as one of the leading sectors of the Italian economy and as one of the most representative “cultural discussions” about Italian identity, the definition of the “Made in Italy” design process is more important than ever. Commonly, “Made in Italy” refers, on one hand, to a cultural way of life and, on the other, the possibility to limit the geographical area in which a product has been created and the craft and/or industrial skills activated to produce it.</p> <p>However, recent studies and applied research demonstrate that, in a competitive global scenario, “Made in Italy” refers to “innovative profiles” defined by different organizational and design models that are tacitly acted by small and medium enterprises and that nowadays represent the bulwark of Italian creativity.</p> <p>The research aims at identifying new models and design driven strategies within fashion emerging companies as core of Cultural and Creative Industry. It also focuses on elaborating a comparative study with reference to international clusters related to emerging and innovative industries, such as high tech district of Silicon valley.</p> <p>The research will also aims at creating original experimentation aimed at disseminating research results through innovative data visualization and exhibit design modes.</p>
Parole chiave Keywords	Fashion start-ups; Design driven innovation; Fashion business models; Fashion branding