

ACADEMIA CEREBRA

Success Starts Here



SUMMER
SCHOOL
July 2025

Photo Courtesy Loewe

Great Brands Think Alike



An exciting Summer School collaboration between Academia Cerebra and the world's top luxury fashion brands.

Each summer Academia Cerebra combines forces with the world's top luxury brands to create a unique 10-day Summer program that brings contributions from industry leaders, academic experts and brand directors, workshops, day projects and networking in one of the world's most important fashion capitals - Milan.

The Summer School covers the fashion industry and system, premium and luxury brands, management, IP, law, finance, marketing and communications alongside insights from the fields of consumer behaviour and Psychology.

The 10-day program takes place in Milan and includes a day trip and tailored guided tour to the beautiful city of

Florence (included in the tuition fee), the Ferragamo museum, Gucci museum and artisanal boutiques.



Participant profile

The program is ideal for early stage professionals from a wide range of relevant disciplines -business, law, Art, creative industries, etc.-, Master and Bachelor-level graduates with some or little fashion experience and who are highly motivated to work in the fashion industry.



Milan, Summer School July '24

Certification

An Academia Cerebra Certificate is awarded to all successful participants at the end of the programme carrying 3 micro-credits.

Academia Cerebra is the only European Academy specialising in luxury and fashion recognised by the British Accreditation Council.

Week 1

Monday 14th	Tuesday 15th	Wednesday 16th	Thursday 17th	Friday 18th
LUXURY FASHION AND EDUCATION SUMMIT	Welcome to Milan			
9:15 - 10:30 PART 1: Keynote Presentation / Panel discussion on the emerging luxury industry challenges	9:15 - 10:30 Introductions and Personal Objectives	9:15 - 10:30 Retail atmosphere as a brand experience: a case history (Alessandro BV)	9:15 - 10:30 DAY TRIP TO FLORENCE	9:15 - 10:30 BUSINESS / LAW CLINIC at Legal Partners' premises
<i>coffee break</i>	<i>coffee break</i>	<i>coffee break</i>	<i>coffee break</i>	<i>coffee break</i>
10:45-12:30 Insider Perspectives & Industry Leader interviews	10:45-12:30 Expert insight into the Evolution of the European Luxury Fashion industry (George B.)	10:45-12:30 Brand Users: real and aspirational product users as sources of desire (Alessandro BV)	10:45-12:30 Exploration of luxury and culture landscape in Florence	10:45-12:30 Networking lunch with business and legal colleagues working with luxury clients
<i>Lunch break</i>	<i>Lunch break</i>	<i>Lunch break</i>	<i>Lunch break</i>	<i>Lunch break</i>
14:00 - 15:30 PART 2: Academic Panels: tackling the emerging challenges; ambitions and actions	14:00 - 15:30 Modern Business Modeling and Supply Chains (Karan K.)	14:00 - 15:30 What Marketing Lessons can Luxury Brands learn from Mass Market brands (Andrea F.)	14:00 - 15:30 [Gucci Museum, Ferragamo Museum, Hermès, Emilio Pucci, Bottega Veneta]	14:00 - 15:30 BUSINESS / LAW CLINIC at Legal Partners' premises
16:00 - 17:00 Debates and Presentations of Latest Research / NETWORKING	15:45 - 17:00 Comparative shopping in Milan's famous Fashion District, Part A (Davide G.)	15:45 - 17:00 Comparative shopping in Milan's famous Fashion District, Part B (Davide G.)	15:45 - 17:00 Exploration of luxury and culture landscape in Florence Return to Milan	15:45 - 17:00 Networking Event

Week 2

Monday 21st	Tuesday 22nd	Wednesday 23rd
9:15 - 10:30 The impact of Technology on the business and Culture of Fashion (Laura P.)	9:15 - 10:30 Personal Branding for Creative Professionals: YOU as a Brand, Part A (George B.)	9:15 - 10:30 The "Morning debate": How Fashion contributes to the enhancement, role-experimentation and expression of identity (Part 1) Panel of Psychology experts and industry + coffee
<i>coffee break</i>	<i>coffee break</i>	<i>coffee break</i>
10:45-12:30 Getting Started - experiences, insights and advice from fashion entrepreneurs	10:45-12:30 Personal Branding for Creative Professionals: YOU as a Brand, Part B (George B.)	10:45-12:30 The "Morning debate": How Fashion contributes to the enhancement, role-experimentation and expression of identity (Part 2) Panel of Psychology experts and industry + coffee
<i>Lunch break</i>	<i>Lunch break</i>	<i>Lunch break</i>
14:00 - 15:30 Luxury Interiors and Real Estate: from peripherals to business fundamentals	14:00 - 15:30 Business Insights: "Behind the catwalk" - Industry leader interview	14:00 - 15:30 Course Closure / Certificate presentations
<i>coffee break</i>	<i>coffee break</i>	
16:00 - 17:00 Case Study for students: How would You manage this challenge?	15:45 - 17:00 Board Directors conversation with 3 CEOs: "What does a career in the Fashion industry feel like?"	Networking Aperitif



What Course Participants Say...

"I loved the seminar environment of the program. I have never had an educational experience like that, where everyone understands that they're among serious professionals."

◆ Manvinder Singh
Court Attorney, USA



"Inspiring, self-reflective, hands-on. The perfect blend regarding topics as well as speakers."

◆ Durk Terpstra
Business Executive, Holland

'The course will have a significant impact on my future career. It was amazing to be able to connect with top people from the industry.'

◆ Mathisse V.
Manager, Belgium



"The course has been super-useful for my professional development."

◆ Sebastiano di Stefano
Senior Marketing & Business Development



"I've expanded my professional network, made new friends and gained deep knowledge of the fashion industry which I will use in my legal career."

◆ Gabriela Kaganovich
JD Candidate, USA

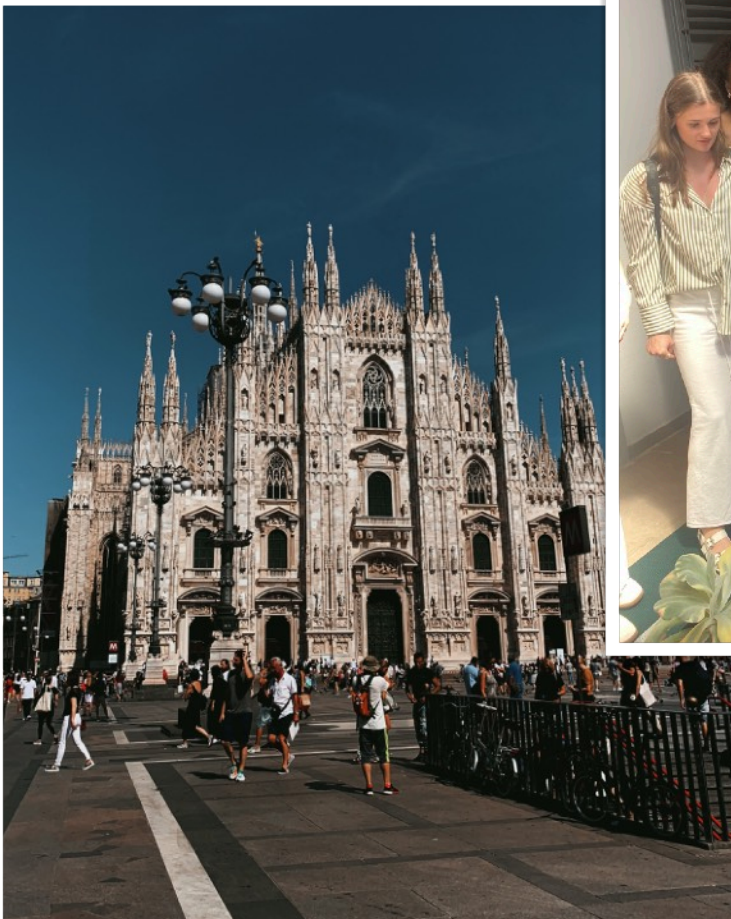
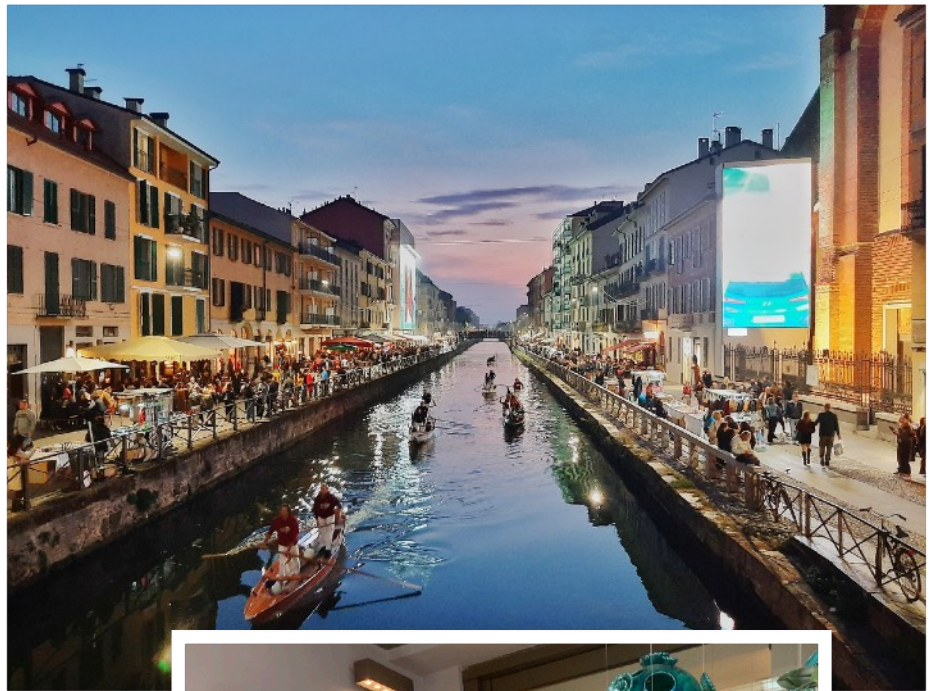
Summer School 2025

Tuition Fee

€2600*

(Covers tuition fees, lunches, coffee breaks, museum entries, private guided tour, train travel to Florence, graduation aperitif.)

**10% early bird discount for enrolment before the 31st January.*



FAQ

Summer School, July 2025

Milan and Florence

Q1 Is the course online or face-to-face (F2F)?

A: The course is face-to-face in downtown Milan, one of the most glamorous fashion capitals.

Q2 Is the course difficult?

A: The course is especially designed for professionals and graduates with some or limited knowledge of the industry. If you are already studying for a degree or are in employment, the same set of skills that got you there will also lead you to a successful completion.

Q3 How much does the course cost?

A: We are proud to have the most egalitarian admissions fee standards in the UK. The tuition fee is 2,600 Euros and it is the same for both domestic and international students.

Q8 What are the entry requirements?

A: You must be over 18, speak English and attend an online interview with the course director.

Q9 How do I apply?

A: Follow the link at the end of the digital brochure and submit your application together with the standard application fee (50 Euros) which is refundable if successful. A few days later you will be invited to an online interview. Once you are offered a place, you can start getting ready for one of the most rewarding educational experiences you've ever had.



Europe's Top Summer School in Fashion and Luxury

ACADEMIA CEREBRA

Reserve your place NOW
info@academiacerebra.com



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