

SPANISH FASHION BUSINESS & CREATIVITY

INTERNATIONAL SUMMER PROGRAM

An immersive course in Madrid
with fashion brand experts,
workshops and tailored
fashion industry visits.

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C/ Costa Brava, 6
28034 Madrid

JUNE 26TH TO JULY 10TH 2024

EARLY BIRD* - 820€
LATE BIRD - 910€

*BEFORE APRIL 17TH DAY INCLUDED.



COMUNICACIÓN &
GESTIÓN DE LA MODA

**Universidad
Villanueva**



The program is 100% in English and includes sessions in the Villanueva University Campus, also fashion retail routes and visits to company headquarters. The Summer Program 2024 is organized into two tracks, with a common core module, and specific contents for each itinerary. Both have a limited number of places (20 each). Students work in small groups to complete a final project.

In addition, Madrid has a wide array of shopping-hubs and cultural entertainment to enjoy during your stay!



FASHION CONSUMER & RETAILER EXPERIENCE

This track is focused on acquiring fashion retail and consumer experience expertise. Workshops and lectures will be organized around visits to headquarters and factories, flagship stores and different retail formats.



FASHION STYLING & PRODUCTION

This track is focused on acquiring initial fashion styling competences. Workshops and visits will consist of fashion photography spaces, fashion exhibitions and brands, stylist sessions, visual merchandising, and communications agencies.