



Tour: ITALIAN STEAM:
THE FASHION INDUSTRY

Destination: Florence, Como & Milan, Italy

Itinerary: 9-days / 8-nights

ITALIAN STEAM: THE FASHION INDUSTRY				
Day	Morning	Afternoon		Evening
1	Overnight travel to Florence, Italy			
2	Arrive Florence, Italy & transfer to Hotel	Welcome, Safety & Orientation	Guided City Tour of Florence	Welcome Dinner
3	Florence University of the Arts - FAST Creative Learning Lab Master Class	Fashion Walk - Themed Walking Tour		Dinner
4	Museum del Tessuto (Textile Museum) with Guide	Salvatore Ferragamo Museum - Guided Tour		Dinner
5	Train to Milan, coach transfer to Como, Lunch at the Culinary Institute	Photography Workshop at the Arts School with Post-Production Technology Class		Dinner
6	Fashion Team Building Exercise: Project Runway	The Silk Museum / Silk Printing		Dinner
7	Milan's Marangoni Fashion Institute	Palazzo Morando Historical Collections	The Perfume Museum	Fashion District & Dinner
8	Lake Como Boat Tour with Bellagio Visit	Cooking Class at the Culinary Institute		Farewell Dinner
9	Transfer to Airport, return flight home			



As with all sample itineraries, please be advised that this is an 'example' of a schedule and that the activities and hotels shown may be variable dependent upon dates, weather, special requests and other factors. Itineraries will be confirmed prior to travel.



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Day 1

Dinner in flight

Travel on an overnight flight to Florence, Italy.

Day 2

Breakfast in flight, lunch on own, dinner included

Florence - This little city, tucked amid the Tuscan hills, casts a long shadow through history. The wellspring of the Renaissance, Firenze (or Florence) sheltered the powerful Medici family and inspired artists like Michelangelo (David) and Brunelleschi (the Duomo). If it weren't for the fashionable Italians and chic shops lining Via Tornabuoni, you might think you had traveled back in time to the 14th century. But Renaissance art is not the only reason to come: You also visit Florence for its gorgeous sunsets, its Italian cooking and its romantic charm. – US News



Did you know?

- ✓ Florence was founded by Roman Emperor Julius Caesar, in 59 BC. It was originally meant to be a soldier settlement and was built just like a garrison town. A few years later, the settlement had grown in a full-blown city, and the Romans referred to it as Florentia, the Flourishing Town.
- ✓ The Medici Family ruled Florence from 1434 to 1737 and led the Renaissance movement. The Medici was a wealthy family of merchants and bankers who accumulated money, to the point of being the wealthiest family in Europe. They were most famous for investing in art & culture, and their support made Florence the birthplace of the Italian Renaissance. The Medici Family had 4 Popes and 2 Queens of France.
- ✓ Florence was once the capital of the Kingdom of Italy. In 1861, Tuscany became part of the Kingdom of Italy and 4 years later, in 1865, Florence became the new capital of Italy, replacing Turin. This only lasted 5 years though, as Rome became the capital of Italy in 1870.
- ✓ Florence was the birthplace of the Italian Renaissance following the Middle Ages, from the 14th to the 17th century. It was a period of rebirth in all industries - cultural, artistic, political and economic.
- ✓ Florence is the birthplace of Gelato, a delicious frozen dessert invented in the 16th century.
- ✓ Michelangelo's "David" statue was created in Florence. Perhaps one of the most famous works of art produced during the Renaissance, David is a marble sculpture created in 1504.
- ✓ The Florentine language is the basis of the Italian language. With no universal Italian language until the 14th century, Florence-born poet Dante wrote poems in Florentine, the local dialect. These poems spread throughout the country, and they helped spread the dialect, which soon became the most widely understood dialect in the country. This became the basis of the Italian language, still used to this day.



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- ✓ Florence is considered to be the birthplace of modern opera. A local group of artists, writers and musicians, known as the Florentine Camerata, set out to recreate Greek plays through music. Following their movement, a rival Jacopo Corbucci created *Dafne* in 1598, the first opera.
- ✓ According to UNESCO, Italy has around 60% of the most important pieces of art and out of the 60%, half is in Florence. This makes for close to a third of the world's masterpieces located in Florence.

Groups will generally arrive in Florence in the late morning, dependent upon flight route. Upon arrival, we'll get checked into our hotel and have our Welcome, Safety & Orientation Meeting.

Once settled and refreshed, we'll kick off our tour with a **Guided City Tour of Florence**, followed by a Welcome Dinner.



Day 3

Breakfast & dinner included; lunch on own

Rise and shine Italy! Today will be amazing! This morning, we'll engage in a Master Class at the Florence University of the Arts (The American University of Florence), and then this afternoon, we'll participate in a Fashion Walk!



Florence University of the Arts
The American University of Florence

Florence University of the Arts (The American University of Florence) - In the morning we'll participate in a Fashion Master Class held at **FAST - The School of Fashion and Accessory Studies and Technology**. FAST is structured in different departments: Accessory and Fashion Design, Technology, Merchandising, and Communication. **FLY - Fashion Loves You**, a vintage and handcrafted clothing and accessories store, is integrated into the fashion facilities. FLY is the creative learning lab where students of FAST carry out experiential learning. It serves as a link of creative expression and exchange between students and the community of Florence. Teachers will **select one** of the following Master Class options, however, please understand not all may be offered on the day of your visit:

Visual Merchandising: This workshop will be held in the FLY retail store environment and will focus on the role of visual merchandising to reach and maintain success in fashion retail. Students will develop visual display skills with an awareness of volumes, colors, and storytelling.

Fashion Marketing: The main goal of all small and large companies is to acquire relevance and status on the market. In this workshop, students will learn how to make this happen through the use of an effective event design strategy. The Master Class will feature an in-class lecture, case study and a workshop activity focused on designing a real up-and-coming store event.

Fashion Retail Merchandising: The focus of this workshop is hands-on experience researching an existing store located in the center of Florence. Through group work, students will be guided through the process of collecting qualitative and quantitative data and coordinating an effective research strategy. The class will end with a Focus Group aimed at developing a merchandising strategy for the selected store that matches street trends as well as the DNA of the store.



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Fashion Retail Management: This Master Class will focus on the historical background of a store, creative formats, and the role of a brand ambassador. The end of the workshop will culminate with an experiential case study revolving around the student-run store, FLY, located in the center of Florence. The instructor will guide ITALIAN FASHION & DESIGN FLORENCE, MILAN & COMO participants through creative reflection on the value of goods compared to the value of the experience.

Fashion Buying Strategies From Retail Merchandising to Personal Shopper: Through this workshop, students will gain a foundational understanding of the evolution of Italian fashion from an international buyer and personal shopper's perspective. Divided in two parts, the lesson will consist of an in-class lecture and then a guided walking tour through Florence to discover the background, environment, influences and families that shaped the concept of "Made in Italy."



In the afternoon, we'll participate on a Fashion Walk. Teachers will **choose one** of the following themes prior to travel:

The Artisans of The Oltrarno: Oltrarno, the other side of the Arno River, is a constellation of laboratories, botteghe (workshops), and small studios that have traditionally produced high-quality handcrafted items. Students will explore the true side of Italian crafts by getting to know the artisans and gathering an understanding of what they produce.

Luxury and Style: Understand the urban arrangement of luxury fashion retail environments in the city of Florence. Compare different fashion brands and their unique characteristics.

Alternative Fashion: A walk through avant-garde alternative retail environments in Florence which propose edgy and multifaceted niche products, allowing the city to remain relevant to sophisticated and trend-setting consumers from all over the world.

Vintage and The City: An exclusive walk among hidden shops and retailers that offer a wide and fun variety of vintage fashion pieces. A journey through time and different eras to discover unique examples of retro' garments, accessories and if lucky, owners.

Fashion and Perfumes: A journey through workshops, pharmacies, drugstores and herbalists - a way to get a close look at an ancient and captivating tradition and see how contemporary artisans and fragrance composers work in Florence today. The history of pharmacy and perfume craftsmanship in Florence is antique and has an important legacy. Florence, in the past, has also earned the name of "the perfume capital". Many antique pharmacies throughout the city still sell historic therapeutics and perfumes (perfumes were medicines before they were cosmetics). At the end of the walk, visitors will gain an appreciation of the creative and rich Florentine perfume traditions from commercial to bespoke.



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After our full day we'll have dinner, discussion on what we took away from today's experiences, and get a great night's rest so we're ready to take on another day tomorrow!

Day 4

Breakfast & dinner included; lunch on own

Today we'll travel to Prato for a look at Museo del Tessuto (Textile Museum), the largest cultural center in Italy dedicated to the promotion of historical and contemporary textile production and art. In the afternoon, we're off to the Salvatore Ferragamo Museum!

Guided Tour at Museo del Tessuto - Today, Prato is one of the largest textile and clothing districts in Europe, boasting over 6,000 textile and apparel companies. It is one of the most important manufacturing centers on a global scale for fashion and furnishing textiles, yarns, special-purpose fabrics, knitwear, garments and, lastly, textile machinery. The museum represents the historical memory and the culture of the district, identified with textile production since the Middle Ages.



The city's textile vocation dates back to the 12th century. The particular hydrogeological characteristics of the plain around the Bisenzio River offered a favored setting to establish the 'fulling mills', factories specializing in woolen cloth fulling. All the other necessary activities to manufacture textiles were organized around this process - including spinning, weaving, dyeing and sales. The merchant Francesco di Marco Datini's company stands out in this context. His enterprise demonstrated how textile manufacturing, even in pre-industrial times, could be an entrepreneurial activity boasting extremely modern characteristics, with an extensive production and sales network across Europe.



Guided Tour of The Salvatore Ferragamo Museum – A company museum dedicated to the history of the Ferragamo company, the life of its founder and his creations. Salvatore Ferragamo was an Italian shoe designer and the founder of luxury goods high-end retailer Salvatore Ferragamo S.p.A.

After studying shoemaking in Naples for a year, Ferragamo opened a small store based in his parents' home. In 1915, he emigrated to Boston, where one of his brothers worked in a cowboy boot factory. After a brief stint at the factory, Ferragamo convinced his brothers to move to California. It was there that Ferragamo found success, initially opening a shop for repair and made-to-measure shoes, leading to a long period of designing footwear for the cinema. Reluctant to accept that his shoes could be beautiful but uncomfortable to wear, he studied anatomy at the University of Southern California.



After spending thirteen years in the US, Ferragamo returned to Italy in 1927, settling in Florence. He began to fashion shoes for prominent women, including the Maharani of Cooch Behar, Eva Perón and Marilyn Monroe. He opened a workshop in the Via Mannelli, experimenting with design, while applying for patents for his innovations. In the 1950s he was able to expand his operations to include a workforce of 700 artisans who made 350 pairs

of shoes per day, by hand. In addition to experimenting with materials including kangaroo, crocodile, and fish skin, Ferragamo drew on historic inspiration for his shoes.



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After dinner this evening, the night is free for exploration!

Day 5

Breakfast, lunch & dinner included

This morning we'll check out of our Florence hotel and board the train to Milan. After arriving Milan, we'll switch to a private coach and set off for Como. Upon arrival, we'll store our luggage at our hotel, have **lunch at the Culinary Institute**, then participate in a Photography Master Class!

The Arts' School Photography Master Class – We'll join a work team to recreate a famous work of art. During the workshop, famous characters will be raffled off for the team to recreate, with fabrics, make-up and accessories. Teams will be taught an introduction to the theory of photographic composition and the use of the camera and the set lighting. The executive phase of the class will focus on post-production with Adobe software, to recreate the right setting. The team that has achieved the highest score in character likeness will win.

After our fun and innovative day, we'll return to the hotel, formally check-in, have dinner and free time for exploration.

Day 6

Breakfast, lunch & dinner included

Get ready for a great day! We'll return to the Art School today for a fashion team-building event. After lunch at the Culinary Institute, we're off to check-out the Como Silk Museum.

Fashion Team Building / Project Runway – It's a fantastic creative day! Groups will break into teams and each team will be given a tailor's mannequin, a professional sewing machine, scissors, fabrics and a pattern to recreate. Teams will start from the base and create a garment in just 4-hours, based on 4 models that will be raffled off. The teams will select a model who will wear the garment for judging. In the end, the garment must be painted by the team and modeled.



The Como Silk Museum - The Como Silk Museum is the only museum in the world able to show guests the entire production process, from silkworm to colorful yarns, from hand-printing to fashion collections. The Museum collects, treasures, displays machines, objects, documents, samples and instruments witnessing the glorious past of the textile industry that still nowadays rewards Como as the "City of Silk". Como is the world leader in silk manufacturing. The love and passion for silk have ancient origins, and nowadays, this technical and artistic heritage



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is organized and open to all. After viewing the museum, we'll be taken to a silk industry location to learn how the silk is printed.

After dinner this evening, the night is ours!

Day 7

Breakfast & dinner included; lunch on own

After breakfast, we'll travel to Milan to visit the Marangoni Fashion Institute, one of the very best Academic Fashion Schools in the world. In the afternoon, we'll learn all about perfumes at the Perfume Museum, and then in the late afternoon, time permitting, we'll have an opportunity to stroll and explore the world renowned **Milan Fashion District**.

Marangoni Fashion Institute - Founded in Milan in 1935 by the tailor Giulio Marangoni, the institute became a Scuola Professionale Artistica or "professional art school" in 1942. It is a private Italian school of fashion and design. Branches are also located in Florence, London and Paris, Shanghai and Shenzhen in China, Mumbai in India, and Miami in the United States.



Perfume Museum – A truly unique museum in Italy, devoted to the history of Art and Design of the 20th century. We'll have a chance to admire the works of the most important glass masters created for vintage Perfumery by René Lalique, Carlo Scarpa, Julien Viard and Fulvio Bianconi. We'll learn about the mysterious story of Chanel N°5. We'll discover the artistic values of the great Milanese Perfume Houses of the 20th century, which are celebrated for their charm, refinement and creativity.

Milan Fashion District – Find the **Quadrilatero d'Oro**, the Golden Rectangle, lined with famous haute couture boutiques including Versace, Prada, and Armani. Have a penchant for high street fashion? Check out **Corso Buenos Aires** for a satisfying fashion fix. With over three hundred and fifty high street brands represented here, the street boasts the largest concentration of shops in Europe. If you are looking for Italian fashion but do not want to go home penniless, vintage stores like Mercantino Michela, Superfly and Lipstick Vintage all offer designer labels like Ferragamo, Versace and Dolce & Gabbana for up to 75% less than retail pricing. Bargains can also be found at outlets like D Magazine, Corso Como, and Il Salvagente.



Later in the day, we'll return to Como for dinner.



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Day 8

Breakfast & dinner included; lunch on own

Rise and shine! It's our last full day in Italy! Today is about relaxation and fun! We'll start with a boat tour and wrap up with a cooking class!

Lake Como Boat Tour – Lake Como is the most beautiful lake in the world and recently, it was included in the 55 most beautiful places in the world list by travel + leisure. On the cruise you'll discover historic villas, beautiful gardens, fishermen villages and beautiful landscapes. A stop will be made in Bellagio for exploration. It's a great way to discover the timeless beauty of this Italian lake!



The Culinary Institute Cooking Class - After our cruise, we'll participate in a culinary class to explore our creative skill sets! It's all hands on deck for creation!

This evening we'll have dinner at the Institute and free time to enjoy our last evening in Italy!

Day 9

Breakfast included (dependent upon departure time)

It's time to pack up and head home! Following breakfast and dependent upon our flight or motorcoach departures, we'll have the morning free and then we'll start to say goodbye as we head off for home; taking memories with us that will last forever!

Arrivederci!



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ITALIAN STEAM: The Fashion Industry

Minimum Booking Numbers:

20 students

What's Included:

Round-trip international flights
Transportation to noted activities and transfers between Florence, Milan & Como by train and coach
7-nights' accommodation in Italy, 3-star
Breakfasts & dinners daily starting with dinner on arrival and ending with breakfast on your day of departure (flight time permitting)
2 lunches
Guided City Tour of Florence
FAST Creative Lab at the Florence University of the Arts
Florence Guided Fashion Walk
Museum del Tessuto (Textile Museum) with Private Guide
Salvatore Ferragamo Museum with Private Guide
Photography Master Class & Post-Production Technology Class
Project Runway Team-Building Exercise
The Silk Museum
Marangoni Fashion Institute Tour
Palazzo Morando Historical Collections
The Perfume Museum
Milan Fashion District
Lake Como Boat Tour
Bellagio Town Visit
Cooking Class at the Como Culinary Institute
Personal Tour Director
24-hour emergency cover

What's Not Included:

Fully comprehensive insurance (mandatory)
Checked airline baggage cost (if applicable, dependent upon airline)
Cost of lunches, snacks and beverages other than at mealtimes
Transfers to/from home airport
Baggage handling - each student should be able to carry/load their own suitcase
Cost of inoculations or medication required for travel
Sightseeing / Entertainment options not shown as included above
Incidental deposits & bills – mini-bar items, purchases billed to room, etc.
Credit card fees if individuals pay via credit card instead of ACH (online check)
Any gratuities – drivers, hotel services, tour director

As always, our staff are always available to you to answer any questions you may have regarding programming.
If we may serve you in any way, please do not hesitate to contact us.



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