



SAPIENZA
UNIVERSITÀ DI ROMA



UnitelmaSapienza
Università degli Studi di Roma

MASTER'S DEGREE PROGRAMME

FASHION THEORY AND PRACTICES

2025-2026

Faculty:
Humanities
and Philosophy

Department:
History Anthropology
Religions Arts Performing Arts

Duration: 2 years

Bachelor class: LM-65

Programme code: 33553

Language: English

Lesson mode: Blended mode mostly in person

Access procedure: Verification of requirements
and personal preparation





INTRODUCTION

The Master's Degree in *Fashion Theory and Practices* provides advanced, specialised training combining humanistic knowledge with critical and interdisciplinary approaches to contemporary fashion. Entirely taught in English and offered in a **hybrid format (online and on-campus)**, the programme welcomes both Italian and international students from diverse academic backgrounds. **It is an interuniversity programme jointly offered by Sapienza University of Rome and the University of Rome Unitelma Sapienza**, with its online courses delivered through Unitelma's platform.

Fashion Theory and Practices explores fashion as a cultural, creative, social, technological, and economic phenomenon, blending theoretical frameworks with practical experience. The structure allows students to personalise their educational journey by choosing among various disciplinary areas and professional paths, spanning cultural studies, aesthetics, design, digital innovation, sustainability, and marketing.

Located in Rome, yet open to the world, the programme is deeply connected to the Italian and international fashion ecosystem, offering unique opportunities to study fashion where it is conceived, produced, archived, and performed.



PROGRAMME OBJECTIVES AND CAREER OPPORTUNITIES

The Master's Degree in *Fashion Theory and Practices* aims to train professionals who:

- Analyse and interpret fashion as a complex, global phenomenon integrating aesthetics, identity, economy, and technology.
- Develop advanced critical and methodological skills in cultural studies, sociology, art history, visual culture, digital humanities, and communication sciences.
- Design, plan, and manage projects in fashion curation, creative direction, branding, communication, and media.
- Apply digital technologies, data analysis tools, and innovative methodologies in research, design, production, and promotion within the fashion industry.
- Engage in creative practices, from fashion writing to styling, from visual merchandising to fashion archive management.

Graduates will be equipped for roles in fashion brands, communication agencies, media companies, cultural institutions, and academic research.

Career opportunities include:

- Creative Directors, Fashion Curators, and Trend Analysts
- Cultural and Brand Consultants
- Managers in communication, media, and digital platforms
- Professionals in fashion marketing, events planning, and visual merchandising
- Researchers and scholars in fashion studies, media studies, and cultural industries
- Consultants for museums, cultural institutions, archives, and editorial projects



ENTRY REQUIREMENTS

Admission to the programme requires:

- A Bachelor's degree (or equivalent) in relevant disciplines (arts, humanities, social sciences, design, cultural studies, communication, economics, etc.).
- A minimum B2 level of English.
- An evaluation process including review of academic records, CV, motivation letter, language certification, and an interview (online - after pre-application process).

Different study tracks are available to accommodate diverse academic backgrounds.



PROGRAMME STRUCTURE

The programme awards a total of 120 ECTS credits, distributed as follows:

- 60 ECTS in the first year
- 60 ECTS in the second year, including 6 ECTS from internships or workshops and 18 ECTS for the final thesis

HOW TO EARN CREDITS

Credits are earned through:

- ✓ Lectures and seminars
- ✓ Workshops and practical labs
- ✓ Independent research projects
- ✓ Internships in collaboration with fashion institutions and companies
- ✓ Thesis work

Assessment methods include written exams, oral examinations, project work, and presentations.





STUDY PLAN

FIRST YEAR

TEACHING MODE

First semester: **entirely online, mostly asynchronous** (labs could be synchronous), allowing students to start the programme remotely.

Second semester: **on-campus and in-person**, offering face-to-face learning and practical experiences in Rome.

CORE MODULES (online)

- Fashion in Cinema (6 ECTS)
- Fashion Drawing and Illustration Theory (6 ECTS)
- Fashion Branding and Consumer Experience (6 ECTS)
- XIX and XX Century Art History (6 ECTS)

ELECTIVE COURSES (choose from):

- Social Theory of Fashion (6 ECTS)
- Digital Clothing and Fashion Digitalization (6 ECTS)
- Sociology of Made in Italy (6 ECTS)
- Fashion Journalism and Social Media (6 ECTS)

PRACTICAL MODULES:

- Fashion Drawing and Illustration Practice (6 ECTS)
- Workshop I: Qualitative Methods for Research in Fashion (6 ECTS)



SECOND YEAR

TEACHING MODE

Hybrid, online and on-campus

ELECTIVE COURSES (choose from)

- Fashion Archives (6 ECTS)
- Symbology in the History of Clothing (6 ECTS)
- Fashion and Gender (6 ECTS total)
- Global History of Early Modern Fashion (6 ECTS)
- Adorned Bodies: Fashion and Self-Expression in Antiquity (6 ECTS)
- Fashion and Identity in Prehistory (6 ECTS)
- Fashion Anthropology (6 ECTS)

ELECTIVE COURSES (choose from):

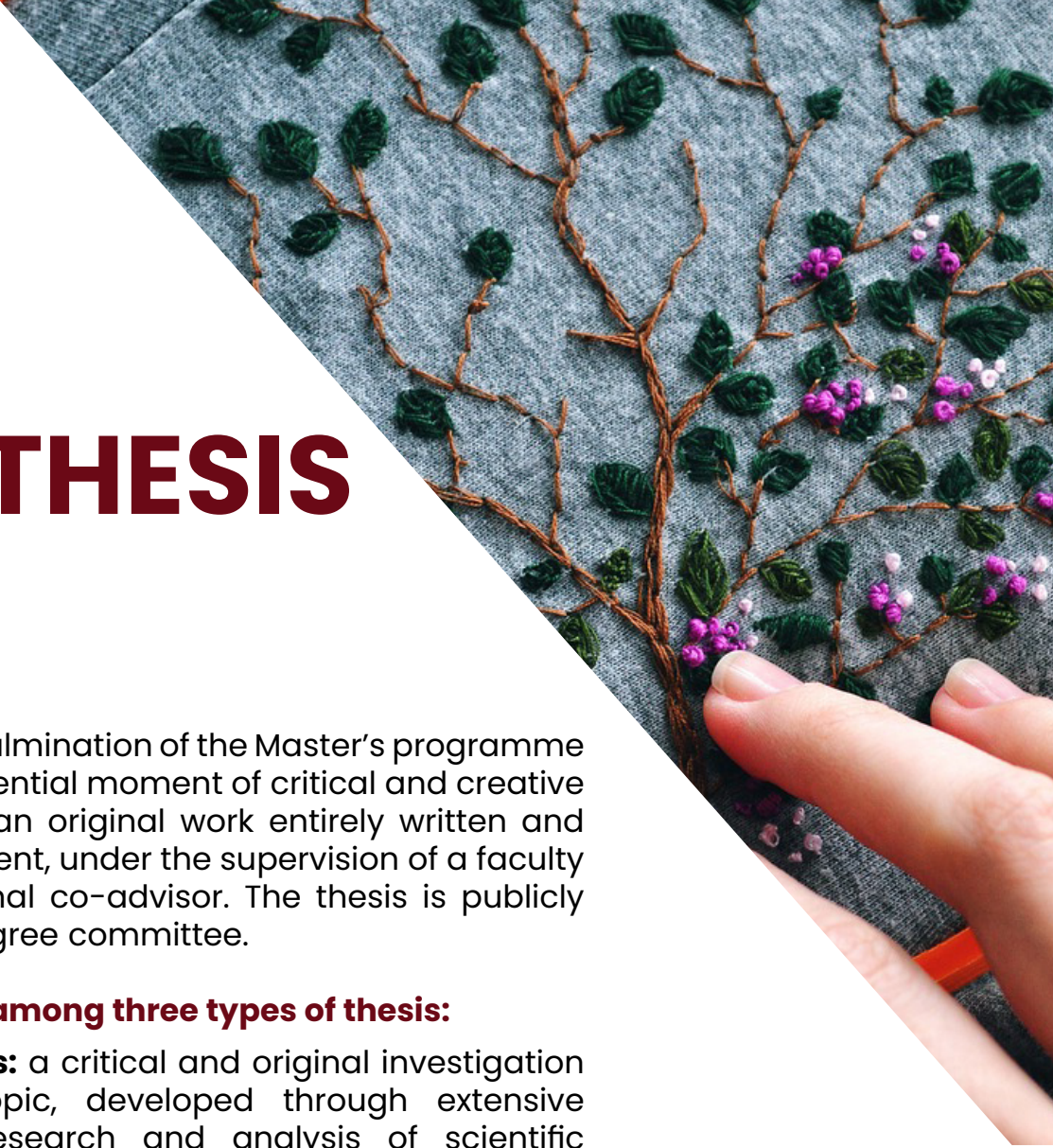
- Global Challenges in Cultural Heritage LAW(6 ECTS)
- Principles of Economics with Applications to Fashion (6 ECTS)
- Innovation in Fashion Materials (6 ECTS)
- Governance and Sustainability for Fashion (6 ECTS)
- Information Technology for Fashion (6 ECTS)
- Toxicity and Sustainability in Fashion Textiles (6 ECTS)
- Fashion Geography (6 ECTS)

ELECTIVE COURSES (choose from):

- Everyday Aesthetics: Media and Design (6 ECTS)
- Strategic Design for Fashion (6 ECTS)
- Psychology Applied to Fashion (6 ECTS)
- Organizational Behaviour (6 ECTS)

PROFESSIONAL PRACTICE:

- Workshop II: Experiencing Fashion (6 ECTS)
- Stage / Internship (6 ECTS)
- Final Dissertation (18 ECTS)



FINAL THESIS

The final thesis is the culmination of the Master's programme and represents an essential moment of critical and creative synthesis. It must be an original work entirely written and developed by the student, under the supervision of a faculty advisor and an optional co-advisor. The thesis is publicly defended before a degree committee.

Students can choose among three types of thesis:

- **Theoretical Thesis:** a critical and original investigation of a specific topic, developed through extensive bibliographical research and analysis of scientific literature, primary and secondary sources.
- **Research-Based Thesis:** combines theoretical insights with empirical research, including the design and application of methodologies to collect and analyse data relevant to the chosen topic.
- **Project/Creative Thesis:** focuses on the realisation of a creative or design project (e.g. collections, visual works, digital artefacts, exhibitions, etc.), accompanied by critical and bibliographic support demonstrating methodological rigour and contextual analysis.

Students are encouraged to select thesis topics that reflect:

- Personal interests and academic background
- Relevance for the academic, professional, or cultural spheres
- Originality and innovative perspectives
- Feasibility in terms of time, resources, and research possibilities

Graduation sessions are held four times a year: March, July, September, and January.



STUDY PLAN SUBMISSION AND TIMELINES

Students must define their individual study plan between November and March of every year.

Study plans are submitted online via the INFOSTUD platform:
<https://www.uniroma1.it/it/pagina-strutturale/studenti>

Note: Without a validated study plan, students cannot register for exams.

ACADEMIC CALENDAR

Lectures are organised in two semesters:

First semester: September – December

Second semester: March – May

EXAM SESSIONS

Winter Session: January–February

Summer Session: June – July; September

Extraordinary Sessions are reserved for specific categories of students (e.g. working students, students with disabilities, students with small children, double-degree students, etc.)



ERASMUS+ PROGRAMME

Students enrolled in the programme may participate in the Erasmus+ mobility programme, spending 2 to 12 months at one of over 650 partner universities across Europe.

Approximately 2,000 scholarships are available each year.

More information: <https://www.uniroma1.it/en/pagina/erasmus>



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GET IN TOUCH



ADDRESS

Piazzale Aldo Moro 5, Edificio CU003
00185 Rome, Italy

EMAIL

fashion.saras@uniroma1.it

WEBSITE AND SOCIAL MEDIA



<https://corsidilaurea.uniroma1.it/en/course/33553>



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