

# PROGRAM SCHEDULE

## MILAN & FLORENCE FASHION INDUSTRY EXPERIENCE

### DAY 1

2:00 PM *Arrival and check in*

8:30 PM **Welcome dinner**

### DAY 2

9:30 AM *Breakfast*

10:30 AM **Workshop "Make-Up and Beauty in the Fashion Industry" with Yves Saint Laurent Beauté**

1:00 PM *Lunch*

2:00 PM **Activity "Runway Look Development" with Yves Saint Laurent Beauté**

5:00 PM *End of Day*

### DAY 3

9:30 AM *Breakfast*

11:00 AM **Visit "Armani Silos"**

2:00 PM *Lunch*

3:30 PM **Workshop "Trend Forecasting"**

7:00 PM *Networking Aperitivo*

### DAY 4

8:30 AM *Breakfast*

10:00 AM **Workshop "Fashion Business Strategy"**

1:00 PM *Lunch*

3:00 PM **Workshop "Fashion Buying"**

6:00 PM **Workshop "Business Innovation"**

### DAY 5

8:30 AM *Breakfast*

10:00 AM **Workshop "Social Media & Influencer Marketing" with Pulse Management**

1:00 PM *Lunch*

2:00 PM **Workshop "Footwear Design" with Aletheia**

4:00 PM **Activity "Leather Shoemaking" with Aletheia**

6:00 PM *End of Day*

### DAY 6

8:30 AM *Breakfast*

10:00 AM **Workshop "Fashion Styling and Image Consulting"**

1:00 PM *Lunch*

2:00 PM **Activity "Quadrilatero della Moda"**

6:00 PM *End of Day*

### DAY 7

8:30 AM *Breakfast*

10:00 AM **Workshop "Fashion Photography"**

12:30 PM *Lunch*

2:00 PM **Activity "Editorial Photoshoot"**

6:00 PM *End of Day*

### DAY 8

8:20 AM *Train to Florence / Breakfast*

11:00 AM **Activity "Aquazurra Company Visit"**

1:30 PM *Lunch*

2:00 PM **Activity "Gucci Garden"**

4:00 PM *Florence Sightseeing*

6:30 PM *Aperitivo Fiorentino*

9:00 PM *Train to Milan*

### DAY 9

ALL DAY **Departure**

Schedule is subject to change. Final schedule to be provided upon arrival to Italy