



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore



**Ramon Llull University, IQS School of Management - Barcelona  
Catholic University of the Sacred Heart - Milan  
Franklin University Switzerland - Lugano  
Forum-Nexus Program  
Undergraduate Division**

### **Course Syllabus**

**BUS 499-SIS  
The European Fashion Industry**

#### **Course Description**

Over the past 30 years, the luxury goods industry has undergone a tremendous expansion around the world. However, it remains largely dominated by European companies, ranging from diversified conglomerates such as LVMH and Richemont to independent companies such as the Italian fashion houses Armani and Ermenegildo Zegna, and industrial groups like Swatch and L'Oréal or new start-ups such as Richard Mille. How and why did these companies succeed? How did they manage to transform a sector previously dominated by small family firms into a global big business? This course presents the development of the European fashion industry from the 1980s to the present day. It highlights the strategies implemented by a new generation of entrepreneurs and explains the sources of success of these firms.

#### **Course Requirements**

This course requires independent research, organization, and academic discipline. Students are expected to complete the required and additional readings in pace with their assignments and the course outline. Students will meet with their SIS supervising professor regularly throughout the course for consultation and assistance. There will be an oral presentation, a final exam, and four essay assignments.

#### **Textbook**

##### **Selling Europe to the World: The Rise of the Luxury Fashion Industry**

by Pierre-Yves Donzé

Bloomsbury Visual Arts, 2023

Kindle Edition

#### **Course Outline:**

1. The birth of the global luxury industry
2. Globalization of markets
3. Accessing the Japanese and Chinese markets
4. The democratization of luxury

5. The Spanish fashion industry
  - a. Zara
  - b. Mango
  - c. Desigual
  - d. Tous
6. The Italian fashion industry
  - a. Giorgio Armani
  - b. Zegna
  - c. Gucci
  - d. Bulgari
  - e. Luxottica
  - f. Valentino
  - g. Versace
  - h. Prada
  - i. Dolce & Gabbana
7. The French fashion industry
  - a. Chanel
  - b. Yves Saint Laurent
  - c. Christian Dior
  - d. Cartier
8. The dominance of big business
9. The competitive advantage of luxury conglomerates
10. Louis Vuitton and the LVMH story
11. The independent family business
12. The rise of casual luxury: Ralph Lauren

**Essay #1 (minimum length: 1000 words)**

- Describe the history of the fashion industry in Europe up to 1980

**Essay #2 (minimum length: 1000 words)**

- Describe the evolution of the fashion industry in Spain since 1980

**Essay #3 (minimum length: 1000 words)**

- Describe the evolution of the fashion industry in Italy since 1980

**Essay #4 (minimum length: 1000 words)**

- Describe the evolution of the fashion industry in France since 1980

**Presentation**

Deliver a 15-minute PowerPoint presentation summarizing the main issues learnt in this course.

**Components of Final Grade**

Essay #1	10%
Essay #2	10%
Essay #3	10%
Essay #4	10%
Presentation	10%
Final exam	50%

## **Grading Scale**

93-100 %	A
90-92.9 %	A-
87-89.9 %	B+
83-86.9 %	B
80-82.9 %	B-
77-79.9 %	C+
73-76.9 %	C
70-72.9%	C-
67-69.9 %	D+
63-66.9 %	D
60-62.9 %	D-
Below 60 %	F

## **Academic Integrity**

Ramon Llull University, Franklin University Switzerland, and the Catholic University of the Sacred Heart place a high value on the integrity, good conduct, and academic honesty of all students. Students are expected to maintain high standards of academic integrity at all times. Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.