

Istituto Marangoni London Raul Mishra Scholarship Contest

Terms & Conditions

## 1. Subject

We are launching a brand new scholarship contest in collaboration with Raul Mishra aimed at supporting and enhancing your unique talent in Fashion Business and Fashion Design. You have the incredible opportunity to choose a project brief for an undergraduate or postgraduate programme you are interested in, and you feel will showcase your best talent. Your work will be reviewed by a panel of Fashion Industry experts, enabling you to secure your future place at Istituto Marangoni London.

We want you to participate by completing your choice of brief below and follow the guidelines. If successful the winner will be rewarded 50% scholarship off their tuition fees and participants who apply to the contest could potentially receive up to 30% scholarship for courses starting in September 2025. (Kindly note enrolment fee is always due).

## 2. Project Brief

MBA Digital Transformation and Leadership for Fashion

or

MA Luxury Brand Management

Objective:

Research using digital technology and digital approaches to develop and enhance marketing and promotional communication for Rahul Mishra brand.

Once you have obtained research and data you will create and develop a visual strategy which aims to identify trends and consumer segments that Rahul Mishra will use for a new marketing/promotional campaign.

You will present your journey and highlight how the visuals reflect the brand tone, by documenting the creative process you will present each decision behind the visuals and explain how AI was used and evaluate effectiveness of visuals in the brand message

Outcome:

This will be presented on 5 slides

MA Fashion Buying and Merchandising

Objective:

To curate and support the buying strategy for Rahul Mishra, a luxury Indian womenswear designer focusing on couture, sustainability, and high-end craftsmanship. The goal is to position the brand as a leader in eco-conscious couture fashion while maintaining exclusivity and luxury.

Key Focus Areas:

1. Sustainability

Emphasize the ethical production methods, and minimal waste practices. Source pieces that showcase sustainability without compromising the couture craftsmanship.

## 2. Cultural Heritage & Craftsmanship

Celebrate traditional Indian techniques (e.g., hand embroidery) while ensuring modern relevance.

Incorporate artisanal value into the buying strategy, positioning the brand as a fusion of luxury and heritage.

## 3. Target Market

Focus on high-net-worth individuals and fashion-forward consumers who value sustainability. Consider the tastes of consumers who are looking for rare, unique couture pieces that tell a story.

## 4. Brand Vision

Understand the designer's vision and the message of sustainability to align product selection with the brand's ethos. Look for exclusive designs that have a strong narrative around sustainability, cultural pride, and luxury.

### Buying Strategy:

Focus on limited edition collections and high-ticket items that offer exclusivity. Collaborate with key boutiques, luxury department stores, and direct-to-consumer platforms that align with sustainable and luxury fashion principles. Research key global markets with growing interest in sustainable luxury fashion, such as Europe, the Middle East, and North America.

Outcome:

This will be presented on 5 slides

### BA Fashion Business

Project brief: marketing strategy for developing an integrated online & offline marketing strategy

Objective:

The aim of this project is to craft a marketing strategy that combines both online and offline approaches. You will develop a campaign that effectively reaches Rahul Mishra's target audience through digital and traditional marketing channels.

#### A. Analysis

##### 1. Market research:

- identify the target audience
- analyze competitors
- determine key market trends

#### B. Campaign development

##### 1. Offline marketing strategy:

- print media (posters, flyers, brochures)
- events, sponsorships, or activations
- word-of-mouth and networking tactics

##### 2. Online marketing strategy:

- social media campaigns (facebook, instagram, etc.)

- paid advertising (google ads, facebook ads)
  - email marketing and influencer collaborations
  - 3. Execution plan
    - develop a step-by-step execution plan for 6 months
  - 4. Expected outcomes:
    - define success metrics (e.g., engagement rates, conversions, footfall in stores)
- Deliverables:

- Marketing plan document: a detailed report covering all aspects

### BA Fashion Design

Rahul Mishra, the first Indian designer to present at Paris Haute Couture Week, pioneers slow fashion through traditional Indian crafts, and champions sustainability by empowering local artisans.

To participate in this initiative, you are required to design a capsule collection, focusing on sustainability, considering cultural and ethical issues, and investigating responsible fashion processes. Identify and research current challenges that exist in fashion and their impact on people and the environment.

You should develop your project by taking an imaginative, problem-solving and forward-thinking approach. Choose an area of focus for a concept and develop a capsule collection which explores and addresses this.

This collection should incorporate sustainable, ethical and responsible processes, in sourcing and use of materials, and through surface exploration, manipulations and embellishment.

Submit a digital portfolio including the following:

- Rationale
- Research
- Design development
- Concept
- Fabrics / Embellishments / Manipulations
- 4-6 outfit capsule collection

The portfolio can be up to a maximum of 20 pages and submitted in pdf format.

### 3. How to participate

Participation in the Initiative is free: each candidate can submit only one application by uploading the required documents on the Scholarship platform.

For further information on how to apply, please contact: [admissions.london@istitutomarangoni.com](mailto:admissions.london@istitutomarangoni.com)

Candidates will receive a confirmation email for the application submitted.

If you do not receive a confirmation email, please contact the above email address no later than 24 hours after submission of the application.

In order to participate in the Initiative, applicants are requested to upload a list of documents, according to their course of interest, in addition to the project itself.

Whether candidates have more than 1 file per the type of document, a compressed file (.zip or .rar) can be uploaded.

Maximum file size per upload is set to 2 MB.

Maximum size allowed for the upload of the Special Project is 10MB.

#### BA Programmes (UG)

Participants who wish to apply for a Bachelor's Degree are requested to upload in a single .zip or .rar folder:

- Signed personal statement
- Project (go to 2. *Project Brief*)
- 80 UCAS points or minimum marks in one of the following most common qualifications:
  - GCE with two A level at grade BB
  - BTEC National Extended Diploma with MMP
  - Foundation Diploma with Pass
  - Access to Higher Education Diploma with Pass Overall
  - International Baccalaureate with 26 IB total points
  - Scottish Qualification with three Higher at grade B
  - Irish Leaving Certificate with four Higher at grade 4
  - American High School Diploma with GPA 2.5 plus

SAT score of 1200 in total or

ACT score of 25 or

Two AP at grade 4 or

Completed 1st year of University/Junior College

- I/GCSE with 4/C in English or equivalent. Applicants are required to provide proof of their English language ability. The English test score should be at least B2 on the CEFR level (e.g. IELTS Academic 6.0 overall, no less than 5.5 for each element)

The normal minimum age for entry shall be 18 years.

The Admissions team may accept other qualifications as are deemed to be acceptable in lieu of the specified in this document, we may use UK ENIC and UCAS calculator for the evaluation.

#### MA / MBA Programmes (PG)

Participants who wish to apply for a Master's degree are requested to upload in a single .zip or .rar folder:

- Signed personal statement
- CV
- 2 reference letters
- Project (go to 2. *Project Brief*)
- UK Bachelor's Degree with normally 2:1 or equivalent qualification. Relevant practical or work experience may also be taken into account for a 'special entry'.
- I/GCSE with 4/C in English or equivalent. Applicants are required to provide proof of their English language ability. The English test score should be at least B2 on the CEFR level (e.g. IELTS Academic 6.5 overall, no less than 5.5 for each element)
  - Interview with programme leader (MBA application only)

The Admissions team may accept other qualifications as are deemed to be acceptable in lieu of the specified in this document, we may use UK ENIC and UCAS calculator for the evaluation.

#### 4. Timeline and Deadlines

- 7<sup>th</sup> February 2025 > Launch of the scholarship campaign.
- **18<sup>th</sup> April 2025** > deadline to submit applications.
- Starting from 30<sup>th</sup> April 2025 > Communication of victory to selected participants.

#### 5. Jury and evaluation criteria

Projects will be evaluated by a specialised jury (hereby called the “Jury”) and ranked on the basis of the following criteria:

- Coherence of objective;
- Level of Innovation;
- Project feasibility and aesthetic approach;
- Overall quality;
- Ability to synthesise information and clarity of the project.

The Jury is composed of renowned Italian and international fashion professionals, Media Partners as well as Istituto Marangoni representatives.

One winner will be chosen at the incontestable discretion of the Jury.

#### 6. Award

A maximum of 4 scholarships 1 per programme pathway consisting of a 50% deduction and additional 4 scholarships up to 30% reduction on the tuition fee (enrolment fee is always due) valid for one of the programmes offered by Istituto Marangoni London for the September 2025 intake.

For participants applying to a three-year / BA Hons course: the deduction of tuition fee is applied per year of the three-year course.

At the sole discretion of Istituto Marangoni, economic facilitations may also be granted for enrollment in courses starting in September 2025 to participants in the Initiative who are not winners, but who have developed projects worthy of interest for the same.

#### 7. Results and publication

At the end of the selection made by the Jury, the winners of the Initiative shall be informed by e-mail and by a phone call.

The selected participant for the scholarship shall confirm his/her interest in the scholarship within 15 (fifteen) days from the date of the first communication by email. After that period has elapsed without receiving any communication from the winner, the scholarship shall be considered as expired and shall be reassigned.

The acceptance of the scholarship implies the obligation for the winner to file an application for the selected course and pay the residual quote of the tuition fee.

#### 8. Rights and use of the delivered outputs

The participants (hereinafter the “Participants”) agree to transfer free of charge to Istituto Marangoni and its successors the right to use the special projects (hereinafter the “Projects” or, in the singular, “Project”) and the products that will be, where applicable, implemented as a consequence of the Project; the right to use any output delivered for the participation to the Initiative for ideas ‘Innovating Local Heritage Craft In Fashion’, as well as all the materials connected to the projects and delivered, including the drawing of the Project, the sketches, the samples, the models, the tests and the video and photo materials. Istituto Marangoni reserves the right to use, publish and exploit the Projects in the form and manner deemed most appropriate: Participants also authorise Istituto Marangoni to use the documents received for promotional purposes and in the manner deemed most appropriate. The Participants, joining the Initiative for ideas ‘Innovating Local Heritage Craft In Fashion’ declare that Istituto Marangoni and its successors cannot be subject to any claim resulting from such use. In any case, the Participants agree to indemnify and hold Istituto Marangoni and its successors harmless from any liability toward third parties.

#### 9. Declarations and warranties

Each Participant declares and guarantees:

- (i) to be the author of the Project, to own and to be fully, legitimately and autonomously entitled to grant, without limitation, all the rights granted herein, including but not limited to intellectual property rights anyhow related to the Project;
- (ii) that the Project is original and shall not, directly or indirectly, infringe any third parties' right, including copyrights and intellectual property rights;
- (iii) that the Project shall not contain any obscene, violent, defamatory, blaspheme, upsetting elements and that the it shall not infringe any third party personal and patrimonial right (including moral rights, image rights, honor and/or reputation and/or confidentiality rights, copyrights, data protection, publishing and/or others rights) or any applicable law; in the event the Project contains elements and/or parts from third parties works, the Participant guarantee to have obtained in advance and/or to obtain all necessary consents, releases and/or authorizations, as well as all usage rights of the Project granted herein;
- (iv) that there are no rights or agreement with any third party which shall interfere with the rights granted herein and with the full and free usage and arrangement of the Project by Istituto Marangoni and its successors.

In any case, the Participant undertakes to indemnify and hold Istituto Marangoni and its successors harmless with respect to every demand, claim, contestation or request, whether made or brought before the courts or otherwise, by third parties related to the Project and/or to the rights granted pursuant the article 8 and/or that are inconsistent with the representations, warranties and obligations that the Participant has provided herein or by law and/or may interfere with the full and free exploitation by Istituto Marangoni and its successors of the rights granted herein.

#### 10. Information notice on personal data processing

Personal data ("Data") collected in relation to participation in the Initiative will be registered in the database of Istituto Marangoni, controller of the treatment ("Data Controller"), pursuant to of the General European Data Protection Regulation (Regulation (EU) 2016/679 of the European Parliament and of the Council, of 27 April 2016 and related implementing legislation (hereinafter, jointly, the "Regulation").

Data of the Participants collected in relation to the their participation in the Initiative will be processed by Data Controller for the following purposes:

- (i) to enable Participants to submit their application and, if necessary, to subsequently provide further information useful and/or necessary for the assessment of their application;
- (ii) for purposes related with and instrumental to the process of evaluating, reviewing and selecting of the validly submitted applications;
- (iii) for the management of the participation in the Initiative, including sending requests for integration of the application, information materials, updates, communications and/or changes to the programme related to the Initiative itself; as well as for deciding and announcing winners;
- (iv) to fulfil any obligation provided for by laws, regulations, Community rules, orders, prescriptions and/or requests made by the Judicial Authority or by any person authorised to do so under legal provisions and secondary legislation;
- (v) to exercise the rights and protect the legitimate interests of the Data Controller, such as the right the right to legal defence.

The processing of the Data for the purposes indicated in points (i), (ii) and (iii) above shall be carried out by Data Controller for the purpose of execute Participants' application, for the assessment and possible selection of the projects and - in the event of effective selection and confirmation - for announcing and proclaiming the winners and therefore does not require Participants' express consent (pursuant to article 6.1 letter (b) of the Regulations). For such uses, the release of the data requested by Istituto Marangoni is indispensable and, therefore, failure to provide such Data will prevent Participants' application from being examined and, consequently, their participation in the Initiative (pursuant to article 6.1, letter (b) of the GDPR).

Data processing for the purposes specified in points (iv) and (v) above is carried out to fulfil legal obligations, and therefore does not require Participants' express consent (pursuant to article 6.1, letter (c) of the GDPR).

Participants' Data shall be processed by means of manual, computer and electronic tools, in any case able to guarantee the security thereof and to avoid unauthorised access to the Data.

Participants' Data and projects shall be communicated by Istituto Marangoni to third parties for the purposes of selecting and evaluating Projects within the scope of the Initiative. The release of Data for this purpose is necessary to participate in the Initiative.

Pursuant to the Regulation, those whose Data are collected as a result of the participation in the Initiative are entitled to: a) obtain information on the existence of the data and the purpose for which the Data is processed, the storage period and the persons to whom the Data is disclosed; b) obtain disclosure of the Data in a format in common use, readable by any automatic, interoperable device; c) object to some or all of the processing; d) obtain the update, correction, integration, limitation, deletion, blocking or transformation of the Data to an anonymous form. Istituto Marangoni also remind that Participants are entitled to contact the Data Protection Authority (Piazza di Monte Citorio, 121 – 00186 Rome RM) to assert Participants' rights regarding the processing of the Data.

Participants may exercise the rights set forth above by means of a written request to be sent to the Data Protection Officer (so called DPO) Frareg S.r.l. - Viale Jenner 38, 20159 Milano MI – Italy, appointed by Data Controller, on email address [dpo@frareg.com](mailto:dpo@frareg.com) who has been appointed by the Data Controller.

#### 11. Use of personal data

Participants authorise Istituto Marangoni to use their Data and images, as well as to realise and acquire videos, photos, registrations and to consign their image through third parties and by any means and activity related to the Initiative within six months starting from the expiry of the Initiative.

. They grant to Istituto Marangoni the right of use the said "material" in the context of the publishing products under the direction of Istituto Marangoni and in the context of the institutional website and social networks of Istituto Marangoni and its successors.

#### 12. Applicable law and jurisdiction

The Italian law will govern the Initiative and the relations between the Participants. Any dispute that may arise between the promoters and the Participants will be of exclusive jurisdiction of the Court of Milan (Italy).

#### 13. Exemption from the ministerial validation

Pursuant to the article 6, D.P.R. 430, dated 26/10/2001, this Initiative is not a prize competition or lottery: as a result, no ministerial authorization is needed.