



**EUROPEAN
FASHION
SUMMER**
SHORT COURSE JULY

HAC_R

CENTRO
SUPERIOR
DE DISEÑO

*European Fashion – Summer
Short Course will take place from
July 1st to July 10th 2019*

THE PROGRAM INCLUDES:

Workshops and seminars with professionals from the fashion design, merchandising and retail sectors, guided visits to retail spaces and fashion company headquarters.

Time slots for **theoretical and practical lessons** from HAC_R faculty.

Vacant time slots for **cultural and leisure activities**.

Trip to Madrid for professional and cultural visits is included.

Hotels: The program fees include 4/5* hotels in Zaragoza and Madrid.

Breakfast: Included every day from July 1-10 at hotels in Zaragoza and Madrid.

Lunch: Included every day from July 1-10.



JULY 1-10, 2019

Program Fee: 2.850€ /person

Included: Trains tickets to and from Madrid for fashion week. Local transport to professional & cultural visits.

Not included: Flights or Trains on arrival and departure to Zaragoza, Spain. Any other local transportation.

PROGRAM

MONDAY JULY 1

Hotel: Zaragoza // Lunch included

Morning: Professional Zaragoza cultural city tour (English)

Afternoon: Free

TUESDAY JULY 2

Hotel: Zaragoza // Lunch included

Morning: Session and visit to Puerto Venecia shopping center and retail park in Zaragoza. Welcoming on behalf of Puerto Venecia's direction board.

Afternoon: Visual Merchandising activity at Puerto Venecia

WEDNESDAY JULY 3

Hotel: Zaragoza // Lunch included

All day: HMY - Innovation and design for retail spaces.

Visit to HMY headquarters, students will have a guided tour and two sessions with leading professionals. The first session will be focused on marketing and strategic Innovation in retail and the second on fashion retail space design.

Care Restaurant High-class cuisine in unmatched surroundings.

Afternoon: Return from HMY Headquarters and free late afternoon.

THURSDAY JULY 4

Hotel: Zaragoza // Lunch included

Morning: Special 4th of July celebration

Afternoon: Fashion Styling and Personal Shopping workshop - Guided visit and sessions at three Fast Fashion retail spaces in Zaragoza

FRIDAY JULY 5

Hotel: Zaragoza // Lunch included

Morning: Visual Merchandising workshop session with Alberto Expósito, International Merchandising at Stradivarius

Afternoon: Classes at HAC_R and free late afternoon

SATURDAY JULY 6 + SUNDAY JULY 7 + MONDAY JULY 8

Hotel July 6,7: Madrid // Hotel July 8: Zaragoza // Lunch included

Saturday Morning: Depart to Madrid (train tickets included)

MBMFW

Mercedes-Benz Fashion Week Madrid

Runway shows

Fashion Week related activities

Guided tour to: "Balenciaga and Spanish Paintings" at Thyssen Museum

Monday afternoon: Return to Zaragoza (train tickets included)

TUESDAY JULY 9

Hotel: Zaragoza // Lunch included

Morning: Adidas Headquarters - Promotion techniques in the leading sneaker and sport fashion retailer

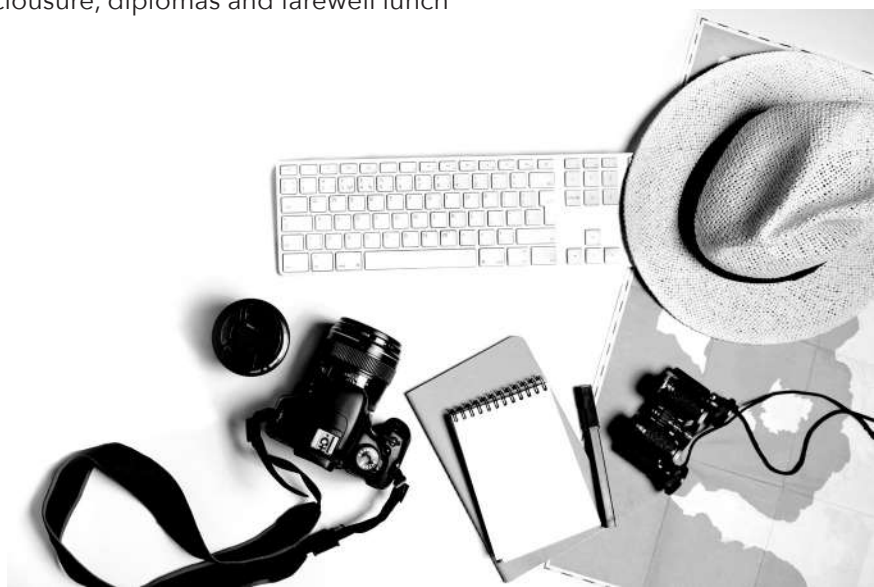
Afternoon: Visit to 'Arts and Myths - Gods of the Prado' exhibition at CaixaForum Zaragoza (English guide available)

WEDNESDAY JULY 10

Hotel: Zaragoza // Lunch included

Morning: Design Workshop: DIY handbag

Course closure, diplomas and farewell lunch



Higher School of Art and Design



With more than 20 years of experience HAC_R Creativo teaches official studies accredited by the Spanish Ministry of Education in the field of Fashion Design.

A multidisciplinary faculty formed by respected academics and leading professionals capable of combining classroom learning with fashion industry reality offer top quality training to succeed in an increasingly demanding market.

At HAC_R Creativo students are given the best tools and are equipped with the skills and knowledge needed to succeed in the world of fashion.

Our College is characterized by the professionalism and innovation applied to everything we do, along with a quality training methodology focused on personalization.

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