

## Three Weeks in Italy/Paris/Barcelona



**Three Week Summer Study  
& Travel Program in  
Milan/ Florence ITALY, PARIS AND BARCELONA**

with excursions to  
**Verona, Venice & Positano**

**Dates: July 1 – July 23<sup>rd</sup>, 2011**



### **SUMMER 2011- FASHION TRAVEL/STUDY EUROPE 2011- PARIS, ITALY, BARCELONA**

Imagine spending three summer weeks in July traveling and studying in Italy and Paris and Barcelona!

The Fashion Travel/Study program to Paris/Italy/Barcelona is an in depth introduction to the global world of fashion and marketing in Europe. Students will meet fashion executives from such prestigious fashion designers as Ferragamo, Gucci, Dolce and Gabbana and take courses at the world renowned Italian Leather School in Florence. The group will have front row seats at the fashion shows in Italy and Barcelona. In Paris, students will get an insider tour of such prestigious fashion destinations as Printemp Department Store and complete a fashion class as "Sweat Shop", the couture fashion design store. Students will visit leading style exhibits in Paris, Florence and Barcelona including the YSL and Pierre Cardin vintage collections. Additionally, students will get VIP passes to the Pitti trade show in Florence and the Alta Roma Fashion shows in Rome. Students will have the opportunity to spot trends as they visit the luxurious Italian cities of Milan, Venice, Verona and the Tuscany countryside with special boat excursions to Positano and Lake Como.

#### **DATES AND COURSES:**

- June 27<sup>th</sup>, 28<sup>th</sup>, 29<sup>th</sup>, 30<sup>th</sup>: and July 26<sup>th</sup>, 27<sup>th</sup> Valhalla campus -- coursework \* See Schedule Below
- July 1<sup>st</sup>-July 23<sup>th</sup>- Europe Study/Travel Program to Paris, Italy & Barcelona
- July 28<sup>th</sup>- Final exams

## **TRIP COST**

The \$3850\* Cost Includes:

- Travel within Italy between cities with air-conditioned motor coach
- Travel from Italy to Paris and Italy to Barcelona via High Speed Europe Train
- Accommodations in rooms with private bath or shower
- 22 days in Europe: five days in Paris, three days in Barcelona, Spain, Milan and Florence with weekend excursions to Positano, Venice and Verona and Lake Como Italy
- Meals daily
- Walking City Tours Florence, Paris, Verona and Barcelona
- Visits to the major fashion and art exhibits of Barcelona, Paris and Florence
- Private classes at the Italian Leather school in Florence and Couture Fashion shop in Paris
- Private trend presentations and meetings with leading fashion and style professionals
- Tickets to the fashion show and trade events in Rome, Florence and Barcelona
- Weekend excursions to the Italian seaside and beautiful Tuscany Countryside
- Boat Trip in Positano and Lake Como
- Taxes
- Entrance fees to the major museums

\*Price based on accommodations and currency exchange and subject to change.

---

## **Courses and Credits**

*(all students must register for at least two courses)*

- 9- 11:15 : FASH 205 Textiles in the Global Marketing Place 3 credits
- 11:30-1:15: FASH 112 International Fashion Buying 3 credits
- 1:30-4:30 MKT 203 Advertising- 4 credits

Six (6) college credits will be granted upon completion of the program with a maximum of nine (9) credits granted. Participants need to register for at least two courses. Tuition at \$153.00 per credit for NY State residents is not included. These credits can be applied to meet any university general education requirements and they can be transferred to any college or university. Participants may audit the courses offered.

## **Who Can Participate?**

All college students, high school juniors and seniors and all other individuals from any part of the United States.

## **Application Deadline: December 15, 2010** *(Reservations limited)*

A non-refundable deposit of \$500 is due upon reservation. Balance is due no later than April 15<sup>th</sup> with schedule of payments due monthly. Spaces limited.

Make check payable to WCC/FSA Fashion Summer 2011 Program.

Contact Professor Phyllis Fein – [Phyllis.Fein@sunywcc.edu](mailto:Phyllis.Fein@sunywcc.edu) or 914 606-6996