FASHION ON A MISSION

During the first year of IED's Undergraduate Course in Fashion Marketing and Communication, the students had the opportunity to put their Multimedia Design skills into practice by collaborating with a young brand on a real mission: Dynamo The Good Company.

Words by Peppi Kukkonen

Many may connect the name Dynamo with Dynamo Camp, the recreational therapy camp in Tuscany providing free activities and holidays for children and teenagers battling serious illnesses. Dynamo The Good Company is then again the B-Corp certified non-profit clothing brand offering technical outdoor wear, supporting Dynamo Foundation's network of social projects with 100% of its proceeds.

The task given to the students is comprehensive- to develop a proposal complete with a website, posters, and campaign videos and pictures. As the finale of the Multimedia Design course, an event would be organized and hosted in the Dynamo store located in the heart of Florence, where the campaign proposals would be revealed to the public. To start with, the class is divided into three groups to represent three emotions: Energy, Happiness, and Empathy.

Each group will be constructing their branding proposal through the lens of the assigned emotion, which will affect color choices, campaign focus, as well as the overall atmosphere of the work, yet must feel authentic to the Dynamo brand.

As the wise saying goes, "A comfort zone is a beautiful place, but nothing ever grows there". It is indeed in throwing ourselves headfirst into situations that force us to encounter unprecedented events and moments, where we must admit to not knowing, that real learning and growth happen fast. The amount of trust placed in

the first-year students by the course professors, Elena Farinelli and Enrica Guidato, IED, and, of course, Dynamo, inspires the students to raise the stakes and give their best to deliver professionalism in putting theoretical knowledge into practice for the first time for many.

The project spanned a couple of months, during which the class came to understand the company they were working with through visits to the Florence store, speaking with the people involved, and starting to create content, such as images and videos involving the brand's products, as practice for the social media content creation part of the course. Another crucial part of the PR and social media aspect of the project was scouting and inviting influencers to visit the event. As a brand with a clear purpose and set of values, choosing creators who are aligned with Dynamo's world was imperative.

> ***"Little by little, the visions sharpen in each group's proposal, like a lens focusing on its subject, and slogans for each emotion take shape."***

Little by little, the visions sharpen in each group's proposal, like a lens focusing on its subject, and slogans for each emotion take shape: "As Simple as Happiness", "Sense the Energy", and "Embrace Empathy". Campaigns are crafted, reviewed, and refined to be viewed.

On the event day itself, on June 10th, the atmosphere is buzzing with excitement as the groups arrive at the Dynamo store in Via della Vigna for final checks and preparations. With guests arriving at 6 pm, there are still some hours left to execute a few last-minute tweaks. Name tags with roles are finding their owners, and a quick run to a print shop must be made. There's no fashion event without a little jump scare at the final moment, right? However, the preparations are finished just in time for a long lunch before showtime.

The first guests arrive right before 6 pm, and soon the place fills with familiar faces, classmates and acquaintances, along with many new ones curious to see what is going on. Guests are welcomed and guided around; pictures and videos are captured, and trays full of wine glasses circulate throughout the evening as music plays over the speakers. The guests are enjoying their time, gathering in chattering groups around the entrance and popping in and out of the store to have a look at the campaigns playing on the screen as well as the products, and reading each one of the three groups' press releases.

As 8 pm and closing time approaches, the crowd slowly starts heading out the door. It's time for a debrief with the professors and the people of Dynamo on what went as expected, what could have been better, and what to prepare for next time. In the coming days, more post-production and critical evaluation will be done, but tonight it is time to raise a toast to a successful event.

Cin cin!