



**Fashion, Tourism,
Car Races and Other
Dangerous Things.
The case of The Mall
Luxury Outlets**



Conversations with Giorgio Motta on: Fashion, Tourism, Car Races and Other Dangerous Things. The case of The Mall Luxury Outlets

Giorgio Motta is a graduate of Università degli Studi di Milano (Italy) in Political Science and holds a Master / EMIT in Governance and Management at Luiss Business School in Rome. Since 2017, he has been the General Manager of The Mall Luxury Outlets with the aim of developing the brand with a focus on the management and expansion of the Luxury Malls. In 2015 he started to teach Luxury Enterprises Management at the Master Courses of Polimoda in Florence, and gives periodical guest lectures at the Fashion Institute of Technology (FIT) of New York, at Politecnico of Milan and at the Hubei Institute of Fine Arts (HIFA) of Shenzhen. Recently he also started a collaboration with the International University of Monaco.

The Mall Luxury Outlets is an Italian company dedicated to providing exclusive experiences to people looking for the finest luxury items among the world's top fashion brands in beautiful natural landscapes. The lush green hills of the Tuscan countryside provide the perfect scenic backdrop for The Mall Firenze, while the stunning Ligurian Riviera embraces The Mall Sanremo, opened in June 2019.

The conversation will present the peculiarities of The Mall Luxury Outlets, its role in-between Luxury Fashion and Tourism; furthermore, it will show how such fields dialogue with the world of car races and collectors. A focus on digital communication will highlight the successful ingredients needed to attract interested audiences and to nurture a passionate community.

**Tuesday,
26 November 2024
18.30 – 20.00**

**Auditorium
West Campus
Lugano**

The event is open
to the public and
the entrance is free.

For more information
and to register:
mdfc@usi.ch

Organized by:
Master in
Digital Fashion
Communication
www.usi.ch/mdfc
and
Master in
International Tourism
www.usi.ch/mt

In collaboration with:



Università
della
Svizzera
italiana

Faculty
of
Communication,
Culture
and Society