

G I U L I A
R O S S I

"A sophisticated way to communicate"

FASHION

FOOD

CULTURE

ART



CONTENTS



Philosophy



Life



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Book



Philosophy



@ph Francesco Ormando

Words are important. In this sentence there is the “who I am” and “what I do”. Words are not only surface and appearance, but they reveal ourselves as we really are. Who speaks and writes bad, thinks bad. My work is to play (not always in a funny way) with words, building effective communication strategies for companies in the field of fashion, luxury, travel, culture. My best skill is writing articles, books and every kind of text able to interpret the “who I am” of people, teaching to international students the work of a good communicator, make research on the fashion theme as a sign of individual and collective identity.

Julia Bossi



Life



@ph Francesco Ormando

**Dream big,
work hard,
stay focused &
surround
yourself with
good people.**

Giulia Rossi

Born in 1979, in Bologna, Italy. First degree in Political Sciences Bologna (2002), second in Philosophy Rome (2013), PhD in Communication and Social Research in University La Sapienza Rome (2017).

Teacher of communication and semiotics in fashion, food and creative subjects, communication manager for companies in the luxury field.

Editor in chief and publisher of the web magazine boop.it founded in 2006, journalist and contributor for national press, writer of novels, gastronomic guides and academic essays.

date of birth: 15 July 1979

place of birth: Bologna

place of residence: Rome

nationality: italian

languages spoken: italian, english

Go beyond the surface to know, study, storytell life and us.

- Giulia Rossi

Academic Studies

2017

3 years PhD in Communication, Research, Innovation, University La Sapienza Rome. Final thesis about the online magazine edited by Italian universities.

2013

3 years Second Degree in Philosophy, University RomaTre Rome. Final thesis in Linguistics about "Language and Fashion: Saussure, Barthes, Peirce". Final mark: 110/110 cum laude.

2011

1 year master "Women & Business - building leadership", Sole 24 Ore Rome.

2006

National exam for Professional Journalists.

2005

2 years Master Luiss Guido Carli Rome. Final thesis about "From news to fiction: 50 years of Italian history from movies and TV productions". Final mark: 110/110 cum laude.

2003

1st place winner National Price Publisher House CEDAM based in Padua for the journalistic section.

2002

4 years First Degree in Political Sciences, with a historical address, University Alma Mater Bologna. Final thesis about "The evolution of the relationship between the right to report news and the right to privacy in Italy and United Kingdom". Final mark: 108/110.

1998

Maturità classica, Liceum Galvani Bologna.



@ph Francesco Ormando

Passions

theatre
books
philosophy
sailing
melodrama
Woody Allen
Egon Schiele - Amedeo
Modigliani - Henri de
Toulouse-Lautrec



Work

@ph Viviana Berti



The dress makes the monk

- Giulia Rossi

topics of research:

communication
semiotics

topics of specialization and courses in english and italian:

creative communication in fashion, food, art and culture
art and fashion semiotics
design of communication
journalism
communication and press office
digital fashion media

Method of teaching

“Learning by doing: Learning from case histories, direct experiences of professionals”

Relevant people and guests

Consuelo Aranyi/ AltaRoma
Rachele Belladelli/ sales & mkt manager
Antonio Belloni/ writer, consultant
Alessandro Benfenati/ Benfenati & co
Chiara Caliceti/ Omnia Relations
Flavia Campailla/ Rocco Forte Hotels
Angelo Caroli/ A.N.G.E.L.O.
Sonia Patrizia Catena/ Ridefinire il gioiello
Ninni Collalto/ Borgoluce
Tiziana Cosso Olivetti/ luxury travel blogger
Elisabetta Dotto/ Hotel Ambra Cortina
Moreschina Fabbrocotti/ PR
Ida Galati/ fashion blogger
Lucia Gazzotti/ Centergross
Giulietta Martelli/ luxury brands consultant
Isella Marzocchi/ communication manager & press office
Tamara Nocco/ coolhunter
Cristiana Pedrali/ social media manager
Silvia Pezzoli/ designer
Melissa Proietti/ art curator
Marinella Rauso/ fashion blogger
Valentina Righi/ Carpigiani
Sara Roversi/ Future Food Institute
Silvia Santachiara/ journalist

Courses

AA 2018/2019 - New Courses

IAAD The Italian University for Design in Bologna, course of Design of communication advanced, 36 hours, 3 years degree in Textile and Fashion Design.

IAAD The Italian University for Design in Bologna, course of History of Design and Techniques, 50 hours, 3 years degree in Textile and Fashion Design.

IED European Institute of Design in Rome, course of Digital Fashion Media, 40 hours, 3 years degree in Fashion Stylist/Editor.

From 2017 to NOW - IAAD The Italian University for Design in Bologna, course of Design of Communication, 36 hours, 3 years degree in Textile and Fashion Design.

From 2017 to NOW - IED European Institute of Design in Florence, course of communication, 24 hours, annual international Master in Brand Management Food, Wine & Tourism.

From 2016 to NOW - University La Sapienza in Rome, course of Digital Fashion Media, 48 hours, 2 years degree in Fashion Studies.

From 2014 to NOW - IED European Institute of Design in Rome, course of Fashion Semiotics, 36 hours, 3 years degree in Fashion Design and Fashion Stylist.

From 2014 to NOW - IED European Institute of Design Florence, course of Fashion Writing for the 3 years degree in Fashion Styling and communication (36 hours), Master in Fashion Business (24 hours), Winter and Summer brief professional courses (12/16 hours).

2018

LUISS Business School in Rome, course of Fashion History, 14 hours, Master Fashion & Luxury Business.

2016

University La Sapienza in Rome, course of Fashion Blogging, 16 hours, Master in Fashion Studies.

2013

Polimoda Florence, course of Press Office, 1 year international Master in Fashion Communication.

2012

Campus della Moda Carpi, Modena, course of fashion communication, 3 years degree in Fashion Design.

Professional experiences

October 2018: press office for the exhibition Juno Calypso, Studio Giangaleazzo Visconti, Milano.

From September 2018: press office & digital pr for the restaurant Bancovino, Rome.

September-January 2018: press office for the exhibition Juno Calypso, Studio Giangaleazzo Visconti Milano.

From 2009 to NOW: communication manager for Ambra Cortina - Luxury & Fashion Boutique Hotel.

From 2014 to 2017: communication manager and press office for Future Food Institute and You Can Group, specialized in food education and food innovation.

2017: press office and digital pr for the opening of Fashion Research Italy in Bologna.

From 2013 to 2016: press office and responsible of institutional relationships for the art exhibitions created by the art curator Melissa Proietti and the artist Marcello Reboani (project Ladies for Human Rights in collaboration with of the Robert F. Kennedy Center for Justice and Human Rights in Florence, Must Have).

From 2011 to 2014: press office and copywriter for the designers studio Imago Design Treviso.

From 2008 to 2010: Communication manager and press office for the Institute of Research Nomisma S.p.A.



Book

Play with words, build identities and new stories

- Giulia Rossi



Publications: books and articles

2018

“Digital Fashion Media: how the fashion communication changed”, academic essay about fashion communication and semiotics italian (Nuova Cultura, Roma)

2017

Fashion and Identity: the concealment or disclosure process? in Georgeta Rata / Mehmet Ali Icbay / Hasan Arslan (eds.) Recent Developments in Sociology and Social Work © E-BWN, Bialystok, 2017 - ISBN 978-83-943963-5-0, pp. 116-119.

“Fashion blogging and journalism: testimonials and testaments of our times” in “Fashion through history” curated by Giovanna Motta, Cambridge Scholar Publishing 2017.

2015

“The dress doesn’t make the monk, but the dress makes politics”, journalistic article in italian issued on Gli Stati generali (www.glistatigenerali.com).

“Fashion blogger, new dandy? Communication of fashion on digital media”, essay about fashion communication and semiotics in italian (Pendragon, Bologna)

2014

“Fashion blogger, new dandy?”, Pendragon, Bologna, 2014. A scientific essay on digital fashion media, fashion blogs and influencers.

Journalist articles about books and culture for the web magazine L’Espresso.it.

“Broadcasting fashion on the Web: Magazines, blogs and social networks” European Journal of Research on Social Studies, Volume 1, Special Issue 1, 50-55, August 2014

2013

“Receipts for life in society”, a lifestyle guide in italian issued by Pendragon, Bologna.

2012

“Eat out in Bologna 2” a gastronomic guide in italian issued by Pendragon, Bologna.

2010

Journalistic articles about fashion for the web daily news magazine Lettera43.it.

“Denim, a history of cotton and art”, instant book in italian, issued by Fashion Illustrated, Milan.

“Men that love women”, issued by Minerva Edizioni.

“Eat out in Bologna 1” a gastronomic guide in italian issued by Pendragon, Bologna.

2007

“Alice&Friends – boop fashion story” novel in italian issued by Marlin Editore, Salerno. The novel collects stories written in origin for the webmagazine boop.it, created by Giulia Rossi in 2006.

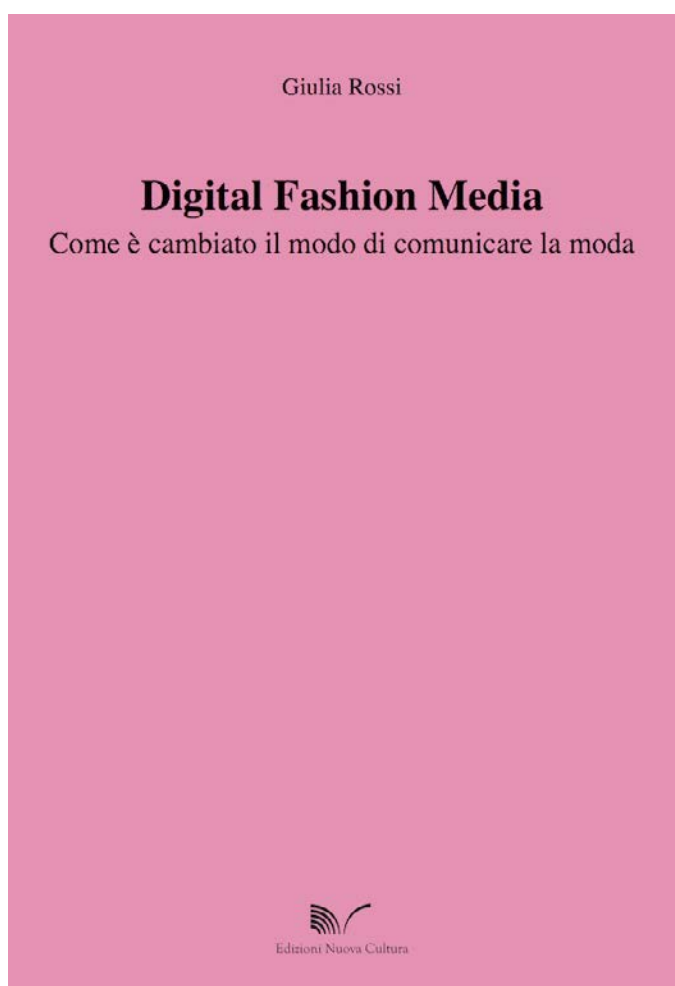
2006

“Bologna. Itineraries and memories”, a touristic guide in italian by Ali&No, Bologna.

Publisher and editor in chief of the lifestyle web magazine Boop Fashion Story (boop.it).

2005 and 2004

Journalistic articles for the news agency Adnkronos.



2018

“Digital Fashion Media. How the communication of fashion changed”, Nuova Cultura, Roma



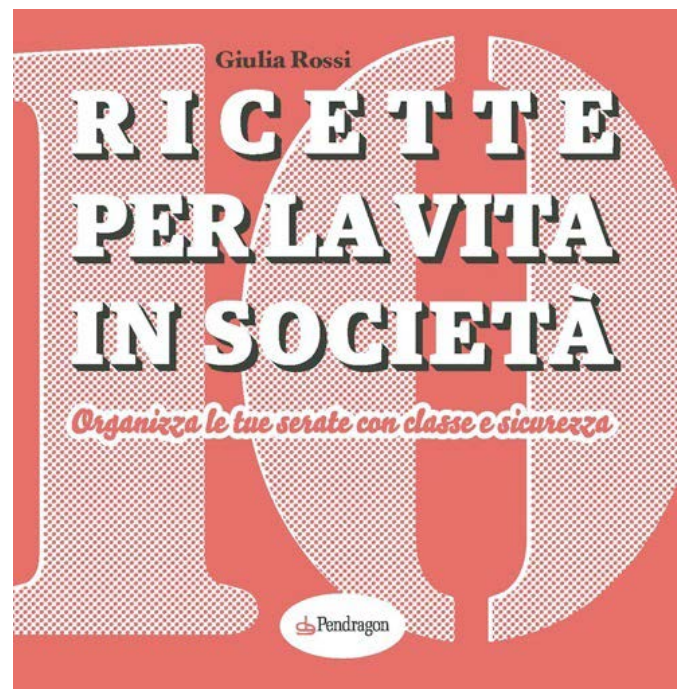
2014

“Fashion blogger, new dandy?”, Pendragon, Bologna. A scientific essay on digital fashion media, fashion blogs and influencers.



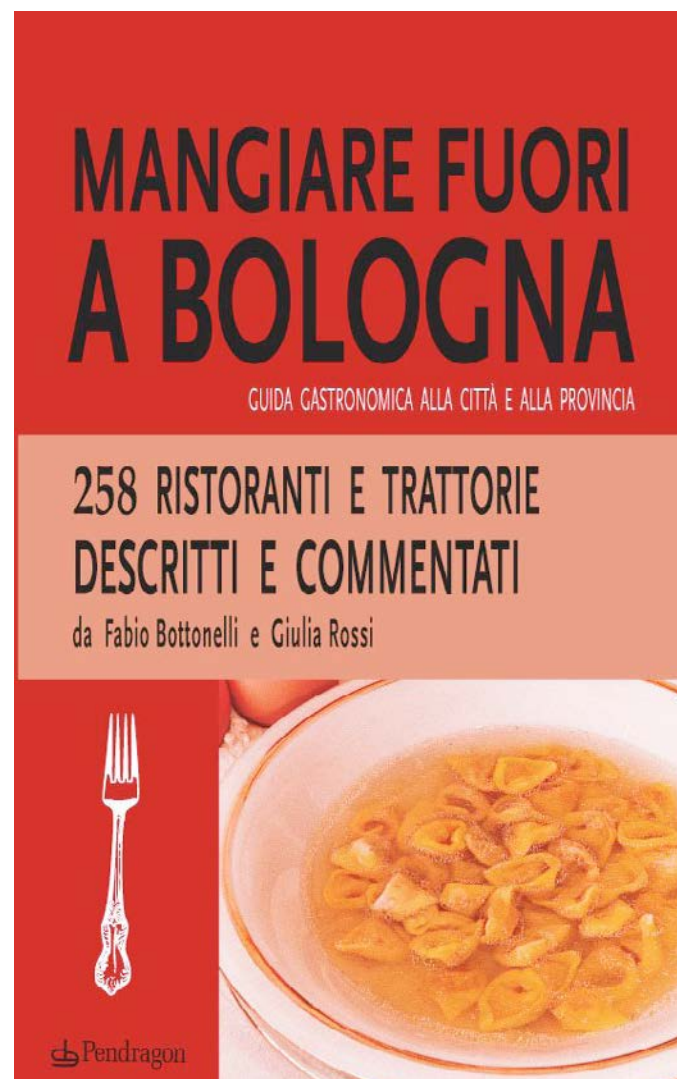
2010

“Eat out in Bologna 1”
a gastronomic guide
in italian issued by
Pendragon, Bologna.



2013

“Receipts for life in
society”, a lifestyle guide
in italian issued by
Pendragon, Bologna.



2012

“Eat out in Bologna 2”
a gastronomic guide
in italian issued by
Pendragon, Bologna.

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