

GIULIA ROSSI

"A sophisticated way to communicate"

FASHION

FOOD

CULTURE

ART



ph @manuelamasciadri



Philosophy

C O N T E N T S



Philosophy



Life



Work



Book



@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 filed 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



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

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.

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



@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”

Guest

Elena Antonini/ sales manager Bernini Palace Firenze
Consuelo Aranyi/ AltaRoma
Rachele Belladelli/ sales & mkt manager
Antonio Belloni/ writer, consultant
Alessandro Benfenati/ Benfenati & co
Swan Bergman/ director & brand manager
Ilaria Boldo/ Silpaca
Lisa Bosi/ architect, creative director
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
Francesca Cresta/ Atelier Magazine+Cortina Magazine
Elisabetta Dotto/ Hotel Ambra Cortina
Moreschina Fabbricotti/ PR
Giuseppe Fantasia/ journalist
David Foschi/ director Bernini Palace Firenze
Ida Galati/ fashion blogger
Lucia Gazzotti/ Centergross
Claudia Gelosa/ Republique
Federico Geremei/ travel writer
Laura Gobbi/ marketing manager
Enrico Lanari/ photographer, videomaker
Floriano Lattanzi/ CEO Oldberg
Micol Maestrini/ Centergross, press office
Anna Maria Manera/ pepita.com
Giulietta Martelli/ luxury brands consultant
Isella Marzocchi/ communication manager & press office
Manuela Masciadri/ fashion photographer
Tamara Nocco/ coolhunter
Cristiana Pedrali/ social media manager
Silvia Pezzoli/ designer
Federica Polidoro/ journalist
Lucia Portesi/ press office
Claudia Porrello/ communication manager Savoy Florence/
Rocco Forte Hotels
Melissa Proietti/ art curator
Marinella Rauso/ fashion blogger
Valentina Righi/ Carpigiani
Sara Roversi/ Future Food Institute
Paola Salzano/ journalist, creator ethical fashion brand BYD
Silvia Santachiara/ journalist

Academic Activities: courses, conferences

AA 2022/2023 - New courses

September 2022: Travel Storytelling, produced by Novacom, online on Udemy, in Italian.

September 2022: Street Food Tour, outdoor 3 hours class, in English.

Ongoing Courses

From September 2022 to today: Media, Social Media, Events & PR in Fashion & Luxury, Rome Business School, 6 hours, in English.

From March 2022 to today: The Fundamentals of Italian manufacturing & Fashion design, Master Fashion and Design, Rome Business School, 5 hours, in English.

From September 2021 to today: Phenomenology of Fashion, Fashion degree in Fashion Marketing, European Institute of Design, Florence, 36 hours, in English.

From September 2021 to today: Food culture, AIFS American Institute Foreign Studies, 45 hours, in English.

From September 2021 to today: Italian culture, AIFS American Institute Foreign Studies, 45 hours, in English.

From September 2021 to today: Creativity direction, Visual & Experiential Fashion Branding, Rome Business School, 10 hours, in English.

From 2020 to today: Fashion Journalism, John Cabot University, Rome, 48 hours, in English.

From 2017 to today: Communication, International Master in Brand Management in Food, Wine and Tourism, European Institute of Design, Florence, 24 hours in English.

From 2014 to today: Fashion Semiotics, 3 years degree in Fashion Design and Fashion Stylist, European Institute of Design, Rome, 36 hours, in Italian.

Previous courses

From 2018 till 2022: European Institute of Design (IED), Rome, Digital Fashion Media, fashion degree in Fashion Stylist, 30 hours, in italiano.

4th November 2021: seminar “Fashion and Politics: the narrative of women in power”, John Cabot University, Rome.

September 2021: Fashion and dresscode, Università La Sapienza di Roma, Corso di formazione Galatei e buone maniere, 4 hours, in Italian.

September 2021: launch of the video course “The interview” online on Udemy.

June 2021: video course “Fashion and TV series”, produced by Novacom, online on Udemy.

January 2021: launch of the project “Lezioni di moda in pillole” format created and produced by Giulia Rossi

From 2016 to 2021 - University La Sapienza in Rome, course of Digital Fashion Media, 48 hours, 2 years degree in Fashion Studies.

From 2014 to 2021 - 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).

18th June 2021: fashion conference Fashion Tales 2020+1, Università La Cattolica Milan, “Fashion Loves Politics. And Politics Loves Fashion. Intersections and interactions in the construction of the narrative of women in power”.

September - December 2020: John Cabot University Multimedia Strategic Storytelling, 48 hours, in english.

3rd June 2020 - Speaker for the conference “Trame. Fashion between audiovisual narrations and digital media”, Department of Architecture and Industrial Design, Università degli Studi della Campania “Luigi Vanvitelli”

March-May 2020 - IED Florence, Semiotics of Fashion, 36 hours, in English.

February 2020 - Fondazione ITS Turismo Veneto, in Jesolo, Communication and Social Media, 2 year course of Hospitality, 20 hours in Italian.

February 2020 - Fondazione ITS Turismo Veneto, in Jesolo, Communication for Food and Beverage, 2 year course of Restaurant, 10 hours in Italian

January 2020 - Richmond University Rome, Culture and Style in Italy, 48 hours, in English

September - December 2019: Richmond University Rome, Made in Italy: Symbols and Identity, 48 hours, in English

September - December 2019: Richmond University Rome, Luxury Fashion in Rome, 48 hours, in English

July 2019 - Paper “Understanding fashion consumption in the networked society: a multidisciplinary approach” written with colleagues Romana Andò, Fabio Corsini, Bianca Terracciano (University La Sapienza Rome) for the FACTUM19 Fashion Communication Conference

23 may 2019 - Lecture “Communicate luxury during digital media and experience economy era”, for the fashion conference “The representation of luxury”, University La Sapienza Rome

9 april 2019 - Special lecture “Digital Communication in studying human sciences”, University La Sapienza Rome, PhD History of Europe

3 april 2019 - Special lecture “Fashion, Identities, Languages. How the Digital Revolution influences the system of communication”, Richmond University Rome

28 february 2019 - Special lecture “Fashion, Identities, Languages. How the Digital Revolution influences the system of communication”, Richmond University Florence

January 2019 - Member of the Scientific Committe of the International Conference “FACTUM 2019/ Fashion Communication: between tradition and future digital developments” (July, 2019)

From 2017 to 2019 - IAAD The Italian University for Design in Bologna, course of Design of Communication, 36 hours, 3 years degree in Textile and Fashion Design.

AA 2018/2019 - IAAD The Italian University for Design in Bologna, course of Design of communication advanced, 36 hours, 3 years degree in Textile and Fashion Design.

AA 2018/2019 - 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.

AA 2018/2019 - IED European Institute of Design in Rome, course of Digital Fashion Media, 40 hours, 3 years degree in Fashion Stylist/Editor.

AA 2018/2019 - IED European Institute of Design, Florence, Course of Digital Events, 36 hours. (in english)

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

Inglese: From July 2019 to now: communication manager Excess Venice Boutique Hotel & Private Spa.

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

February - May 2021: ghostwriter for the biography of a fashion entrepreneur.

February - May 2021: conductor of fashion webinar for the community of CNA Federmoda.

From March to June 2019: press office & digital pr BYD Build Your Dress, kids fashion brand 0/12 and woman capsule collection, Rome, created by Paola Salzano.

From October 2018 to January 2019: creator and presenter of the conference Laquasiconferenzacolta, Art Theatre Bio Bistrò, Vascello Theatre Roma.

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

From September 2018 to January 2019: press office & digital pr for the restaurant Bancovino, Rome.

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

From 2014 to 2017: communication manager and press office for Future Food Insitute 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

2020

“How bloggers and influencers created the pandemic narrative: a new stage representing the (fake) everyday life” in ZoneModeJournal, vol. 10 No. 2 (22 December 2020): Fashion, Technology, and Social Distancing.

“The Fashion Representation of Fashion in the Everyday Digital Life” in Teaching Fashion: An Introduction, curated by Romana Andò, Nuova Cultura, Roma, 2020.

2019

“Understanding Fashion Consumption in the Networked Society: A Multidisciplinary Approach”, in Fashion Communication in the Digital Age, FACTUM 19 Fashion Communication Conference, Ascona, Switzerland, July 21-26, 2019. Editors: Kalbaska N., Sadaba T., Cominelli F., Cantoni L., (Eds). Co-authors: Andò R, Corsini F. Terracciano B.

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).

2014

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

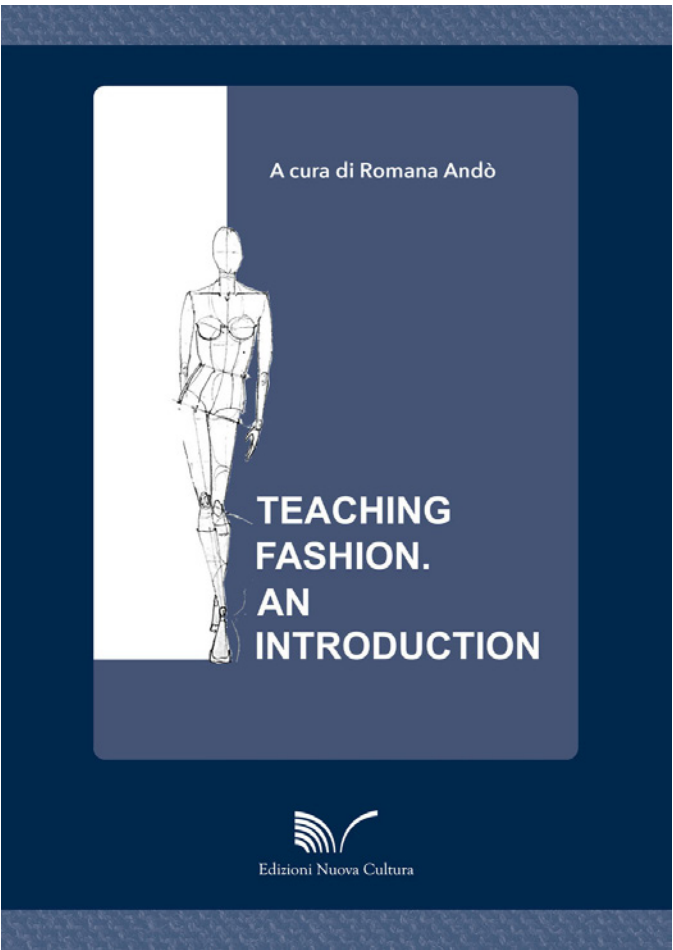
2006

“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.



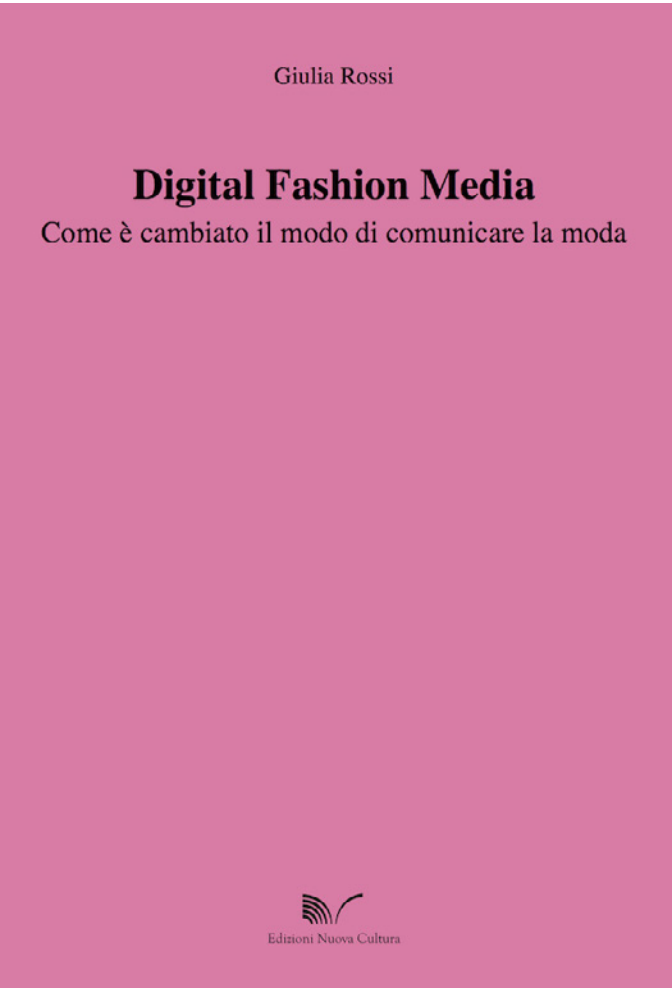
2020

“The Fashion Representation of Self In the Everyday Digital Life” academic essay in English for the volume Teaching Fashion: An Introduction, curated by Romana Andò, Nuova Cultura, Roma



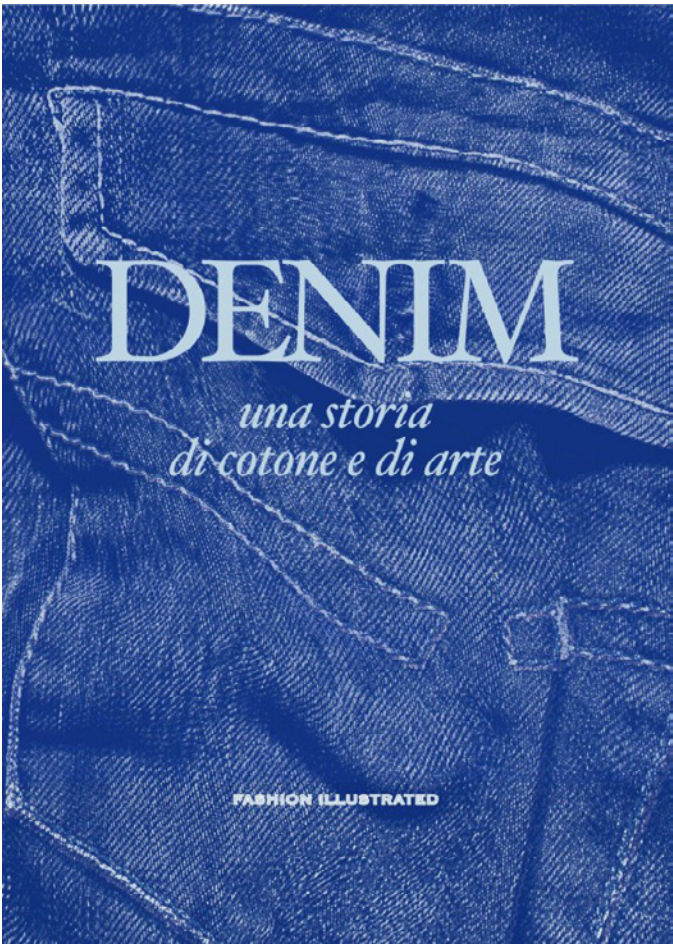
2014

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



2018

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



2010

“Denim, a history between cotton and art” (Fashion Illustrated)



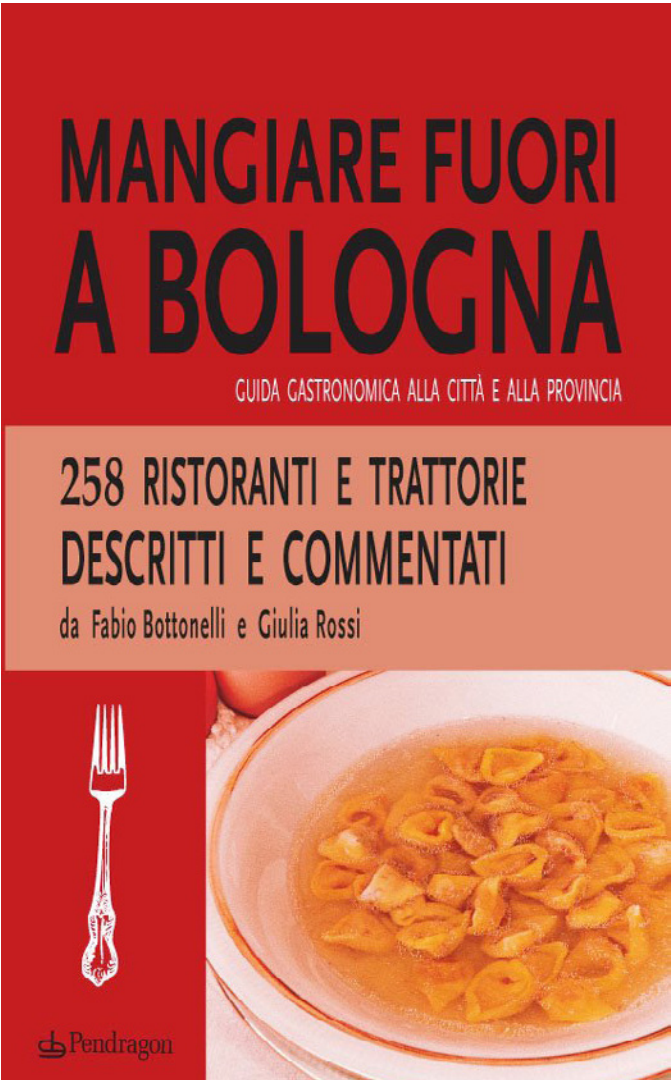
2010

“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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