

GIULIA ROSSI

"A sophisticated way to communicate"

FASHION

FOOD

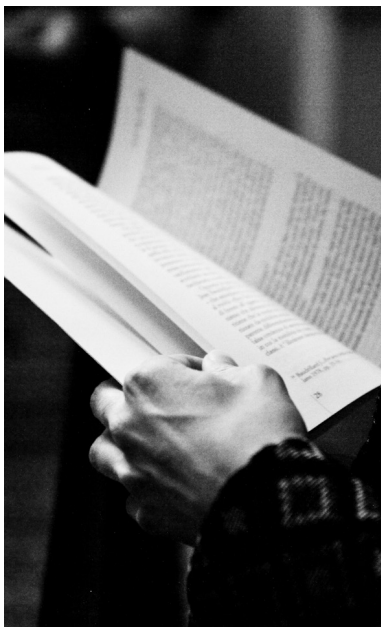
CULTURE

ART



ph @manuelamasciadri

C O N T E N T S



Philosophy



Life



Work



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 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.

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

Teaching subjects

- Semiotics
- Communication
- Journalism
- Storytelling

Teaching areas

- Fashion
- Food
- Tourism
- Luxury
- Italian Culture, Made in Italy

Courses designed and implemented

- Fashion writing, Fashion Journalism
- Semiotics of Fashion, Phenomenology of Fashion
- History of Fashion
- Fashion and Cinema, Fashion and TV series
- Made in Italy, Italian Culture
- Food History, Italian Food History
- Food Culture, Italian Food Culture
- Travel writing
- Storytelling



Academic Activities: courses, conferences

Events 2026

April 15, 2026: Hosts the closing fashion show of The American University of Rome's 2026 Fashion Week in English, under the artistic direction of Bruno Montefusco.

April 15, 2026: Participates as a fashion semiologist in a talk moderated by Marcella Terrusi featuring internationally renowned illustrator Albertine Zullo, held during the Bologna Children's Book Fair.

April 14, 2026: Moderates the CNA talk "Made in Italy: Craftsmanship Creating Value" at Spazio Margutta in Rome, marking National Made in Italy Day.

April 1, 2026: Presents the exhibition "The Fabulous Wardrobe and the Endless Thread" at extraBO in Bologna; the exhibition was conceived by Marcella Terrusi.

New courses - Academic Year 2026/2027

January-May 2027: AUR, Italian Fashion goes to Hollywood, 48h, in english (with prof. Bruno Montefusco)

Ongoing Courses

From March 2026: NABA Rome, "Fashion System" course (taught in Italian and English) for first-year Fashion Management students; 42 hours.

From November 2025: Fashion & Politics: t-shirt staments. Precollege workshop, Temple University Rome, 4 hours, in English.

From November 2025: Fashion + Food + Tourism = Made in Italy. Precollege workshop, Temple University Rome, 4 hours, in English.

From September 2025: Food and Culture in Italy, CEA Capa Rome, 48 hours, in English.

From September 2025: Sociology of Consumption, IED European Institute of Design, 36hours, in Italian.

From September 2025: Consumer Psychology, IED European Institute of Design, 36hours, in Italian.

From March 2025: Luxury Hospitality, Master in Luxury Tourism and Management, Politecnico di Milano and John Cabot Rome, 15 hours, in English.

From March 2025: Rome and La Dolcevitaa, Master in Luxury Tourism and Management, Politecnico di Milano and John Cabot Rome, 15 hours, in English.

From September 2023: History of Italian Fashion - From Renaissance to 1945, AUR American University of Rome, 45 hours, in English.

From September 2023: Italian Food Culture, AUR American University of Rome, 45 hours, in English.

From January 2022 to today: Made in Italy: The Italian Business Environment, JCU John Cabot University, 48 hours, in English.

From September 2021 to today: Italian Style in Made in Italy, AIFS American Institute Foreign Studies, 45 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 2016 to present: Fashion Semiotics course, IED (Istituto Europeo di Design), Rome campus; 36-hour course, in Italian for first-year students of the Fashion Design Bachelor's degree program.

From 2016 to present: Fashion Semiotics course, IED (Istituto Europeo di Design), Rome campus; 24-hour course, in Italian for second-year students of the Fashion Stylist Bachelor's degree program.

Previous courses

From September to December 2025: Travel writing, Temple University Rome, 48 hours, in English.

From October 2023 to January 2026: Writing workshop for the final thesis, IED European Institute of Design, degree courses in Fashion Design and Fashion Stylist, Rome, 40 hours, in Italian.

From September 2022 to 2025: Media, Social Media, Events & PR in Fashion & Luxury, Rome Business School, 6 hours, in English.

From March 2022 to 2025: The Fundamentals of Italian manufacturing & Fashion design, Master Fashion and Design, Rome Business School, 5 hours, in English.

From September 2021 to 2025: Creativity direction, Visual & Experiential Fashion Branding, Rome Business School, 10 hours, in English.

From 2020 to 2025: John Cabot University, Rome, Fashion Journalism, 48 hours, in English.

May 2024: Italian Food & Culture, JCU John Cabot University, 48 hours, in English.

14th April 2023: participated in the conference “The legislative system and cultural heritage: Italy and the USA compared”, promoted by John Cabot University and Ghia Studio Legale Associato as part of the university’s 50th anniversary celebrations with a speech dedicated to enhancing the Made in Italy brand with particular attention to the sectors of fashion and food.

16th and 17th March 2023: participated in the International Fashion Conference “Earth, Water, Air, and Fire: the four Elements of Fashion” promoted and host by IUAV University of Venice, Department of Architecture and Arts. Title of the speech: “The Earth as Art: A New Fashion Narrative for the Made In Italy Brand”.

From September 2021 to June 2023: Phenomenology of Fashion, European Institute of Design, Florence, Fashion degree in Fashion Marketing, 36 hours, in English.

From 2017 to June 2023 - Communication, International Master in Brand Management in Food, Wine and Tourism, European Institute of Design, Florence, 24 hours in English.

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

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

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

4th November 2021: seminary “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 Tecniques, 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

June 2026: Ghostwriter for a fashion-related publication and PR for a prominent international agency in the sector.

October 2024 - May 2025: Communications consultancy for the Rome-based studio MAD Architect and the Urbs Roma brand.

From July 2019 to 2025: communication manager Excess Venice Boutique Hotel & Private Spa.

From 2009 to 2025: 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 responsable 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



Pubblications: books and articles

2025

Rossi G., Earth as Art in The Four Elements of Fashion, Bembo publishers, Venice, 2025, pp. 210-227.

Semiotics of Fashion: an introduction. A small manual of the signs of the fashion system. Pendragon, Bologna, 2025.

2024

F for Fashion . Connections and suggestions with art, film, literature and music, Pendragon, Bologna, 2024. (English Edition)

2024

“Communicating fashion” contribution in the volume “Tools. Architecture and fashion, cultural roots, technical specificities” edited by Giovanna Motta, Alessandra Capanna and Leone Spita, Il Formichiere, Foligno (PG), 2024.

2023

“F for Fashion. Connections and suggestions with art, film, literature and music”, Pendragon, 2023. (Italian Edition)

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.

From 2006 to 2004

“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).

Journalistic articles for the news agency Adnkronos.

Giulia Rossi
**Introduzione alla
semiotica della moda**
Piccolo manuale dei segni del fashion system



2025

Semiotics of Fashion: an introduction. A small manual of the signs of the fashion system. Pendragon, Bologna, 2025.

Giulia Rossi
F
for fashion

Connections and suggestions
with art, film, literature and music

Pendragon



2024

“F for Fashion. Connections and suggestions with art, film, literature and music”, Pendragon, Bologna, 2024. (English Edition). Semiotic dictionary of fashion words connected to other areas of pop culture of the present and past.

Giulia Rossi
M
come moda

Connessioni e suggestioni con arte,
cinema, letteratura e musica

Pendragon



2023

“F for Fashion. Connections and suggestions with art, film, literature and music”, Pendragon, 2023 (Italian Edition). Semiotic dictionary of fashion words connected to other areas of pop culture of the present and the past.

THE FOUR ELEMENTS OF FASHION

Edited by
Anneke Smelik and Alessandra Vaccari

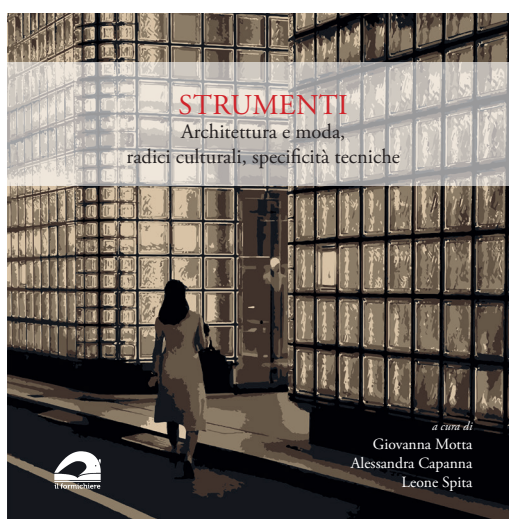
I
U
A
V

BEMBO OFFICINA EDITORIALE

2025

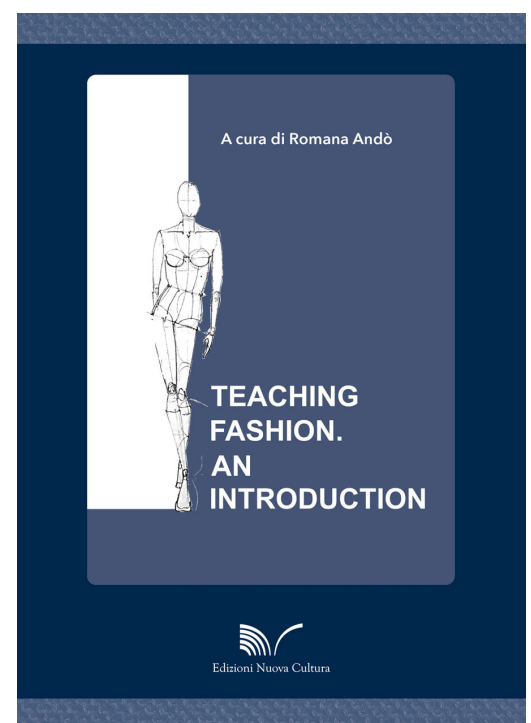
“The Four Elements of Fashion brings together international scholars to rethink fashion through the prism of the archetypal elements of earth, water, air, and fire.”

Rossi G., Earth as Art in The Four Elements of Fashion, Bembo publishers, Venice, 2025, pp. 210-227. (ISBN 9791257250041)



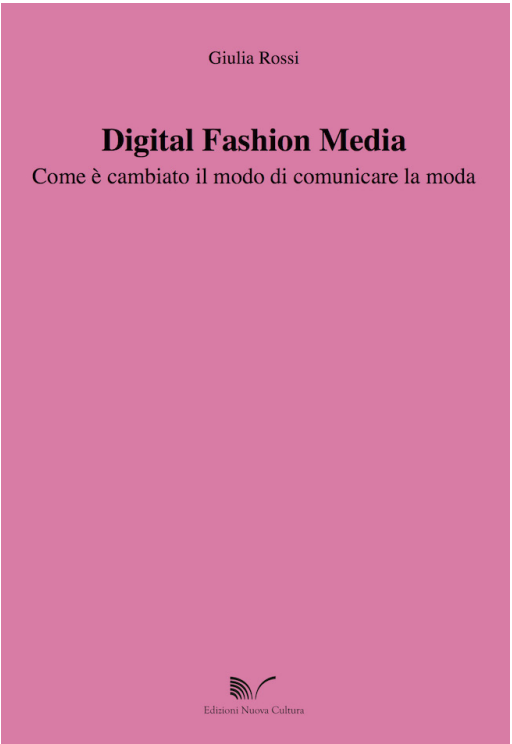
2024

“Communicating fashion” contribution in the volume “Tools. Architecture and fashion, cultural roots, technical specificities” edited by Giovanna Motta, Alessandra Capanna and Leone Spita, Il Formichiere, Foligno (PG), 2024.



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



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

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



2013

“Recepits 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

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



ph @filippi.ch
styling @marzia_straccali

Contacts
+39 338 216 60 03
giuliarossipress@gmail.com
giuliarossi.it
FB: Giulia Rossi
IG: @unaragazzaperbene
Linkedin: Giulia Rossi