CHAZEN STUDY TOUR

ITALY

MARCH 12TH-17TH, 2017 (MARCH 18-19 OPTIONAL IN ROME)
TRIP ORGANIZERS

GIULIA (X'17)

MARCO (Y'17)

MASSIMO (X'17)

RICCARDO (Y'17)
WHY ITALY?

• Discover one of the most beautiful countries in the world, while visiting the production sites of some of the most famous Italian brands

• One single trip to visit both main cities and smaller Italian "gems"

• GREAT FOOD!!
*Itinerary and Company Visits are Tentative
MILANO
THE FASHION CAPITAL OF THE WORLD
ALUMNI MIXER

HAPPY HOUR WITH CBS ALUMNI AT TERRAZZA APEROL
BOLOGNA
HOME OF THE WORLD'S MOST ANCIENT UNIVERSITY
OSTERIA FRANCESCANA

#1 RESTAURANT IN THE WORLD – *** MICHELIN STARS

* Optional and subject to availability
FIRENZE
THE HEART OF ITALIAN ARTISTIC RENAISSANCE
UFFIZI AND ANTINORI

AMONG THE BEST MUSEUMS AND WINERIES IN THE WORLD, RESPECTIVELY
FONDAZIONE PRADA

- Founded 1995, **Institution dedicated to contemporary art and culture**, co-chaired by Miuccia Prada and Patrizio Bertelli (CEO of Prada)

- **Promotes cultural programs, such as film festivals** (Tribeca Film Festival at Fondazione Prada), **multi-disciplinary and philosophy talks and architecture and design projects**
ERMENEGILDO ZEGNA

- Italian luxury fashion house that produces men's clothing and accessories. Zegna is one of the biggest global producers of fine fabrics.

- Besides producing men's suits for its own labels, it also manufactures suits for Gucci, Yves Saint Laurent, Dunhill and Tom Ford.
Barilla

- World's leading pasta maker with 40-45% of the Italian market and 25% of the US market

- Produces pasta in over 120 shapes and sizes and is also the leading seller of bakery products in Italy
Ferrari

- Italian sport car manufacturer based in Maranello
- World's most powerful brand according to Brand Finance
- Ferrari road cars are generally seen as a symbol of speed, luxury and wealth
YNAP GROUP

- Italian Internet mail order retailer of men's and women's multibrand clothing and accessories

- Founded in 2015, the world’s premier online luxury fashion destination for content and commerce (born after the merger between Yoox Group and The Net-a-Porter Group)
TECHNOGYM

- World leader in the Fitness and Wellness solutions sector
- Has equipped more than 65,000 wellness centers and over 100,000 homes worldwide. An estimated 35 million people use Technogym products every day in over 100 countries worldwide
GUCCI

- Italian luxury brand of fashion and leather goods, owned by the French holding company Kering

- It is the biggest-selling Italian brand

- It was founded by Guccio Gucci in Florence in 1921
BRUNELLO CUCINELLI

- Italian fashion brand which sells luxury cashmere menswear, womenswear and accessories

- Headquartered in a 14th-century castle on the top of a hill in the middle of Umbria, the “green heart” of Italy

- The company donates 20% of profits to its charitable foundation, and pays employees 20% more than industry average
LOGISTICS

COST

• Total cost estimated in $1,500-1,700, including:
  ✓ Ground transportation
  ✓ Four-Star Hotel Accommodation (double occupancy)
  ✓ Most meals (including breakfasts)
  ✓ Admission to main cultural activities

• International airfare (approx. $500-$1,000), and other personal expenses not included

# OF STUDENTS

• Group of 30 participants, including 2 J-Term ‘18 students and 4 organizers
• Full time MBA only (no significant others)
• Students with holds on their account are unable to participate

OTHER INFO

• Attendance of entire study tour is required
• All company visits are mandatory
BIDDING

HOW

- https://chazentours.gsb.columbia.edu
- One round of bidding:
  - November 10, 2pm - November 17, 4pm
  - Final notifications will be sent out by November 18, 12pm

OTHER INFO

- Successful bidders will have 48 hours to pay a $500 non-refundable deposit in order to secure their spot
- Unsuccessful bidders will have their bid points refunded and will be placed on a waitlist (based on bid amount)
- Students without bid points can sign up for the zero-bid point waitlist (first-come, first-serve)
- No swapping is allowed
STILL HAVE QUESTIONS?

Feel free to reach out!

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