

istitutomarangoni 
enhancing talent since 1935

fashion

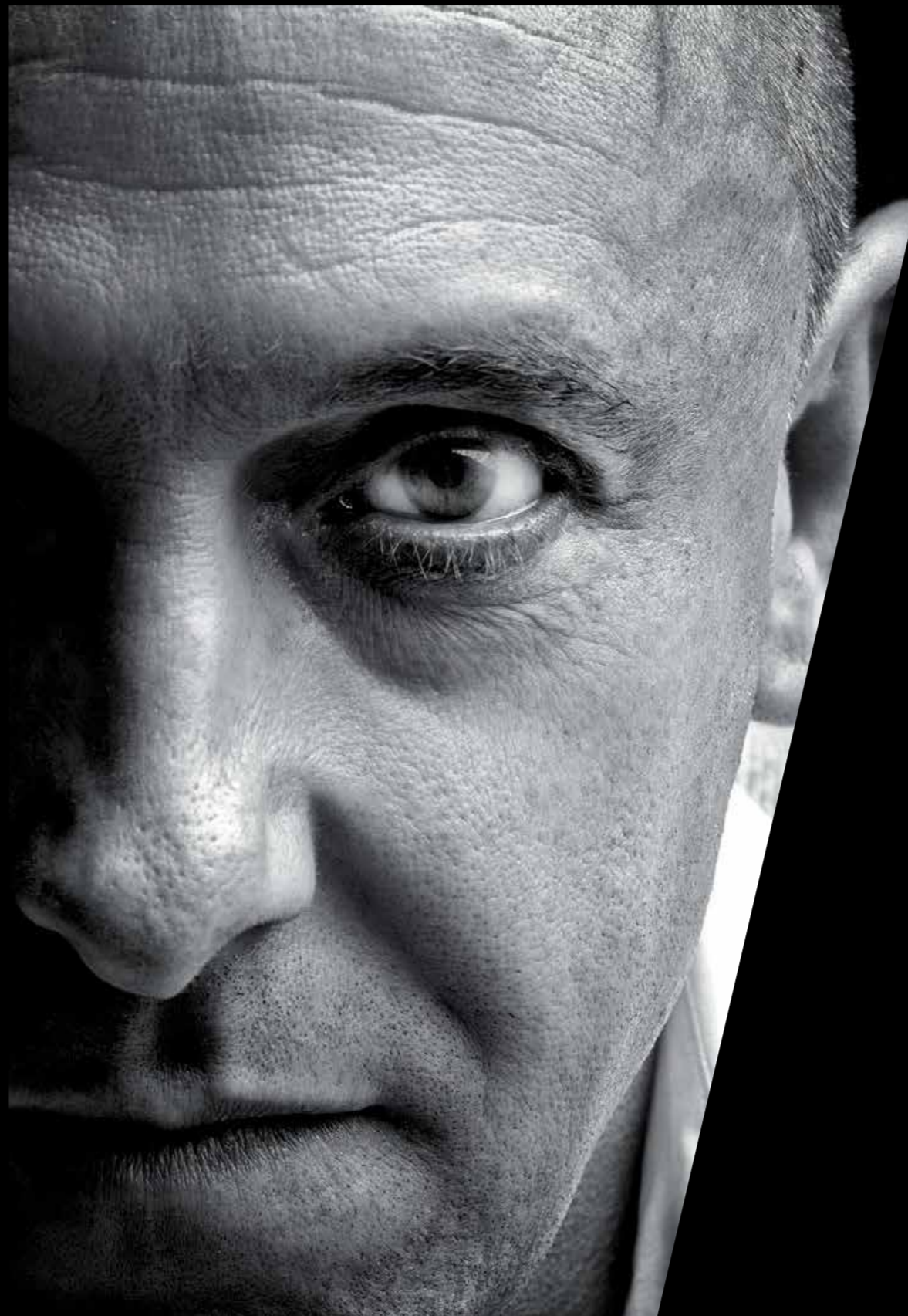
< COURSES

SCHOOL >



school





talent speaks italian everywhere.

In London as in New York, in Beijing as in Mumbai, the term 'fashion-design', together with 'cuisine', to tell you the truth, is synonymous with Italian style. The label 'Made in Italy' lends a certain glamour to or implies a certain value in any design, encompassing as it does a variety of products, styles, workmanship and details that are transposable and, in many cases, across sectors and disciplines.

Unlike Istituto Marangoni, for those who do not work in the interlinked fields of fashion and design, there could be some doubt regarding their identification as a united historical-cultural front, one that is distinctive, national and composed of functionality, experimentation, entrepreneurial genius and craftsmanship: the Italian genius loci.

Yet it is precisely this bridge, the project as a creative expression and its management as a business model, which has been the basis of the successful teaching methodology at Istituto Marangoni for almost 80 years: the school recognizes the pedagogic importance of teaching this combined special mix of 'project + management' and it was with this mix that a new distinctive, unique, personal and decidedly Italian educational model was born in 1935 in Milano.

Since then, Istituto Marangoni has never ceased to believe in the value of proper training, constantly updating its programmes and courses, which strictly adhere to the evolving market and cultural trends in fashion, to be able to respond to the specific needs of a sector which is often overlooked in public education. Istituto Marangoni fashion schools in Milano, London, Paris and Shanghai have enhanced the talents of four generations of professionals; almost 40,000 individuals worldwide.

Today Istituto Marangoni is an established and recognised workshop of aesthetic principles in the European tradition, with a strong Italian imprint. It works with the most interesting names in fashion and design; with teacher-practitioners who convey their expertise to the cream of tomorrow's industry professionals. The school works alongside the most important companies in the sector, companies that collaborate with the schools in order to help, nurture and guide the stars of tomorrow.

Over 2,500 talented students from 92 countries participate in the exhaustive offer of a multilingual set of courses. They enjoy an incomparable network of alumni, a precious source of work contacts, cultural exchanges and inspirational projects. A global network of partners and representative offices guide and inform potential applicants of the courses available to them in a timely manner anywhere in the world. The most gifted students participate in the prestigious international events at the end of the academic programme, 'The Fashion Show'. An ample programme of scholarships is offered to the most worthy and talented students.

This is the 'Marangoniness', the Italian genius loci in education.



London

Paris

Milano

Shanghai

four capitals
for creativity,
talent and passion
for fashion.

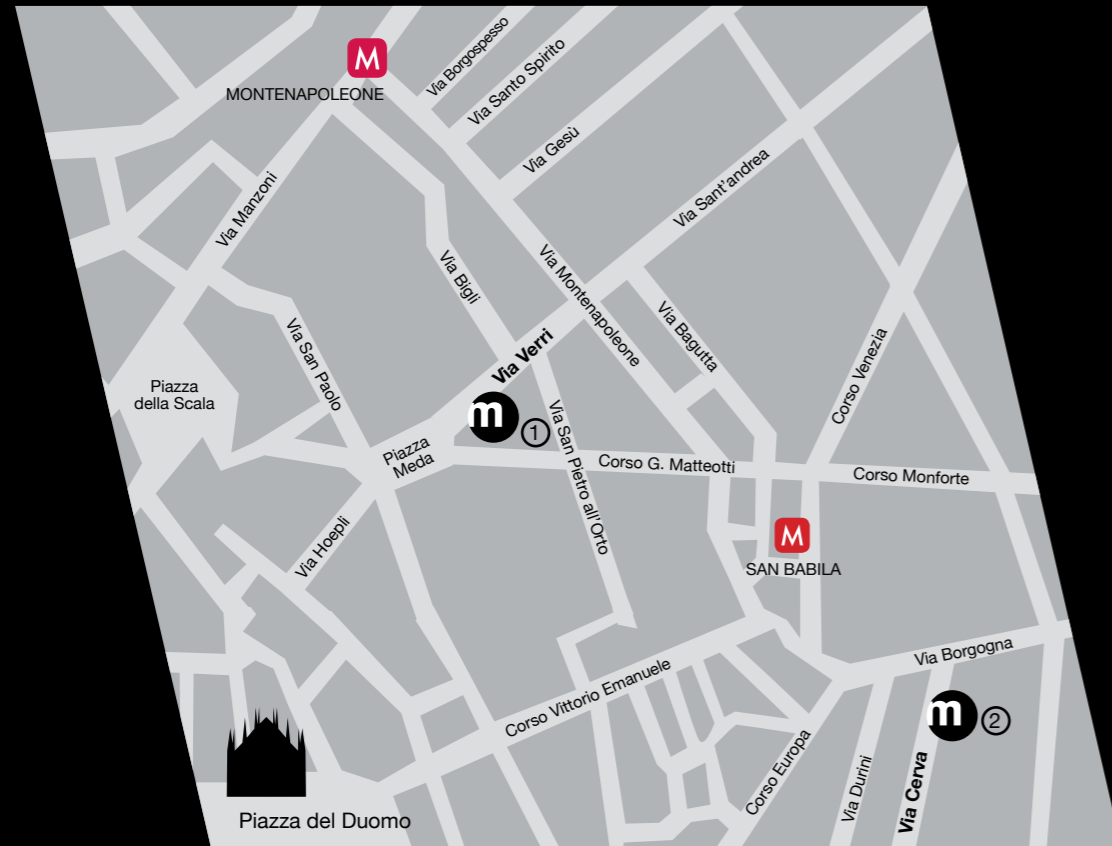
The courses offered by Istituto Marangoni are closely tied to the four schools, which are dedicated exclusively to fashion and located in the world fashion capitals: Milano, Paris, London and Shanghai.

Four places where talented students can meet and interact with various 'fashion' universes, through an approach that includes both theory and practice and links to planning and management. There are many disciplines of different durations and levels that students can follow, according to the school chosen, to guide them towards their future professions.



milano, the centre of fashion.

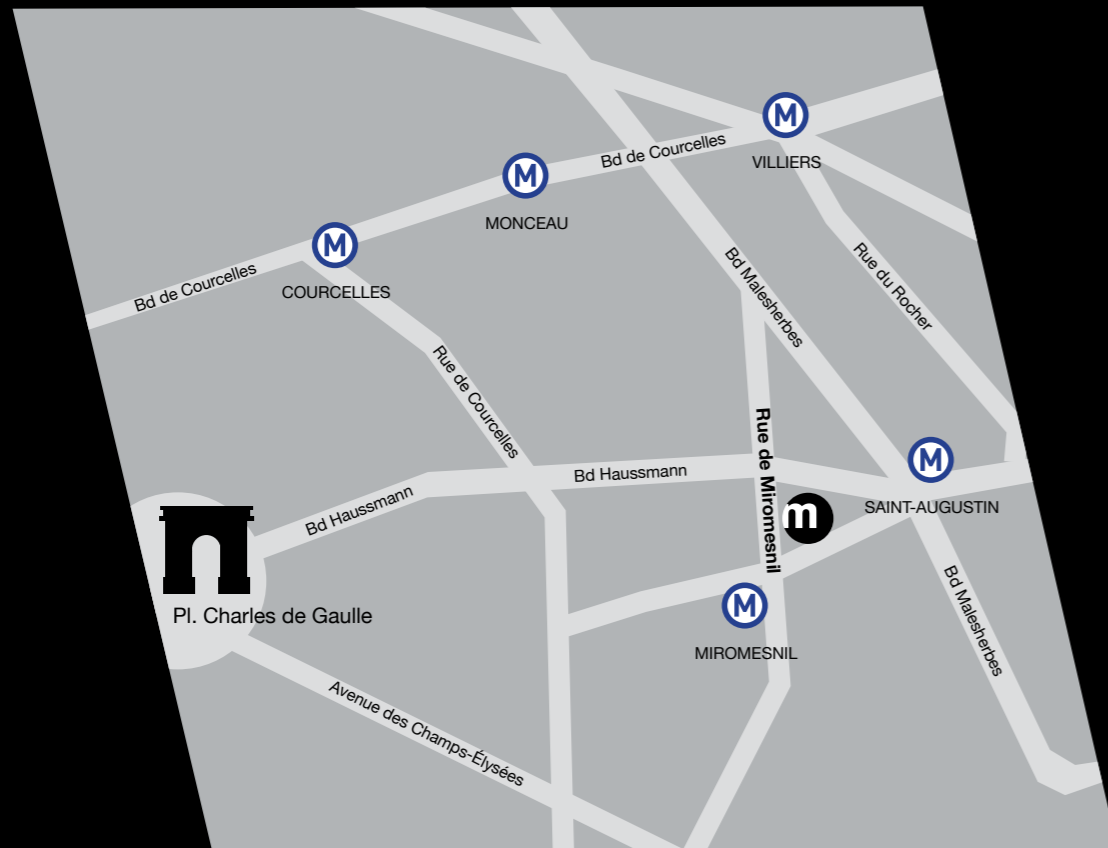
Istituto Marangoni was founded here, here where the greatest names in Italian prêt-à-porter, Domenico Dolce, Franco Moschino and Alessandra Facchinetti, made their homes. The school is right in the city centre, two steps from the fashion avenue par excellence, Montenapoleone, and inside the so-called 'quadrilateral of fashion'. In Milano, fashion is everywhere, and at Istituto Marangoni students find the skills to interpret and guide trends, through programmes that are constantly being updated. Here professionals and highly specialized technicians who are ready to work in the fashion world at the highest levels are trained in creativity, organization and commerce. After the opening of the Milano Design School, some of the fashion courses in Milano will be delivered both at Milano Fashion School (1) and Milano Design School (2).





paris, l'haute couture c'est moi.

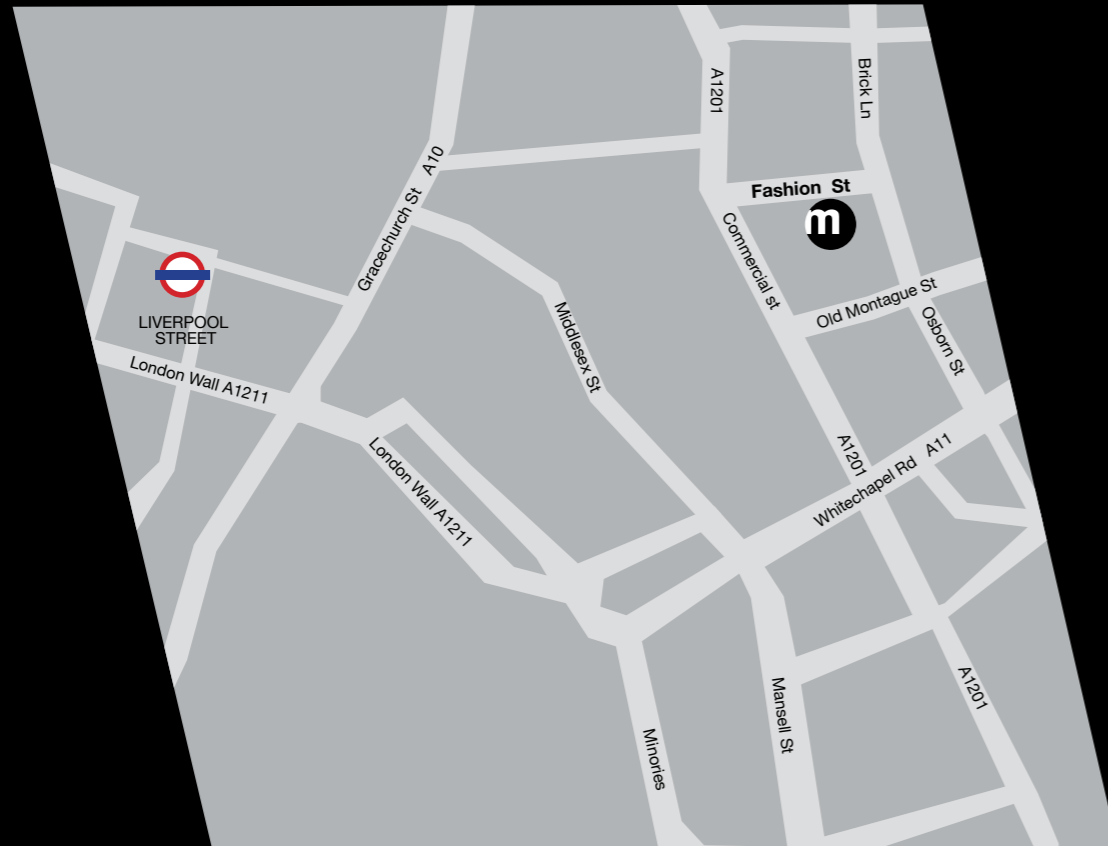
The Fashion School of Paris is a few minutes from the Place de l'Opera, in a building seven storeys high, near the Faubourg Saint Honoré, where many of the most famous fashion houses of Paris breathe the air: Chanel, Hermès, Lanvin and so on. The Fashion School of Paris offers an education that starts with the history of haute couture and arrives at modern fashion. Every day in the classroom, the students meet established international professionals from the main French fashion houses, in order to develop their abilities in every area of the fashion system, from consulting to publishing to marketing.





london, the avant garde.

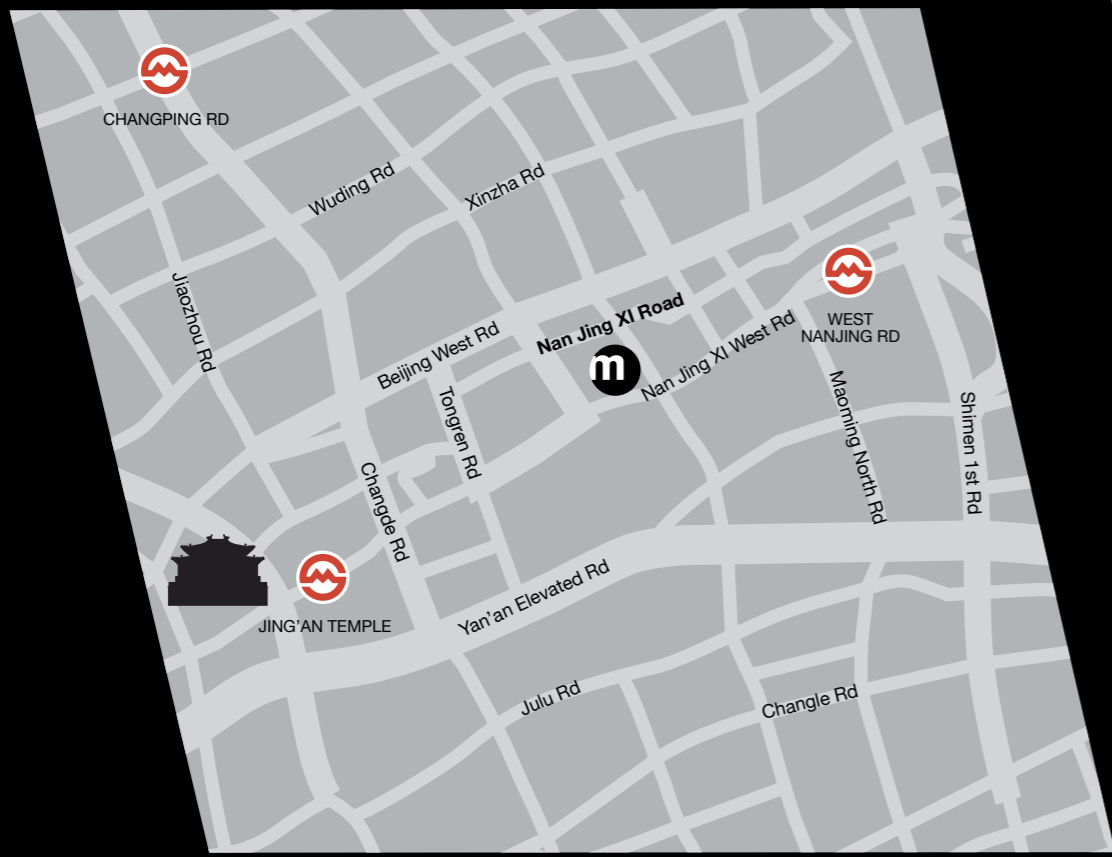
The Fashion School is in the coolest artistic and creative area of London: Shoreditch. The right place to watch the future with all the visual and cultural stimulation around. From here come the new styles and trends in fashion as well as in art and design. There are also the stars of cinema and cuisine; new restaurants are constantly being opened by giants in the industry. Attending Istituto Marangoni Fashion School of London, one can come into contact with a world that is evolving, accompanied by a teaching faculty that are motivated and ready to share their knowledge and know-how.





shanghai, the new frontier.

Istituto Marangoni Fashion Training Centre of Shanghai is the Italian eye that peers into the future of the world, watching new market trends in international and Asian fashion. Created to find innovative points of contact between the culture of Italian fashion and Asian professionalism. With short, specialized courses aimed at Fashion Design, Retail, Visual Merchandising and Cutting.





fashion, seen by
new protagonists.

Develop abilities, grow new talent. Since 1935, this has been the mission of Istituto Marangoni, always with an eye towards furnishing those who choose Istituto Marangoni for their education with the skills most needed for creative self expression.

In Milano, Paris, London, Shanghai, in the classrooms of the fashion schools of Istituto Marangoni, four generations of professionals from 92 countries have tested their talents, representing the historic patrimony of our school.

Today Istituto Marangoni is an established and recognized laboratory of aesthetic European-style culture with the finest Italian imprinting, which collaborates with the most interesting names in the sector and where those teachers are able to pass on their expertise to the excellence of tomorrow. They are fashion-professionals turned teachers, capable of contextualizing the learning in the classroom with the realities of the market. The courses include constant contact with the most interesting companies and fashion houses, the kind that then choose Istituto Marangoni's stars of tomorrow for their companies.



teaching fashion,
between
creativity and
entrepreneurship.

Is it possible to teach fashion? This was probably the question that, in 1935, Giulio Marangoni, famous for his clothes, which were worn by the Italian aristocracy, asked himself when he decided to found the 'Istituto Artistico dell'Abbigliamento Marangoni' in Milano, a school where highly-specialized professionals and technicians in the world of fashion were educated in a field that was dominated by France and its couturiers. In nearly 80 years, Istituto Marangoni has never stopped believing in the value of education and training, constantly updating its programmes and courses so they keep reflecting ever-evolving market demands and responding precisely to a finely-tuned sector, which is 'snubbed' in public education, especially in Italy, in order to create an ideal bridge between the project as a creative expression and its management as an entrepreneurial expression.



new talents in fashion, show here.

The public, the lights, the adrenaline that surges, the last touches to a suit, the heart that beats with impatience, the joy of the applause, the catwalk: these are the sensations that a fashion professional feels with every collection. The students at Istituto Marangoni feel the same sensations when they participate in 'The Fashion Show' at the various schools. It is an event that is carefully prepared, in which the selected students showcase their abilities to an audience of specialists (fashion houses, bloggers and fashion journalists).

'The Fashion Show' is a unique experience that is also the first step into a world in which they will be the protagonists. The most deserving graduates of the three-year course in Fashion Design have the opportunity to live in person the experience of creating a real collection, from the preparation of sketches to the choosing of materials, leading to the creation of their outfits, including accessories. A commission composed of experts in the sector, both from within and without the school, select three finalists, then declare the winner, whose prize is a scholarship for a master's to continue their own studies.

enhancing talents since 1935.

The professionals of today for those of tomorrow. A historic laboratory for artistic and aesthetic culture in an international mold. More than 2,500 talented students coming from 92 countries. Excellent industry relationships in Europe and the world. Schools set in the most exclusive part of the city centres of the world capitals of fashion.

An exhaustive array of training courses that are also multilingual. An unbeatable alumni network which is a source of precious work contacts, cultural exchange and project inspiration. A global network of partners and offices to orient and inform potential candidates in a timely fashion all over the world. Direct participation in 'The Fashion Show' by the best students at the end of their study period. An extensive programme of scholarships for students who are particularly deserving or talented.

This, in brief, is 'Marangoniness', a unique and precious mix, born from the encounter between a historic school with its foundations 'inside' the industry, with product managers, stylists, designers, marketing experts, consulting agencies, photographers, buyers, art directors, decorators, communication designers coming from the best companies in the sector, teaching not only their everyday work experience in studios, consulting agencies, in production, in distribution and in publishing houses, but inevitably bringing their pragmatic approach into the classrooms. We say bravo.



the who's who

The who's who of Istituto Marangoni's graduates is enriched each year by internationally renowned names in the fashion industry.

dolce&gabbana domenico dolce / moschino franco moschino / umit benan / nicola brundage / paula cadermartori / susanna cornet / co-te tomaso anfossi e francesco ferrari / barbara e lucia croce / alessandro de benedetti / francesco di giorgi / funlayo deri ruggero de santis / alessandra facchinetti / licia florio / roberto fragata bianca gervasio / olivier green / stefano guerriero / aurelia hoang / paolo isoni / liron itzhakov / antonina izmaylova / marios loizoi / rafaellopez cristinamiraldi / katrinamootich / alexandropalombo / maurizio pecoraro / alessia prekop / andrea pompilio / pamela quinz / lisa rubini / emma swimmwear emmanouela iliaki / vera thordardottir / tvscia alisa soldini e lucia padrini est.her esther van der berg / harper's bazaar thailand duang wannaporn abercrombie & fitch enrique cordero / valentina lucia artigas espinoza sarah mathilde chan kin / acne paper sivan surrie / adidas y3 olivia igwe alberta ferretti kristel papagna / alexander mcqueen marasmi apsari / piyaporn tantivorawong / eline carmen westerhof / aquilano rimondi elisa cuttone arcadia group sophie wayne / atelier to go carina arab / balenciaga sofie insam balmain justine chomette / belstaff adriana belonic / benetton lisa durante blancha alessandro di lorenzo / bonnet a pompon / carmen estrada gutierrez bottega veneta luca giovanni valentini / beatrice botto / chiara zampini / burberry mery kfour / elizayet vrtskikh / qi chen / alexia guanabara sednaoui / calvin klein francesca re / lars alexander bepler / rea dae lilliard / linnea johnson / canali lorenza sala / celine maria beatriz menendez de la serna / juliana ramos siqueira chanel maria enciso / shana vernoux / chloé geraldine chevrolet / christian dior zлата savostova / raffaella suaria / comeforbreakfast francesco alanga / cos joanna brimstad / sigrid cristina osvald / cute circuit marina delgrno / damir doma antonina khrokina / david koma marcos batuecas / diane von furstenberg margherita garosci / diesel liana giousmi / dolce&gabbana flavia malta pasquale grosso / dove magazine italy chiara ugo baudino / dressing the man marine serpe / dsquared2 daniele cetroni / benedetta ghetti / egomark wen tang klara anna emilia norri / erdem esteves joana / luise charlotte / estee lauder josephine lewing etro carlotta bovio / benedetta de luca / giulia cortella / valentina dolce / farftech marine helene laurence mechin / fashion buro kzakhstn anara khamitova / fast retailing celia dubois / fitch wwp rishika nayak / frankie morello lorenzo oddo / francesca agueci mariana de Barros guimares / frenchologie cecilia caoville / fyodor golan golan frydman gareth pugh dorotea pospihalj / giambattista valli nicola brognano / gianfranco ferrè giorgia vernotti / giorgio armani rocco iannone / gaia mainetti / maria santos laguna / givenchy francesco terra / katja luostarinen / elisabeth van hammé / glamour italy valentina di pinto grazia italy federica salto / h&m desiree pagadauan / harrys harf london giulia acchiardi hermès lisa scopel / hugo boss marianna aloisi / hussein chalayan jessica lomax / simone caroline leimgruber / img amaya gonzales lantero / imperfect perfectionista elina galuga isabelle martine martina frppi e anais copini / iyilisa lena savchenko / jil sander giorgia vernotti thea cozzi / jimmie martin & mccoymarianna ermoshina / jimmy choo sophie schrinzi francesca adovasio / jo no fui alice ferraro / joe fresh sezin calikoglu jonathan saunders emma maria bergren / joseph limited julie catrin adler / karl lagerfeld veronica ambrosetti / karla otto valerie richardson / kenzo ayse arel / kinder agugini maria moiseeva / kristian aadnevik viviana de ferrari mariategui / l'official homme italy alessandra faja / l'wren scott simon jacob sonar hanna alexandra svedberg / la rinascenza sara el wazzan / lanvin maria giulia migliore / françois allard / larusmiani alice etro / les hommes jonathan stern / liberty marlene stensdotter drennow isabela falcao yres e silva / lifung trading federica sampogna / loewe inese maestro marcet / louis vuitton davy pittoors / agnès limonaire / m.h.alshaya stine reinfjell bjornoy / malboro classic erica perin / mao fanni szokoli / marco bologna marco giugliano / matteo franchetto / marie claire claire alice piemonti / marika vera lingerie marika vera / marni giulia longo / rita favatà / mary katrantzou simona rumenova stoyanova / spyridoula varvara tzemari / mary lint samara toscani chini / massimo dutti setare badi / matrix sourcing ansa hasan/ maurizio baldassarri bianca omeldo / mawi valeria maria pratto / max mara federica botti / mirja rosendahl menswear mirja rosendahl / moschino valeria capra / mtv avinash kalra / mulberry julia tabore / my wardrobe vanessa marieke / anna eva fischer naza yousefi accessories naza yousefi / ndalo media ntokoza kunene / neil barret marta mukenge / net a porter isabela garcia moreno / no uniform maria natividad buitron prats / not just a label anastasia maria kaplan / andrew maxwell mcbride peterson / numero leonie gwerder / olivier theyskens steffy bauwens / paco rabanne frederic alexander / cristina maura / paolita anna paola papaconstantinou / laura jacqueline steckl / patricia nicolas sinome johanna aleida versteegh / alejandra orozco de la garza / patrizia pepe filomena cavallaro / giuditta goggioli / paul smith karin helena tellow / anna nordin / philippe plein alessandra macellaro / desise saltz / piazza sempione anna bulatova / pierre ancy francesco polimeno pixelway noelia careddu / pollini mario amerigo di castr / pop & roy mimo havstad / porzia t paola pessariol prada elena gatti / elisa parpinelli / giulia felicani / ah young kim / pringle of scotland sophie marie zovighian claudia gamba / puma by hussein chalayan louise korner / raoul giulia abruzzese / ratti marta cucciniello ines massi / red by wolves shoes lena lecain lipp / renato corti stefano bordogna / rené caovilla wenbo yu reward style raphael ludwig hartmann roggendorf / riccardo grassi showroom mariangela capasso / richard nicoll maria sbiti / roberto cavalli andrea laura e siro brigiano / francesco corcione / ji sun lee / rosa clandestino silvia argüello / safilo priyanka prdhan / salvatore ferrgamo alida paradiso / see by chloé fabio alfonsi / sergio daricello sergio daricello / sergio rossi guilherme cury / silver spoon attire claire avigail / stella mccartney allegra sacerdoti / sugarcree natalia georgala / taylormade aigerim raiymkulova / temperley london martina maempel tod's beatrice mandorlo / valeria esteve gonzalez / tom ford charlotte olivia lewis / jeannine desiree ellen schulze ubi sun menswear aidin sanati / valentino rachele tonelli / giuseppe caserta / giordana marino / daniele bigiani veronica moncho lobo victor manuel Alvarez gonzalez / jekaterina petrusenko / versace dario vecchione / danil wong / fernanda zeeman / vivienne westwood alexandra katie elizabeth besterman / isabelle chidenius / vogue spain noelia terron / wallpaper magazine anna khimich / whyred johan fondberg / yves saint laurent alice lefons elisabetta perissuti / cayetana blanco masaveu / zegna juhyung jung / lixuan wang

the careers service

In 2013, the careers service offices of the schools in Milano, Paris, London and Shanghai arranged over 500 internships and work placements in some of the major european fashion companies.

abercrombie&fitch / adidas / aeffe aganovich / agatha ruiz de la prada ahilya / alberta ferretti / arello / antonio berardi / antonio fusco / antonio marras apc / aquascutum / aquilano rimondi arise magazine / asos / asprey / astley clarke asudari ltd / austique / baartmans and siegel balenciaga / ballantyne / bally banana republic / bcbg / bcbg max azria belstaffbenetton / betty jackson / bikkembergs blow pr / blune / borbonese / borsalino bottega veneta / boutiqueye buying office limited brand studio / brooks brothers / browns london brunello cucinelli / burberry / calla / calvin klein camille de dampierre / canali / caroline herrera cartier / celine / chanel / chloé / christian dior coccinelle / comptoir des cottonier / conde nast international / cos / costume national / courrèges cube pr / cute circuit / dazed&confused / diane von fusternberg / diesel / djurdja watson / dkny jeans press office / dolce & gabbana / dom&ruby dorothy perkins / dries van noten / dsquared2 / dust pr egomark / elastic design / elite / elle / emap / emilia wickstead / emilio pucci / enb / erdem / ermenegildo zegna / escada / estee lauder / etro / fabergé / fashion east / fashion scout / fast retailing / fendi / firetrap fourmarketing / francesco scognamiglio / franck sobier frankie morello / fred perry / fyodor golan / gap / gareth pugh / giambattista valli / gianfranco ferrè / gianni versace giorgio armani / giuliano fujiwara / goodley pr / grazia gruppo coin / gucci / guess / gus&stella / h&m / harrys of london / harvey nichols / hemyca / hermès / house of hackney hugo boss / hussein chalayan / i-d / img / inbar spector inditex / industrie mag / innocenza / inticom / invincible media group / ipc media / ipr / isabel marant / issa couture issey miyake / izma ylova / j mendel / jaeger / jane carr / jean charle de castelbajac / jean paul gaultier / jeckerson / jil sander jimmy choo / jo no fui / john lewis / johnatan kelsey / johnatan saunders / joseph limited / julia clancey / karma / kenzo / kris van hasshe / kristian aadnevik / kurt geiger / l'official homme l'oréal / l'wren scoot / la perla / la rinascenza / lafardère active lanvin / larusmiani / lee kablin / les chiffoniers / liberty / louis vuitton love magazine / maison martin margiela / mango / marios schwab markus lupufer / marni / mary katrantzou / matthew williamson maurizio pecoraro / mawi limited / max azria / max mara group maxime simmoens / michael kors / michael lewis / miroglio group missoni / moka london / moncler / moschino / mp select / mulberry muse de la nacre / myriam volterra / n°21 alessandro dell'acqua / neil barrett / net a porter / nicholas kirkwood / nicola formichetti / nicole fahri nina ricci / no uniform / normaluisa / not just a label / orciani / oviesse paco rabanne / pambianco / paolita / patricia nicolas / patrizia pepe / paul smith / peter pilotto / philipa lepley couture / philippe plein / pierre balmain pitti imagine / plein sud / pollini / polo ralph lauren / prada / precious princesse tam tam / pringle of scotland / puig / puma / pura lopez / quasimi ralph lauren / reiss press office / rené caovilla / reward style / richard nicoll roberto cavalli / roger vivier / roksanda llincic / salvatore ferragamo / santoni sarah richardson / sari spazio / sergio rossi / simon hamilton interior design siviglia / snow pr / sonia rykiel / sophie halette / staff international / stefano guidani / stella mccartney / stuart weitzmann / stylesight / sweaty betty / t.lipop tank magazine / tata naka / ted baker / temperley / the creative styling team the koople / thimister / tod's / tom ford / tommy hilfiger / top shop / trendstop triumph / truffle design / trussardi / tumi / valentino / veronica moncho lobo vf international / vice magazine / viktor&rolf / vivienne westwood / vogue france vogue homme international / vogue italia / vogue nippon / vogue us / vogue.fr / volt magazine / wallpaper magazine / wgsn / white&richardson / wound creative group yasue carter / yasuihiro takehisa / yoox group / yves saint laurent / zadig&voltaire

Istituto Marangoni is the home of internationality. Every year 2,500 candidates come from all over the world to enroll on courses. To ease their transition to living in a new city and to help them choose the course of study most suited to their abilities and their desires for professional growth, Istituto Marangoni has a series of services:

ORIENTATION

The orientation service is a free service with no obligations, available to all new applicants. It provides information about study programmes and professional possibilities, as well as informing candidates of the companies who come to Istituto Marangoni to scout for graduates and interns.

The orientation interview is an indispensable part of the preparation for admissions, applications and scholarship applications, which are limited in number. During the meeting it is possible to present an authentic body of creative work or a portfolio; immediate feedback is available for the possibility of being admitted onto the courses offered.

The open day is an entire day dedicated to information services for students. It is an important day for those who wish to apply to Istituto Marangoni, to choose the correct course, see the possibilities for professional placement and to have a detailed understanding of all the services offered.

Please visit the website istitutomarangoni.com

HOUSING

Istituto Marangoni provides up-to-date information about arrangements with a series of residences, hotels and apartments available to share, and puts people in contact with those who are interested in that type of accommodation.

CAREERS SERVICE

For students who are nearing graduation, there is a consulting service for professional orientation: from the preparation of a CV and interviews, to contact with companies who are offering internships.

During the course of study Istituto Marangoni may support students in finding internships, provide special projects, seminars and workshops for participants to relate to the market of fashion. In addition to the graduation show at the end of year, with the participation of agents and press, there are special initiatives that support and complete the basic teaching curriculum.

At the end of the academic course, a huge media event with an international scope is organized, called 'The Fashion Show'. This consists of a real fashion show which is attended by agents in the sector, specialist press companies, fashion industries and promotional agents; an indispensable showcase for the launch of a brilliant career. In 2013 the Careers Service of Milano, Paris, London and Shanghai placed over 500 graduates in the most important fashion companies, all over Europe.

SCHOLARSHIPS

Each year Istituto Marangoni offers an extensive programme of scholarships to deserving or talented students to attend postgraduate courses. Write to: scholarships@istitutomarangoni.com



credits

*we would like
to thank our students
for providing some
of the pictures
that appear in
this prospectus*

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COURSES





discover our idea of fashiom

The Fashion School at Istituto Marangoni aims to develop the creativity of candidates based on the concept of 'Made in Italy' and the legacy of Italian craftsmanship, which is imbued with strong aesthetic references to the history of art, fashion and Italian design. In addition to cultural underpinning, there is also critical analysis, design and processing in the studio; a study methodology that is particular to Istituto Marangoni, which over time, has proven the success of this method.

The Fashion School offers numerous educational courses in the areas of Fashion Design, Styling, Communication and Business, in order to meet the multiple needs of the candidates, and is divided into two macro-areas called 'Undergraduate Programmes' and 'Postgraduate Programmes', which in turn are encapsulated in four types of courses:

Preparatory Courses

One Year Courses

BA (Hons) Degrees¹ • Three Year Courses

Master's Degrees² • Master's Courses • Cycles de Spécialisation

1) The BA (Hons) Degrees and the Master's Degrees², taught in English in Paris and London, are accredited by MMU (Manchester Metropolitan University-UK). The courses in Milano, as well as the three-year courses taught in French and the one-year courses in Paris, receive their certificates from Istituto Marangoni.

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¹ The master's in Fashion Corporate Finance & Management Control for Luxury Business is held in collaboration with the Università Carlo Cattaneo LIUC of Castellanza (Varese) where the University Master's Degree is awarded.

undergraduate programmes

Preparatory Course / This is a course that will expand one's critical independence on the basis of previously acquired experiences and skills. The course also provides English language study. Upon successful completion of the course, students will have achieved the necessary level to apply for one of the BA (Hons) Degree programmes at Istituto Marangoni.

One Year Courses / These programmes have been specifically designed to meet the needs of those who have limited time and no prior experience. They allow students to acquire a thorough knowledge of all the technical concepts related to fashion. Those students who already have a university degree and specific requirements, on completion will be able to access the postgraduate programmes offered at Istituto Marangoni.

BA (Hons) Degrees¹ • Three Year Courses / These programmes are designed for students who want to enter the fashion and design field, but have no prior experience in those areas. These programmes provide a complete education and allow students to acquire all of the necessary knowledge to carry out a profession to the highest standard. The chosen course can be attended in full in a single campus or split between those existing in Milano, Paris and London.

BA (Hons) Degrees¹ (sandwich) / This four-year validated course includes a 36-week placement. The first two years of learning take place in the school and are then followed by a third year placement spent working in the fashion industry. At the end of the placement students return to school to complete the fourth and final year of the BA (Hons) Degree (sandwich).

¹ students who successfully complete the programmes taught in English in Paris and London will be awarded with a BA (Hons) Degree by MMU (Manchester Metropolitan University-UK). BA (Hons) Degree (sandwich) is a four-year course which includes 36-week placement. 120 credits points are available each year of study in order to gain an honours degree, so students will obtain 360 credits upon successful completion of the three-year course. Students on the four-year sandwich course will receive 120 placement credits for this year. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.

The foundation qualification allows students to make an informed choice regarding the course at Istituto Marangoni that best suits their skills and abilities, and it can lead to progression to the three-year undergraduate programmes. It is a year of new challenges and ideas that will improve the student's critical independent thinking. The already acquired experiences and skills will be further developed with creative projects and practical techniques.

Academic discipline is at the heart of this course, focusing particularly on intensive learning. It involves in-depth study of analytical principles, techniques for exploration and enquiry, and research into context and materials. This is done through a learning approach that identifies and capitalises on each student's strengths and emerging talent. English language and study skills support the communication of ideas in both the verbal and written format. Creative projects will be followed by specialist routes into fashion design (with business), and fashion communication (with styling, graphics and photography). Part of the course involves developing an individual creative style and concept ideas to take forward over the subsequent three years of study.

programme

- christo > temporary disguising
- rothko > deconstruction & semiotics
- warhol > communication & marketing
- english language, study skills and culture

learning outcomes

- record and critically investigate relevant theoretical underpinnings in order to research, generate ideas and experiment;
- demonstrate the ability to use a wide range of artistic media to communicate ideas, and articulate ideas in both the written and verbal form;
- demonstrate an understanding of facts, knowledge and concepts about context, mood & meaning as they relate to art and design;
- illustrate awareness of and competence in communication and brand identity for the fashion industry.

Undergraduate Programmes | Preparatory Course

fashion studies foundation year

your first step towards
a career in fashion



Undergraduate Programmes | One Year Course

fashion design intensive

The aim of the intensive one-year course in Fashion Design is to train, in a short period of time, future professionals to design fashion collections, emphasizing research, creativity and marketing. Starting with the technical study of design, they will learn about fabric analysis and the manufacture of clothing, as well as other aspects of production. The uniqueness of the training lies in its provision of tools of creativity combined with those of technology, tools that have been developed taking into account cultural influences that are both symbolic and economic.

The participant will develop their own collection of clothing during the course, starting with freehand drawing and the knowledge of the basics of clothing manufacture. The participant will be encouraged and guided to develop their own personal 'visual language' to illustrate and communicate the best work for their portfolio and their proposal for a collection.

The course covers all the techniques of both visual and market research, and gives the participant a growth path that will allow, on the one hand, extreme professionalism in contextualizing and creating original ideas and responding to markets and cultures, and on the other to present their work through new media and highly specialised graphic techniques that are responsive to the needs of the market.

all aspects of fashion in a single programme

learning outcomes

- develop techniques and processes to communicate their 'fashion ideas' in a professional manner;
- master the areas of application of the process of fashion design, necessary for the implementation and development of a full fashion collection;
- understand the tailoring techniques of cutting and sewing of clothes;
- understand, distinguish and evaluate various types of clothes and fabrics (and their composition) to understand their applicability and performance in fashion products;
- carry out independent research.

programme

- fashion illustration and collection design
- cut and construction analysis
- design and communication
- collection and brand analysis
- design vision
- personal research and final collection



opportunities

The participants from this course will be able to work with an eye towards the future, always focusing on new developments for brands, or in collaboration with companies, as well as design, consulting and research studios. They will be able to design collections, for both men and women, for different markets, in a timely and appropriate manner. In addition to clothing lines, they will study the development of accessories. They may also carry out training days within their fields of competency or offer specific advice on trend forecasting in other sectors, thanks to the know-how acquired in the field of analysis of the international fashion scene and the forecasting of emerging trends.

Undergraduate Programmes | One Year Course

fashion image & styling intensive

Aimed at those who want to approach the world of styling in a professional manner, but have little time available. This one-year course enables students to approach the different aspects of fashion styling and extend their knowledge of trends and current fashion aesthetics. It is designed to teach professionals the expertise to use the photographic image as a visual language of fashion communication.

The intensive course allows the participant to gain knowledge of a variety of communication models that the fashion world uses to promote a product and seduce the audience. The attention to publishing and experimentation with visual languages encourages the participant to approach the profession of fashion stylist in an innovative and captivating way. Starting with the study of historical styles and the interaction between fashion and art, the participant will acquire the knowledge needed for the creation of photo shoots, interpreting the new trends in fashion products.

At the end of the course, with the experience and skills acquired in graphic design and visual communication, as well as in research methods, the participant will be able to develop real projects, with the aim of constructing a portfolio of work that will become their calling card to enter the world of fashion image and styling.

the style
and image
of fashion
speak
the same
language

learning outcomes

- develop the creative, intellectual and technical ability necessary to work in the world of fashion;
- demonstrate skills and abilities in graphic production;
- apply cutting-edge technology while demonstrating the ability to use it;
- research and analyse the style of the 21st century and interpret it in contemporary fashion;
- demonstrate professional preparation in the organization and management of a fashion photo shoot.

programme

- analysis and research
- brand personal identity
- styling development
- research methods and portfolio

opportunities

The Fashion Stylist, the expert par excellence in style and image, must be able to emphasise the style of a fashion product, always offering a contemporary cultural-aesthetic language. To present an image of success, their work must be both strategic and creative: on the one hand attentive to the historical context and culture of fashion and on the other to current trends.

Undergraduate Programmes | One Year Course

fashion business & brand management intensive

The one-year intensive course in Fashion Business and Brand Management is aimed at those who want to enter the world of fashion through a full-immersion course that will provide the tools, methods and knowledge necessary to work in a market sector, which operates according to precise rules of its own.

In particular, the training will lead the participant to analyse the fashion system, starting with the study of its historical and socio-cultural aspects and its connection with the development of textiles and clothing, with the aim of understanding how marketing and communication have changed the industry in the last 60 years. The economic analysis of fashion allows the participant to understand and evaluate the indicators that measure the financial performance and control policies of running a fashion business.

Through the study of fashion products, the rules for the development of a collection will be defined and the sales channels for brand positioning in the market will be analysed. The power of communication, the seduction of the brand and the creation of 'aspirational desire' in fashion products are additional aspects that will be looked at in the areas of fashion advertising, public relations and visual display and addressed in both the traditional mediums (or media) and online.

intensive course in fashion and luxury business strategy

learning outcomes

- learn the various marketing strategies in international markets;
- evaluate the processes related to fashion and luxury goods and their value in the production system;
- understand corporate legal aspects;
- evaluate, through the analysis of the budget, the economic performance of companies in fashion and luxury goods;
- assess the development of a fashion product, from design to planning a collection;
- develop communication campaigns and visual merchandising strategies that will enhance the product and the brand;
- organise, manage and develop a retail network through knowledge of the relevant markets.

programme

- the business of fashion
- fashion markets and fashion marketing
- retail management
- managing fashion business
- managing the fashion product
- fashion promotion

opportunities

At the end of the course the participant will be able to apply the knowledge and skills acquired during their education in the fields of marketing, communications, brand management, visual merchandising, e-commerce and the search for new trends in the fashion industry.

Undergraduate Programmes | One Year Course

cosmetic and fragrance marketing & management intensive

Cosmetic and Fragrance Marketing and Management Intensive is a one-year course that engages students in the processes of product development, marketing, promotion and sales. The course is designed to cover three disciplines that are fundamental to understanding and managing the cosmetics and fragrance industries: core business skills such as management and international business and management communication; marketing skills such as marketing theory, marketing communications and market research and strategy; and technical and creative skills such as cosmetics and fragrance product knowledge, retail and creative management. The approach of this course is interdisciplinary and includes beauty and fashion culture, history and sociology in Europe and in the world. Furthermore, the close ties of the programme to industry ensure that participants are immersed in the standards and practices of the beauty business, and help make connections that pave the way to a successful career in this challenging and rewarding field.



learning outcomes

- identify the main trends, cultural movements and innovations in cosmetics and fragrances from a historical and sociological perspective;
- evaluate how the cosmetics and fragrance industries use different elements of the marketing mix to reach target consumers;
- acquire knowledge about how cosmetics and fragrance companies apply different marketing strategies in the international domain;
- analyse and manage the critical factors in designing, planning, developing and producing collections of cosmetics and fragrances;
- develop communication and visual merchandising campaigns to increase sales of specific products;
- organise, manage and develop a retail network through targeted market knowledge.

programme

- strategic brand management of cosmetics and fragrances
- history and sociology of cosmetics and fragrances
- cosmetics and fragrance markets and marketing
- managing the cosmetics and fragrance product
- creativity and innovation of the cosmetics and fragrance product
- individual research and product promotion

the
tools
to understand
the global
cosmetics
and
fragrance
business

opportunities

The cosmetics and fragrance manager is a strategic professional who covers the business, production and retail aspects of the brand. The tasks of the manager are to study the international panorama, to define competitors, to control product development and plan the promotion and the sales channels in collaboration with the other sectors within the industry. By studying the market and its segmentation, the cosmetics and fragrance manager understands selling techniques and how to control costs and defines communication and promotional approaches.

The aim of the three-year course in Fashion Design is to produce professionals with multiple skills and knowledge in the field of fashion, capable of using all the techniques of clothing manufacture and of responding to new demands in fashion and luxury.

Participants start with the study of drawing and design techniques, fabric analysis and the manufacture of clothing, as well as aspects of industry production are also covered. The study of trends allows one to create a contemporary collection that can meet the demands of the target audience while respecting brand equity. The training requires participants to try their hand at everything from the basics of drawing in black and white to fashion illustration, with the goal of developing a totally personal style. The learning of research techniques, trends or markets are just as important to the achievement of learning objectives: individual research is in fact the foundation of the educational programme and evolves over the three years with the aim of providing students with all the necessary tools to create their own clearly defined, unique and differentiated collection. The training also leads prospective professionals to use all the languages of visual communication in fashion, including new media. In the final year of the course, the best collections are presented during a fashion show.

The fashion designer is the source of creative ideas and new trends, not only in clothing but also in textiles and in the world of accessories and luxury. Designers create collections, starting with an accurate analysis of materials and fabrics and use communication codes that come from art, cinema and design. They are experts in marketing and fashion and know how to calculate timing and production costs to meet the needs of the target consumer and anticipate trends, while respecting the brand's image. They are able to design womenswear, menswear and accessories, with an eye constantly attuned to new style codes.

This course is available also as BA (Hons) Fashion Design (sandwich)¹

learning outcomes

- understand the different development phases of a fashion collection;
- develop the ability to dialogue with the different professionals in the fashion system;
- develop the creative, intellectual and technical skills and abilities necessary to operate successfully in the fashion industry;
- apply current technologies and cutting-edge fashion techniques, demonstrating a thorough understanding of them;
- acquire a professional and entrepreneurial approach to the design profession, demonstrating problem-solving skills;
- sustain appropriate arguments while presenting their work.

Undergraduate Programmes | BA (Hons) Degree¹ • Three Year Course

fashion design

the fashion designer is the one who anticipates trends and determines the success of a brand

opportunities

The fashion designer is the most important figure in fashion. The designer inspires the creative ideas of the fashion world, managing creativity, technology, information and the understanding of fashion trends. The professional may work for their own company and additionally co-operate with several fashion firms and fashion studios both nationally and internationally. In order to be a fashion designer participants need to know about more than just designing or planning a collection. Today the designer also needs to be a good researcher, to know the context of fashion and its history thoroughly, and must succeed in identifying style. Fashion designers must know the market and, at the same time, be able to predict the development of taste. Moreover, they have to know the fashion business system extremely well.

programme

- I year
- architecture of design
 - fabric exploration and design
 - portfolio and collection creation
 - history of art and dress
- II year
- brand revival
 - art and fashion interface
 - personal style
 - fashion and culture contemporary perspectives
- III year
- pre collection
 - collection design
 - collection development or industry portfolio preparation
 - researching theory and practice



The aim of the course in Fashion Styling is to prepare professionals and creative people to work within the fashion system in areas of visual communication ranging from the fields of publishing, advertising, visual merchandising and trend or style forecasting to blogging. Presenting contemporary and future trends, enhancing the collections of designers, informing and inspiring their readers: this is the exciting mission of a fashion stylist. By the end of the programme participants will gain the ability to recognise different styles and trends, clearly define their personal vision of a product and propose innovative and professional ideas successfully.

The course makes it possible to investigate the various aspects of the profession of a stylist, starting with the study of the interactions between clothes and accessories and going on to building 'stories' out of fashion and contemporary trends for photo shoots and video footage, working in symbiosis with photographers or film makers and finding the correct balance between individual style vision and the needs of clients, while managing the visual identity of subjects to be photographed.

Finally, thanks to the study of specific subjects related to fashion styling and editorial writing, participants will be able to comment on fashion and prepare advertorials to captivate various target audiences. The ultimate goal will be the independent creation of a portfolio that fully expresses the personality of the participant. The stylist is an expert in fashion communication and must be able to produce and define the winning combination of component parts for an image that is needed to emphasise the style of a brand, a magazine or a person. This can be achieved through the careful use of clothes, accessories, hair and make-up, through atmosphere and location and through the knowledge and analysis of contemporary and future trends. The skills lie in interpreting the soul of an article of clothing and communicating it through a unique style.

This course is available also as BA (Hons) Fashion Styling (sandwich)¹

Undergraduate Programmes | BA (Hons) Degree¹ • Three Year Course

fashion styling

the specialist in visual languages related to the style and image of fashion

learning outcomes

- develop the creative, intellectual and technical abilities necessary to work in the fashion industry;
- apply and demonstrate the creative use of cutting-edge communication technologies;
- demonstrate the ability to transfer ideas and information to the different constituents of the fashion system;
- interact effectively with others through collaboration and negotiation.

programme

I year

- semiotics of clothing
- objects and environment
- identity
- history of art and dress

II year

- fashion writing and criticism
- fashion editorial
- magazine design
- fashion and culture, contemporary perspectives

III year

- career exploration
- final major project
- researching theory and practice

opportunities

The task of the fashion stylists is to communicate fashion through images. They have great sensibility towards fashion and can create a style which is immediately identifiable and recognizable by means of advertising campaigns, magazine photo shoots and fashion shows or by creating the visual displays for retail. This creative job requires a thorough knowledge of fashion and its history as well as of trends, style and taste. This must be complemented by a knowledge of photographic techniques, computer based image editing, setting, lights, choreography, make-up, hairstyle and accessories. Fashion stylists fill roles that are pivotal to obtaining the success of a collection.



¹ students who successfully complete the programmes taught in English in Paris and London will be awarded with a BA (Hons) Degree by MMU (Manchester Metropolitan University-UK); BA (Hons) Degree (sandwich) is a four-year course which includes 36-week placement. 120 credits points are available each year of study in order to gain an honours degree, so students will obtain 360 credits upon successful completion of the three-year course. Students on the four-year sandwich course will receive 120 placement credits for this year. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.

The purpose of the three-year course in Fashion Business is to train professionals to use the language of marketing, management and finance in the field of fashion and luxury.

The three-year training course addresses all issues related to the marketing and development strategies of a brand, identifying the values that characterise the fashion identity of a company (equity). An understanding of the principles of economics and finance enables the participant to measure profitability and ensure compliance with budgets, while also implementing a specific control system for fashion companies.

The study of the cultural, sociological and historical dynamics of the development of fashion design enables participants to understand the influences held by trends in different countries and systems. The participant will be able to define strategies for coordinating a commercial proposal and developing a collection that expresses fashion trends and meets specific production-related lead times and costs.

The analysis of a retail network and the development of digital marketing will allow participants to understand the distribution channels and policies for buying and for visual merchandising that characterise in an absolutely unique way the field of fashion and luxury. At the end of the study cycle, participants will undertake a research project that will result in a business plan for a start-up or the brand extension of a fashion business.

The fashion manager is one who studies the fashion scene, analyses the competition and checks out product development, planning, promotion and sales channels, collaborating with the design department and with all the production departments. Fashion managers can evaluate the intrinsic characteristics of the fabrics, the evolution of consumer habits, lifestyles and the needs of the market. They know the techniques of sales and marketing. They define the price range and the target audience, and are skilled in coordinating business partners and employees.

This course is available also as BA (Hons) Fashion Business (sandwich)¹

learning outcomes

- understand the process of planning, implementation and control of a marketing strategy;
- develop a strategic approach to the assessment of markets in order to decide on the distribution policy aims of the internationalising the fashion brand;
- analyse and manage aspects related to the planning, development and production of a fashion collection;
- learn the methods that affect online and offline perception of a brand and its notoriety;
- plan business objectives and detect, through appropriate indicators, the difference between what was planned and the actual results in order to take appropriate corrective action;
- understand the strategic management processes from industrial production to logistics.

programme

I year

- fashion marketing 1
- fashion marketing 2
- fashion industry and cultural context
- principles of business

II year

- brand identity
- coordination strategies
- fashion marketing strategies
- finance and management control

III year

- fashion retailing
- advanced fashion retailing
- digital marketing
- honours project

opportunities

Fashion business professionals consider a brand's product communication, management control and retail business of a brand. They must know the fashion panorama thoroughly, including their own competitors, and spot with great precision which tools they need to carve out a position in the market place. They drive the entrepreneurial spirit of a fashion company.

fashion business

management in support of creativity



Undergraduate Programmes | BA (Hons) Degree¹ • Three Year Course



¹ students who successfully complete the programmes taught in English in Paris and London will be awarded with a BA (Hons) Degree by MMU (Manchester Metropolitan University-UK); BA (Hons) Degree (sandwich) is a four-year course which includes 36-week placement. 120 credits points are available each year of study in order to gain an honours degree, so students will obtain 360 credits upon successful completion of the three-year course. Students on the four-year sandwich course will receive 120 placement credits for this year. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.

Undergraduate Programmes | Three Year Course

fashion communication & new media

The purpose of the three-year course in Fashion Communication and New Media is to train professionals to 'communicate' fashion and luxury through existing media and new media, responding to the new demands of global fashion. The three-year course explores the basics of fashion communication by looking at historical and traditional examples before moving onto more recent expressions of the captivating magic of fashion and luxury in videos, websites and through social networks.

The ability to convey emotions through the use of images is the foundation of the skills of fashion communicators. Participants will be trained in order to prepare them for an industry where the visual language of appearance has always been key in the narrative. Great attention will be paid to developing the ability to filter ideas using tools from social observation and semiotics. Several research initiatives, both personal and professional, will help the participant deepen their understanding of the topics covered in the three-year course, with the goal of providing them with all the tools necessary to communicate the values of a brand, a fashion designer, a collection, a world of 'values' with a unique and differentiating style. The course will also enable future professionals to use all the newest forms of visual communication, including video and new media, without losing the essential focus that comes from the necessary rigor of conventional editorial.

communicating fashion and luxury as a specific subject

The fashion communication professional is the one who narrates this universe and at the same time participates in the definition and dissemination of fashion 'trends' as inspiring ideas not only in the field of clothing but also in the world of textiles and accessories. Their narrative is part of the extensive analysis of style and puts fashion in connection with art, cinema, music, design, marketing and society. They know how to find the time, ways and forms to create the buzz necessary to increase brand awareness, to intercept needs and aesthetic redundancies, while always respecting the brand image and the constraints of the budget assigned. In short, the fashion communication professional is someone who combines managerial rigor with creativity and poetry. In the contemporary world, where fashion is omnipresent and information overwhelms us, the success of a brand and a collection cannot come about without the effective management of communication. The new media & communications professional is the key figure of the future. Through their insights and ability to present and communicate to an audience eager for novelty and demanding at the same time, this professional can determine the success of a company, a newspaper or a media outlet by amplifying brand equity.



learning outcomes

- analyse and evaluate the strategies and tactics implemented through traditional and new fashion media by different organizations to promote products, services and experiences at different levels of the market;
- analyse the principles of communication theory and evaluate how these principles apply to the development of communication campaigns for fashion and luxury;
- design and develop communication and promotion strategies, with an emphasis on new media, which take into account the target organizations and their overall competitive positioning;
- analyse the emergence of new communication systems and their impact on the promotional strategies of organizations in the fashion industry;
- analyse the semantics used by the press, advertising and public relations offices of fashion and luxury goods, in order to develop critical content to be used in the development of an individual research project;
- research and elaborate the quality of writing for new fashion media.

programme

- I year
 - fashion writing
 - editorial environmental
 - image construction
 - history of art and dress
- II year
 - fashion communication 1
 - the art of reportage
 - video editing
 - design and cultural perspective
- III year
 - fashion communication 2
 - digital pr management
 - new app
 - researching theory & practice

opportunities

Fashion communicators use the tools of brand advertising and promotion to reflect and represent the image of the brand. They are great communicators and use their public relations expertise to best place a fashion company in the market. These professionals can work independently as freelancers or coordinate a team in a fashion company, work in a traditional editorial or in the evolving domain of new media.

learning outcomes

- undertake independent research in the creation of ideas for design and the illustration of fashion and luxury accessories;
- utilise various approaches to design to create illustrations for fashion and luxury accessories;
- use techniques in construction for the creation of new design details;
- adopt and apply the characteristics of new materials to design thinking;
- plan technical drawings for the creation and modelling of bags and shoes;
- use knowledge of computer aided technologies to create technical drawings and 3D illustrations for the professional presentation of projects;
- design a complete range of accessories that responds to the needs of a chosen market;
- manage an independent workload and that of a group of staff, respecting deadlines.

programme

I year

- brand and collection design
- materials, function and construction
- design methodology
- history of art and dress

II year

- the art of luxury, materials, construction and style innovation
- design, brand merchandising and marketing
- fashion, culture and contemporary perspectives

III year

- luxury accessory exploration
- researching theory & practice
- final major project portfolio or final major project artefact realisation

opportunities

The accessories sector is expanding in very strategic ways for fashion, it plays an important role in a brand. The main task of the fashion accessories designer is to understand current fashion trends, representing the concept of a company. The accessories designer will find work in retail and in fashion companies, or in bespoke manufacturing, design studios or working as a freelance designer.

The aim of the course in Accessories Design is to prepare designers in accessories design for the luxury fashion market. During the three-year course, the participant will develop a personal signature and a competent approach to design for accessories. The introduction and successive development of technical knowledge will equip the participant with the confidence to create fashion and luxury ideas and manage project development. The curriculum will focus on the methods, management and business of designing shoes, bags, leather goods, eyewear, gloves, belts, hats and jewellery. Participants will understand how to contextualise their own research and design ideas, analyse and process the design development of the accessory. The participant will also be capable of assessing contemporary fashion trends and their influence on design considerations, applying their knowledge of traditional and innovative materials and defining production processes and client needs through an assessment of lifestyle and in relation to 'Made in Italy'. The study of technical processes for the development of new products will also be explored, as well as testing and analysing the feasibility of production and referencing the language of luxury and the design codes of the brand.

The research and study of materials will be the first stage in the development of project proposals, to help interpret and apply the experimental innovations in design, use of traditional techniques and new technologies. The communication of ideas will come through the use of 3D software programmes, interpreting graphically the virtual simulation of accessory objects. Understanding the feasibility of producing the accessories, design will come through the modelling of the product, which allows for the material realisation of the conceptual idea, and the analysis of the shape of the object. In collaboration with the most important companies that work in this discipline, the course nurtures the individual creative abilities of the participant, along with entrepreneurial and production development skills.

The evolution of the accessories sector in the international market has become a fundamental strategic model in the business development of a brand in fashion and luxury, and the designers of accessories have assumed an important role in this emerging business, protagonists able to understand and interpret contemporary trends and therefore define the market strategies of global brands.

an expanding sector
of important development
for global brands



* the course will be delivered at Istituto Marangoni Milano Design School.

Undergraduate Programmes / Three Year Course

accessories design*

postgraduate programmes

Preparatory Courses / The Portfolio Surgery and the Management Surgery courses are one-month programmes. They have been devised to support those students who have been accepted onto the master's courses in fashion and business with the qualification requirements, but have the opportunity to improve the quality of work in preparation for the beginning of the chosen course.

MA Master's Degrees¹ • Master's Courses • Cycles de Spécialisation¹ / These programmes are designed for those who have already acquired specific skills in the appropriate area at undergraduate level. The master's courses are also open to industry professionals who wish to deepen their knowledge of a specific subject area. They are highly specialised programmes that open the doors to a successful career in one of the world's capitals of fashion and luxury.

¹ students who successfully complete the programmes taught in English in Paris and London will be awarded with a Master's Degree by MMU (Manchester Metropolitan University-UK). Master's Degrees include a 12/14-week work placement. 180 credits points are available in order to gain a Master's Degree upon successful completion of the course. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.

Postgraduate Programmes | Preparatory Courses

portfolio surgery

management surgery

Milano Paris

portfolio surgery

The aim of the short intensive course is to raise the standard of the creative portfolios presented by candidates for admission to Istituto Marangoni Master's Courses who have already the appropriate qualifications and who have been accepted onto the course. The improvement comes about through reaching the required standards of proficiency in research, illustration techniques, study of 3D volumes, or in the technical representation of garments.

Tutorials will help students to perfect their analysis of the world of fashion through sourcing of images and cultural influences, both when considering a design and ultimately when planning the development of a career in fashion. The study of trends in the language of contemporary fashion communication will give students greater knowledge broad enough for them to make a smooth transition to the master's course.

The approach to design and the technical study of illustration allows for the analysis of the human body and helps students to understand its essential proportions so that they can represent garments effectively. The ability to understand volume and the technical design of clothing will be the goal of the course, one that allows the student to have a holistic vision of the creative process. Individual meetings with the tutors is an opportunity to improve portfolios.

learning outcomes

- develop primary and secondary research using different sources;
- contextualise current trends through illustrating contemporary fashion;
- demonstrate the understanding of construction through the representation of technical drawing;
- present a collection to a professional standard.

programme

- research
- trend
- illustration / drawing
- pattern cutting / modeling

Milano

management surgery

The objective of the course is to allow participants with appropriate qualifications, who have been accepted onto a master's programme to improve their knowledge in the areas of economics and business. During the course, participants will explore principles of economics for the understanding of company organization, analysis of costs and the main principles of finance.

In addition to the micro and macro environments in which the company works, students will analyse the main macroeconomic indicators and their influence on the growth and development of the global market. Another aspect of the course will be the study of fashion systems, where students will look at the supply chain and the product.

The development of the course in marketing, communication, luxury and fashion brands is an important introduction to the themes and topics that will be covered in the master's course. The master's course, consists of lectures, tutorials and the reading of specialist articles to better contextualise the subjects in contemporary fashion business.

learning outcomes

- understand the concept of a company and the activities and resources necessary for the functioning of the same;
- evaluate macro and micro factors in the economy and their influence on a company and its business;
- define the principle players in the supply chain of fashion and analyse their interaction in the design and production;
- understand the basic elements of marketing and the communication of a fashion luxury brand.

programme

- principles of economics
- micro and macro environment
- introduction to the fashion system
- marketing

Aimed at candidates who have previous undergraduate study in fashion design or similar, or an adequate knowledge and proven professional experience in the fashion industry. The curriculum is designed to train fashion designers who know how to express their creativity and innovative vision of the surrounding world and respond to the new challenges and changes that the fashion system imposes globally.

The candidate must possess an innate ability to combine technical expertise with knowledge of the contemporary, and to deepen this understanding through research and experimentation with the goal of producing innovative ideas. Using a variety of techniques in visual research and market trends, students must demonstrate the ability to work on several projects and in a multidisciplinary manner.

During the course students will acquire the theoretical and technical knowledge necessary to develop self-reliance and confidence in their creative and professional abilities. The knowledge of analysis, semantics and sociology will enable them to understand, interpret and implement proposals for current clothing in the womenswear market. This activity will become the launch-pad for the development of projects for industry, which is central to the master's programme. During the course, participants will evaluate the market, specifically the relationship between the concept, the product and the sales methodology.

In the final phase of the course, students will have experienced the fashion business through meetings with key figures in fashion and through the skills they have acquired in research methods. They will be able to express their own identity, vision and entrepreneurial skills.

learning outcomes

- acquire innovative working methods in the womenswear design and brand development as well as in brand extension;
- independently manage the creative process, channelling it into project development, in line with trends in the global fashion industry;
- understand the use of existing and emerging software in order to work in a global context;
- evaluate and manage niche brands and global companies;
- independently develop research methodology to achieve success in fashion.

Postgraduate Programmes | MA Master's Degree¹ • Master's Course • Cycles de Spécialisation¹

fashion design womenswear

the programme that boosts
the talent of those who
desire to change the
world of fashion



opportunities

A specialist in the language of fashion, the student is able to develop a unique collection in response to the needs of the target market. The fashion designer has skills in everything from concept to production, semiotics to marketing, new trends, social and visual communication.



¹⁾ students who successfully complete the programmes taught in English in Paris and London will be awarded with a Master's Degree by MMU (Manchester Metropolitan University-UK); Master's Degrees include a 12/14-week work placement. 180 credits points are available in order to gain a Master's Degree upon successful completion of the course. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.

programme

- concepts of contemporary feminilities
- design and culture interface
- visual communication and brand identity
- research methods
- dissertation*

*only in Paris and in London

Postgraduate Programmes | Master's Course

fashion design menswear

in partnership with **Ermenegildo Zegna** www.zegna.com

Candidates who join this postgraduate course must have previous undergraduate study in fashion design or similar, or proven professional experience in the fashion industry. The fashion master's course is designed to prepare participants for menswear fashion design and explores the discipline related to the history of men's clothing, its subsequent evolution, and the design of collections in line with the development of a particular brand.

Course participants will learn to relate to existing and emerging technologies within the contemporary fashion industry while engaging their creativity and independent design practice in order to meet the needs of the fashion and luxury industry.

Participants must develop projects with different styles, starting with the creation of a mood board and using different techniques in visual, trend and market research. During the course they will acquire the theoretical and technical knowledge necessary to develop self-reliance and confidence in their creative and professional abilities. Through the subsequent in-depth semantic and sociological analysis they will be capable of targeting to interpret, understand, and implement proposals for clothing today, useful for the development of projects aimed at companies in the fashion industry that constitute the hub of the activities developed in the master's course. During the course, the participants will also meet the challenges of the market and especially the concept of product and sales methodologies, addressing and investigating the influences of art and culture, music and design on fashion.

learning outcomes

- critically evaluate the needs of consumers of contemporary menswear;
- identify and interpret trends for a specific menswear line;
- carry out extensive research in the broader context of art and design in relation to men's fashion;
- demonstrate the advanced technical and creative processes used to communicate clear and effective ideas and design concepts, while reinforcing the identity of a brand of men's fashion;
- critically evaluate and apply the theories and techniques used in developing new designs for the men's fashion industry, demonstrating originality and self-management skills;
- apply the knowledge gained from design to manufacture and from the language of the image to the global perception of the style of Italian menswear;
- successfully carry out independent research.

master's course specific to the designer of fashion and luxury menswear lines

programme

- the masculine product
- design and culture interface
- visual communication and brand identity
- research methods

opportunities

The role of the menswear designer is a much sought-after profession in the fashion industry. The scope of job opportunities for such designers is very broad: they can work for their own company or collaborate with established brands and design studios, doing consulting and research. They will be able to design comprehensive collections of clothing for men, from knitwear to swimwear, from outerwear to new developments of larger trends. In addition, based on their experience, they may also become product managers and manage the production chain, an area of vital importance for the development of the designs. The collaboration with Ermenegildo Zegna, started in 2010, is evidence of the close relationship that Istituto Marangoni is able to create with the most prestigious luxury brands, providing students with the best educational preparation and practice to respond to the constant evolution of contemporary menswear. The students of the Master in Fashion Design Menswear have the opportunity to meet people who work on real projects launched by the head of design lines Ermenegildo Zegna, Z Zegna and Zegna Sport. The project is planned so that students are given the opportunity to offer up ideas and proposals to contribute to the men's collections: the best student of the master's will be presented with the Menswear Award and will have the opportunity to do an internship on the creative team of one of the three brands, as well as participating in the preparation of the Italian menswear fashion show.





Postgraduate Programmes | Master's Course

knitwear design

from
knitwear to
catwalk

Aimed at candidates who have previous undergraduate study in fashion design, or undergraduate studies in the field of textiles or proven work experience. The programme of study is designed to establish the role of specialists in knitwear for fashion, giving students in-depth knowledge of the raw materials, yarn weights and construction techniques, so that they can propose innovative solutions to trends in the specific sector. The presentation of a portfolio demonstrating competence in design and fashion communication or knowledge of the textile world and development of designs, is an important requirement for access to the master's course.

Starting with the study of fibers and moving on to the construction of yarns, participants will learn about the characteristics and 'behaviour' of yarns and fabrics, studying the current trends in the fashion industry and the use and historical development of knitting. Through real-world understanding of the industry, the participant will acquire the technical knowledge aimed at creating a collection of knitwear, including knowledge of knitwear, jacquard, pattern stitches, weights and their composition.

The subsequent in-depth technical and analytical training students will acquire facilitates the development of contemporary proposals of knitwear and becomes a useful starting-point for the development of a design project for a company in the industry. Towards the end of the course participants will design, with the choice of appropriate yarns, a complete knitwear collection for menswear or womenswear. In the final stage of the course, the experience gained with the companies involved and the research methodologies acquired at the school will allow the candidate to develop a complete portfolio, giving them an opening to apply for professional work as a knitwear designer.

learning outcomes

- acquire knowledge of innovative ways of working in the knitwear sector;
- autonomously manage the creative impulse, keeping its origins intact and channeling it into the development of knitwear design, in line with global trends in the fashion industry;
- understand the most innovative software to be able to work with ease in the international fashion system;
- evaluate and manage a knitwear brand;
- develop the ability to do specific research for the knitwear industry.

programme

- properties of knitwear
- knit for fashion
- collection building
- research methods

opportunities

The fashion knitwear designer can work as a freelancer or in one of the many companies that specialise in the production of knitwear, multi-brands or other high-end luxury goods, brands within the 'Made in Italy' system. The profession of fashion knitwear designer is highly specialised for the fashion industry and such a professional can easily be placed in fashion forecast studios that study textiles for fashion trends or new developments in yarns. The knowledge and ability to create contemporary and fashionable knitwear, along with the knowledge of the technical characteristics of the raw materials, give the participants an excellent preparation for entry into the world of fashion.



Postgraduate Programmes | Master's Course

*luxury accessories design & management**

The course is intended for those who already have previous undergraduate study in fashion design or similar and have a portfolio that includes collections in accessories or who hold a sound professional background in the field. The focus of the master's course is on the creation of a line of accessories that considers the aspects that characterise 'Made in Italy', from design to production. Participants will explore how Italian manufacturing is exemplary in its ability to identify the potential of materials and apply that knowledge in order to successfully balance design and function with a sophisticated aesthetic. Thanks to this course the participant will have the opportunity to meet the most important Italian companies in the industry.

The course begins with the design of a collection of accessories inspired by the concept of 'decorative' luxury. Participants will be taught about techniques for the application of materials to products, ideas and prototype exploration. They will also analyse the managerial and marketing aspects of the discipline, and will carry out research into the history of luxury accessories. Design ideas will be applied to a women's accessory collection linked to a leading Italian brand. During the project, participants will elaborate on the concept of 'hidden luxury' associated with 'Made in Italy', paying great attention to heritage values and manufacturing techniques and to the seasonal nature of this type of design product.

After the study of costing and production processes associated with marketing and designing a product, the participants will articulate a coordinated design collection that includes a diverse range of accessories such as handbags, small leather goods, belts, eyewear, high-tech, accessories, etc. The final project will be carried out in collaboration with a prestigious Italian company, and on its completion the company's head of design and its product managers will assess the project for its trend analysis, research and creative development, as well as the impact of its visual communication and the construction of the prototype.

The designer and creator of accessories has complete technical knowledge and understanding of the characteristics of materials and the appropriate design and production of accessories associated with them. The professional is capable of interpreting fashion trends and brand image into the production of accessory goods, and responds to the demands of the market with forward thinking proposals. They are also experts in techniques that add value to traditional materials. The designer is able to transform shoes, bags, belts and other everyday items into new iconic objects.

learning outcomes

- design and plan an accessories collection;
- choose appropriate materials for the product and experiment with new shapes and proportions;
- understand and manage the production phases of accessories as defined by costs and draw up professional production boards;
- understand the scope of fashion and accessories companies;
- propose a complex, creative project with a wide mix of commodity-related well-coordinated products.

programme

- the accessory product
- collection building and management
- visual communication and brand identity
- research methods

the master's course which celebrates Italian style in design and fashion

opportunities

Accessories designers have their own brand, or work in one of the many companies that deal in accessories, footwear or in the general area of leather goods. They can work in research and trend forecast studios, or with fashion houses of either haute couture or prêt-à-porter. The advanced knowledge of marketing strategies and production logic opens doors for work in the world of project management and product management in companies that are specialists in these areas of the market.

* the course will be delivered at Istituto Marangoni Milano Design School.

Postgraduate Programmes | Master's Course

fashion styling & portfolio

Aimed at candidates who have previous undergraduate study in fashion, in fashion styling, in photography, in communication or simply at those who already have demonstrable experience in these areas. It is also suitable for those who have the need to update, expand and develop their professional skills and, above all, want to enhance their portfolio whilst attaining a specific qualification in contemporary styling.

The curriculum is designed to train the expert in the image of fashion and luxury through the implementation of specific projects within the industry and with the support of technical assistance for professional styling, publishing and photography. The participant will acquire all of the technical and theoretical knowledge for a project to create a fashion shoot, from the initial idea to the final editing. Starting with research and the exploration of ideas, the participant will develop certain special projects with professional photographers during the programme. Parallel to this, participants will research, analyse, investigate and develop innovative solutions to topics in fashion and learn the steps necessary to finalise the implementation of innovative photographic projects. During the course, the candidates will learn the methodology to deal with each project in a creative way through a path that starts with the analysis of the evolution of current and future trends and deepens knowledge of the historical and contemporary context of fashion, with the aim of creating innovative content for the construction of a professional portfolio.

The course will also develop the innate leadership, managerial and organizational skills necessary for the profession, which depends on a multifaceted collaboration with various working groups, respecting deadlines and production costs, management and casting of models, collaboration with the chosen photographer and appropriate choice of location.

the concept of the communication of an image of fashion and luxury

learning outcomes

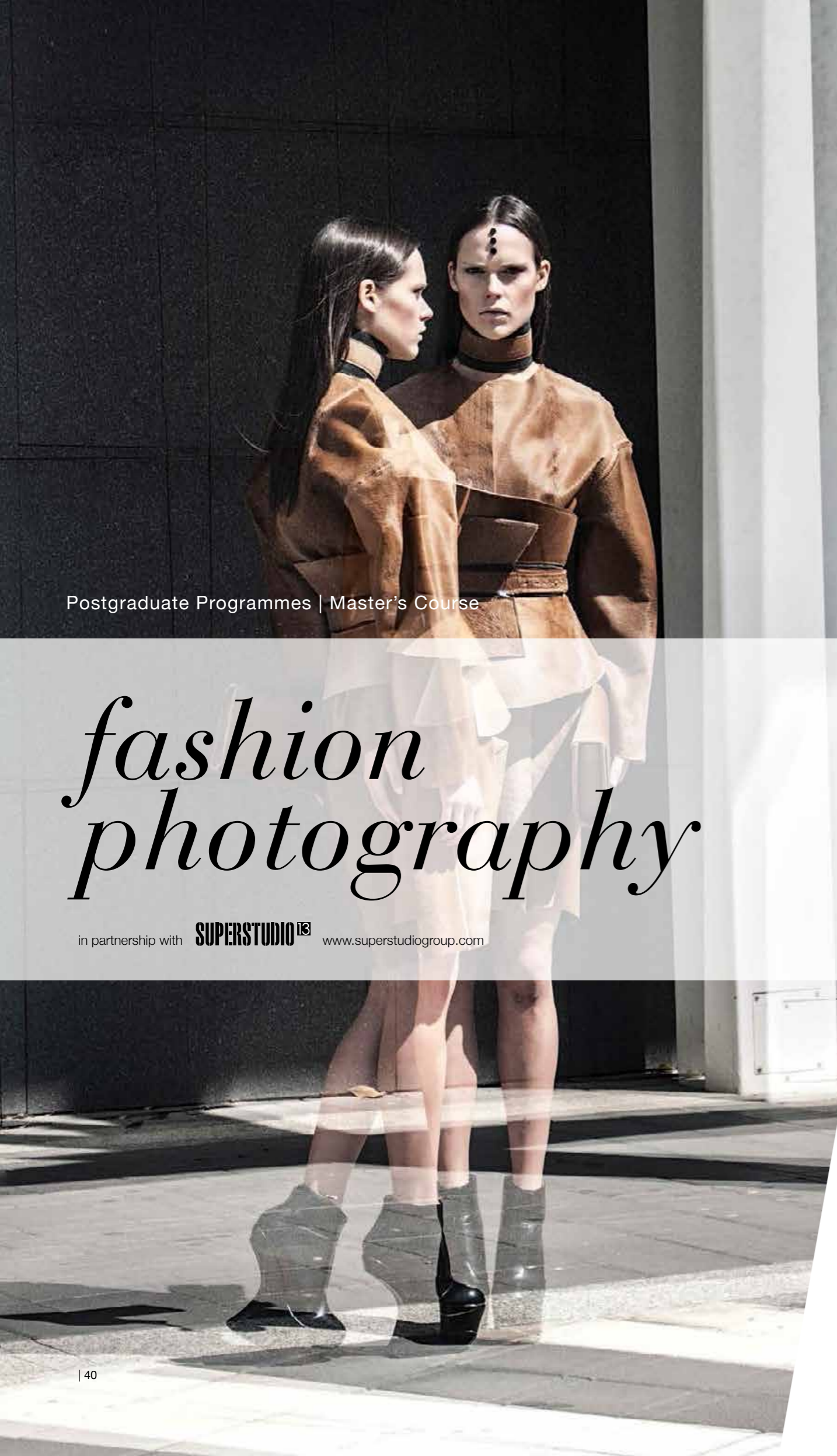
- develop skills to carry out a full photo shoot independently;
- manage the creative process of an idea from its inception to its realization;
- use knowledge in an appropriate manner to develop trends in fashion and style in a professional context;
- develop the capacity to work and negotiate in a group;
- develop leadership skill, recognizing and respecting different professional colleagues and their opinions;
- demonstrate a high level of professionalism, characterised by creative intuition, motivation and self management.

programme

- cultural identity of styling
- fashion brand
- creative communication and experimentation
- creative visualisation
- theory and practice
- research methods

opportunities

The specialist in Fashion Styling often works as a freelancer and can find employment and stimulating career opportunities in publishing and fashion style and design in the offices of leading fashion houses. Additional career opportunities can also be found in public relations agencies and offices, research and design trends, or as a fashion blogger.



Postgraduate Programmes | Master's Course

fashion photography

in partnership with **SUPERSTUDIO**  www.superstudiogroup.com

Aimed at candidates who have previous undergraduate study in photography, in fashion design or styling. The course is also suited to those who already have knowledge and experience of practical and technical photography and want to add new skills to their experience and relate it to the world of fashion photography. The course aims to challenge professionals who are familiar with the current language of photography in order to, through personal exploration, propose innovative solutions and trends within a fashion shoot.

The course presents a multidisciplinary learning structure, which allows participants to develop the various skills needed to carry out photographic projects with professional features. Using technical experimentation, cultural content and research, the course will train the participants to bring to their future profession of fashion photographer an approach that represents the soul and identity of the fashion product, which is the objective of the course.

Participants will apply the technical and cultural content delivered during their training to the proposed projects in the studio, learning to negotiate and plan in detail the implementation of a photo shoot. This job requires participants to search for a location or a photo studio to develop the use of light and colour and to have the sensibility to 'capture' the subject to be photographed, respecting the mood and theme of the creative proposal. Other elements that will be addressed during the course include management of set design, model casting, and the contributions of those involved in defining the look for a photo shoot. At the close of the course, all the participants will present a portfolio book that expresses their individual approach and aspirations in a professional manner.

learning outcomes

- carry out individual research to produce a coherent critical body of work during the course;
- contextualise photographs for their technical content and potential applications to fashion;
- establish individual creativity and an aesthetic sense for fashion through analysis and conceptual development;
- technically manage the materials the processes associated with fashion photography;
- develop a range of critical, technical and professional capacities that lead to the professional presentation of fashion photography.

value the creativity
of the technical world of
photography



opportunities

The fashion photographer defines the technical skills and cognitive needs that arise from the continuous development of the fashion industry. The fashion photographer works closely with a brand at each level in order to realise advertising campaigns, lookbooks, catalogues and window displays, and coordinates the creation of photo editorials, both printed and online, with the chief editor of a fashion magazine, while interpreting a fashion product in professional photographic studios and other selected locations, where they interpret a fashion product. The contemporary fashion photographer works with a team, discussing and integrating the work of other professionals such as fashion stylists, make-up artists and art directors for the creation of work charged with aesthetic content.

programme

- history of fashion photography
- theory and technique of photography
- sociology of the fashion image
- photographic studio 1
- photographic studio 2
- research methods

Postgraduate Programmes | Master's Course

fashion promotion & communication

Aimed at candidates who have previous undergraduate study in the fields of communication, advertising and marketing or similar, or proven work experience. The course allows participants to acquire all the technical and theoretical concepts they will need to create a communication campaign through the study of subjects such as fashion & luxury marketing management, public relations & fashion and luxury fashion advertising campaigns.

Starting with the analysis of the positioning of a brand, the fashion & luxury promoter defines the objectives to be achieved in terms of communication (primary and secondary) and identifies the media through which to convey the message to different audiences. Particular emphasis is placed on public relations within fashion houses, from customer management to the identification of celebrities, fashion show organization and to the management of press days.

The curriculum is designed to train the fashion & luxury communication manager, the communications specialist in the business of fashion and luxury, who implements and manages the strategy of integrated communication of the fashion and luxury companies through building a defensible and durable competitive advantage.

learning outcomes

- understand the fundamentals of the construction of images, photo editing, composition, layout, videos, story boarding and the procedures for video making, through the analysis of different advertising campaigns in fashion and luxury goods;
- evaluate strategies and choices in the execution of different advertising campaigns based on objectives;
- new tools and platforms of communication with the aim of improving the interface between the company and consumer;
- analyse different fashion styling techniques and evaluate their application to fashion advertising;
- analyse, plan and implement a public relations campaign in response to a fashion company's communication strategy;
- organise promotional events, developing specific solutions for case studies and business plans.

learn all the
communication
strategies of fashion
and luxury brands



programme

- fashion public relations and writing
- fashion marketing management
- fashion campaigns & advertising
- contemporary issues in fashion
- new narratives and trend forecasting
- research methods

opportunities

Fashion promoters define the advertising campaigns and organise promotion through the most appropriate communication channels. They organise presentations, events and fashion shows, which reflect and represent the image of a brand. They organise press offices and public relations and they have great observation and communication abilities. Fashion promoters know the requirements of fashion product consumers very well and the markets in which they operate. They can work either for a single brand or consult with various organizations. They may work in a budgetary capacity as writers in charge of public relations, or fashion show promoters within the fashion sector.

Postgraduate Programmes | MA Master's Degree¹ • Master's Course • Cycles de Spécialisation¹

fashion & luxury brand management

This master's is designed to train future professionals in the areas of brand management, merchandising and communication, specifically in the areas of fashion and luxury. Given the advanced nature of the course, candidates must have previous undergraduate study in marketing, economics or similar, or proven work experience in the field.

The basic units of the curriculum are devoted to understanding the logic of the markets for fashion and luxury and consider how the structure of the main segments should be viewed in order to meet the needs and desires of consumers. The marketing mix and its construction through working with the client-target becomes the basis on which to plan the development strategy of the brand. The study of the styles of the past, the analysis of current trends and forecasts of the issues related to 'future-fashion' will enable participants to understand how aesthetic expressions and interpretations of social and cultural trends affect the process of collection development. The course will also detail the primary methods of social research, the market and their practical application in the field.

As part of this specialist course, participants will address the interpretation of economic, commercial, marketing and communication logic specific to the luxury sector. They will also analyse how companies in the fashion-luxury market develop their own interpretation of brand positioning and devise special strategies in the management of the brand. The topic of the characteristics of the products and their distribution will be addressed with the aim of creating environmental innovation and competitive advantages for companies in the sector. The course is carried out through lectures, group work and individual project work.

study the logic of
business, management,
marketing mix and brand
development in the fields
of fashion and luxury

learning outcomes

- analyse segments of supply and demand within the fashion and luxury market and evaluate their nature and main characteristics;
- apply interpretative models and management methods to support key strategic and operational marketing activities;
- locate competitive dynamics and develop appropriate strategies to successfully compete for market share;
- develop a rigorous but original approach in the management of brands in the fashion-luxury sector;
- acquire a critical and creative approach, combining them with an entrepreneurial vision both in business logic and in the development of professional skills.

opportunities

The brand manager of fashion and luxury is a figure who is increasingly in demand in the sector; such managers come up with creative solutions to improve the practical management of a brand. Their task is to define the style of collections, identify the price range and the target market. They also control the development of new business, planning promotion and sales channels in collaboration with the design and various other departments in the production and marketing of fashion and luxury.

This course will present participants with a wide range of potential careers in fashion-luxury, both in production and distribution and in agencies and consulting firms. The main areas of professional development are:

- product marketing, merchandizing and category management;
- retail management, sales management, trade marketing;
- traditional and digital communication;
- market research and cool hunting.

programme

- luxury management
 - fashion marketing management
 - strategic brand management
 - contemporary issues in fashion
 - product creativity and innovation
 - research methods
 - dissertation*
- *only in Paris and in London



¹) students who successfully complete the programmes taught in English in Paris and London will be awarded with a Master's Degree by MMU (Manchester Metropolitan University-UK); Master's Degrees include a 12/14-week work placement. 180 credits points are available in order to gain a Master's Degree upon successful completion of the course. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.

Postgraduate Programmes | Master's Course

fashion buying

Aimed at candidates who have previous undergraduate study in economics, marketing or fashion design. Those who have proven work experience in these fields may also access this course. It is aimed at training the participant to become a fashion buyer, an experienced professional in the selection and purchase of fashion products.

Through the study of subjects such as buying structure, trend forecasting, product and visual display, participants will learn all the technical and theoretical concepts they need to create a campaign of buying. By analysing different retail formats, gaining understanding of an organization from a buying team and studying key macro and micro trends, they will be able to accurately understand the role of buyers and merchandisers in the global market of fashion and luxury. The contents of the course will be devoted to the knowledge of proper stock mix, the main techniques of import/export as well as pricing strategies and the profitability of a fashion product. It will allow participants to learn how to properly plan the purchase of a seasonal collection, using a balanced mix of products and brands that fully satisfy the needs and tastes of the consumer.

In addition, the study of various techniques of product development, the role of visual merchandising within a store and the adoption of joint negotiation techniques will enable participants to tackle a real project of buying from a company that is an industry benchmark, applying the knowledge acquired during the programme of study to business problems. In the final stage of the course, research methodologies and the experience acquired with the business projects will allow participants to prepare a draft strategy for buying independently.

from the showroom to the shop: how to buy and sell the dream of fashion

learning outcomes

- analyse and acquire a comprehensive understanding of consumers and different fashion retail realities nationally and internationally;
- understand the important synergy between the functions of buying, merchandising, design, technical and retail marketing in order to bring profitability to a brand;
- evaluate the importance of the point of sales (POS) as a means of communication, which effectively develops different strategies of visual merchandising;
- demonstrate a knowledge and understanding of advanced strategies and techniques of fashion buying and merchandising plans to develop a range capable of ensuring profit margins;
- evaluate the results of sales and the planned performance compared to budgets and propose strategies for re-forecasting to maximise profits;
- identify opportunities for sourcing and evaluating management options in the supply chain to achieve business objectives.



opportunities

The fashion buyer is a specialist in the distribution business of fashion and has a thorough knowledge of the product, from production methods and purchasing choices to sales techniques. Specializing in the various phases of distribution, the fashion buyer can work in different organizations, from large retailers to chain stores or individual boutiques.

programme

- understanding buying
- fashion marketing management
- advanced buying
- contemporary issues in fashion
- buying techniques
- research methods

Postgraduate Programmes | Master's Course

fashion product & production management

Aimed at candidates who have previous undergraduate study in economics, marketing, fashion design or similar, or proven relevant work experience. The curriculum is designed to train a fashion product manager, a specialist in the manufacture of the product in fashion companies, able to realise ideas and design concepts, turning creativity into a viable business proposition. The course analyses the marketing strategies and production methods necessary to create a fashion collection that is a response to fashion trends and consumer demands, offering a product with a high level of innovation in style and processes.

Subsequently, in-depth study of the characteristics and properties of fabrics, combined with knowledge of each product's construction technique, will enable participants to produce collections that have desired profit margins for their target market. The supply chain, negotiation techniques with suppliers, quality control and the definition of price and delivery lead time are matters which the participants in the course will discuss continuously with professionals from leading companies in the fashion industry, applying them to real-life projects. The analysis of the combination of fashion and technology will also enable the participants to understand how with innovation they can find extraordinary applications in the production process by creating a definite link between new technologies and the current image and trends of fashion.

This course is designed to create a new professional figure with the unique ability to interpret style from the design concept through to the finished garment/product, by expanding on the technical knowledge of construction and production of every garment created within the collection. An extensive knowledge of fabrics and their appropriate uses and properties combined with an understanding of cut, construction and production time feasibilities, enables the product manager to create a product with desired profit margins for the appropriate market.

the
profession
that makes
the fashion
dream
a reality



learning outcomes

- understand and manage all technical, technological, organizational and economic issues related to the production processes of fashion products;
- evaluate suppliers on the basis of their productive potential, financial reliability, technological level and compliance with product specifications;
- manage at the planning stage all the variables related to the design of new fashion products, making it a viable and efficient production fashion system;
- develop the ability to respond positively to changes in technology and product innovation, predicting future scenarios in which to operate;
- develop a reporting system capable of synthesizing the information flow in the production process.

opportunities

The product manager is the key figure in the chain of fashion product development, linking the creative and productive functions, able to apply theoretical knowledge and aesthetic approaches to feasibility analysis related to production processes (continuing or new products) and costs (within the company or outsourced). The essential work of the product manager is to coordinate design themes, budgets and the time line of a collection. The manager also looks after the relationship between the merchandise suppliers and the production, outsourcing, quality control and pricing. The professional profile brings together the work of the design studio, pattern cutting and production to ensure that the collection attains the required style, price points and delivery dates.

programme

- fashion product design
- fashion production development
- fashion production strategies
- research methods

Postgraduate Programmes | Master's Course

fashion retail management

Aimed at candidates who have previous undergraduate study in economics, marketing, fashion design or similar, or proven relevant work experience. The study programme is designed to establish the role of the specialist in managing a store, from the flagship to an individual boutique, through the development of expertise in the areas of retail marketing, human resource management and in fashion category management.

At the end of the course, participants will be able to understand brand values and transfer them to the consumer, making the buying process a unique and unforgettable experience, so that they will gain the customer's faith and loyalty at the point of sale. The study of the development of human resources, in-store communication and integration of IT in the store are fundamental to understanding the current role of the retail manager and are the future of the profession.

Through the course curriculum participants will develop the necessary knowledge for the economic analysis of a store, ensuring that they can understand the budget and monitor indicators that measure the performance of the store, the sales-by-category indicators of cross-selling, stock rotation and coverage analysis. The course will also allow the participant to understand which strategies to promote and which loyalties to undertake in order to improve customer satisfaction and the shopping experience of the purchaser. Analysis of communication in the store will also enable participants to understand how traditional strategies can complement those based on technological innovation, in order to develop more interactivity and consumer engagement.

management of the shopping experience

learning outcomes

- able to assess the economic data of the store and have strategies to improve its profitability;
- develop innovative retail marketing policies and define effective strategies for customer relationship management, assessing the motivation of consumers, competitors, brand values and cultural influences;
- plan new forms of in-store shopping experience that combine business intelligence applications to the changing social habits of consumption in the luxury and fashion market;
- apply and define all aspects related to retail communication, from multisensory colour, light, smell and sound proposals, as well as stand design, to the management of in-store events;
- manage the store personnel with necessary leadership and through the application of motivation and incentive policies useful to this end;
- select and define the indicators that measure the effectiveness by value generated in the store, analysing the seasonal variations and trends in the fashion industry;
- strategically plan the purchases of new fashion collections with buyers being aware of trends and stock policy and logistic processes in/out of the store.



opportunities

The fashion retail manager is a key figure in the distribution chain and is ultimately responsible for managing the logistics of distributing the product. Fashion retail managers are highly trained professionals in the fashion industry and must be continually alert to trends in collections. They must also have problem-solving skills and negotiation and social skills to the highest level in order to interact constructively with both clients and the human resources department of the store.

The fashion retail manager can work in the flagship store, department stores, showrooms and boutiques, both single-brand and multi-brand. They can manage the development of the retail network of a company or manage its internationalization.

programme

- the business of retail
- fashion marketing management
- retail management
- contemporary issue in fashion
- the power of communication in the POS
- research methods



Postgraduate Programmes | Master's Course

digital fashion design*



The course is intended for participants who already have a degree in graphics, communications or marketing and who know the basics of coding in html. The course will cover the trends and technological solutions that must be implemented to improve the brand value communication of the selected brand's equity and to manage, as social media coordinators, the politics of online customer relation management (social & PR). Participants will also be able to analyse different e-commerce strategies, evaluating which of these should be applied in the retail politics of a brand. The aim of the course is, in fact, to develop a critical analysis of the best ways to integrate direct commercial channels with web-based alternatives, the use of social media, and CRM data analysis to further improve the value of a brand and attract consumers to the online fashion market from all over the world. Thus, participants will study programming languages for new digital technologies and mobile devices used in brand communication. They will study the strategies of web marketing and how the values of a company are communicated to the client audience. At the same time they will also study in detail web marketing and the communication strategies used in important case histories.

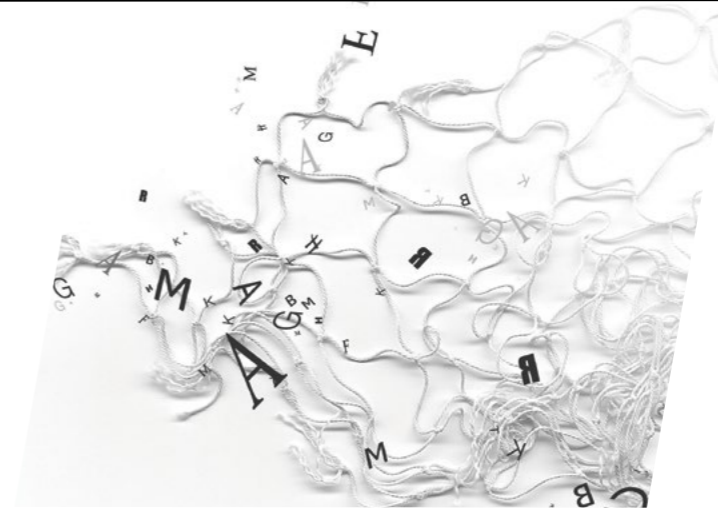
Themes in the design and planning of a website will be analysed through the development of a project in real collaboration with a company in the industry. After the study of the specific legal implications of e-commerce and the visual representation of the project for the client, the course will then focus on the analysis of topics connected to styling and visual merchandising so that participants will understand how a company can enter the virtual world through the luxury and appeal of its brand identity. The final project will be focused on the implementation of an e-commerce website of an existing fashion brand.

communicate and sell digital fashion; the role of the expert in strategies for new media in fashion

The expert in internet fashion is a professional figure who looks towards the future. Faced with the growing demand in the emerging online sales sector, Istituto Marangoni has created a master's course in Digital Fashion Design to link fashion business with web design. Through advanced knowledge of web marketing and of digital media and trends in the international domain, the specialist in digital fashion will develop new strategies intended to promote the image of a brand, in line with the different product and client targets.

learning outcomes

- interpret the requests of a fashion brand by realising a market-oriented, communicatively effective website, with the programming necessary to obtain desired results;
- analyse the effects of progress on digital media technology and the influence that the internet has on companies and consumers;
- reposition online relations between the consumer and a brand;
- critically evaluate the approach to the representation of e-commerce in the development of a brand;
- analyse the key factors in the formulation, development and implementation of web marketing strategies and establish an action plan in relation to a given scenario.



opportunities

At the end of the course, professionals will have plenty of roles they can undertake in the labour market with the skills they will have obtained, from managing a web agency to working with the editorial staff on magazines or in fashion companies, reaching vertical ecommerce portals. Key opportunities to mention are: digital art director, digital brand manager, web fashion designer, customer intelligence manager, online store manager, web visual merchandising, web marketing specialist and social network coordinator.

programme

- social media and innovation management
- digital project
- fashion web marketing
- strategies for the visual web
- research methods

* this course will be delivered at Istituto Marangoni Milano Design School.

Postgraduate Programmes | Master's Degree

corporate finance and management control for the fashion & luxury business

in collaboration with  **LIUC**
Università Cattaneo www.liuc.it

Aimed at executive candidates who may have a bachelor's degree in business administration in marketing management, economics, fashion or a similar alternative with proven work experience. This University Master's Degree is designed to train corporate finance managers and controllers specialising in the luxury sector, the figure who sits on the board of directors and supports companies in their internationalization processes, partnerships and stock exchange listing. Professionals in this field are able to develop appropriate strategic plans and assess economic and financial sustainability, addressing the development of systems of performance management.

The participants will begin their journey with the study of international accounting standards and the U.S. GAAP and will arrive at an understanding of the most current techniques for the assessment of financial performance, tax and legal planning. Theoretical approaches will be applied to case studies and examples from active companies operating in the luxury sector, in order to grasp the essentials of management and planning.

Participants will be required to study the history and sociology of fashion, highlighting how changes in contemporary societies have transformed the nature of the companies in fashion and luxury, from small family businesses to multinationals listed on stock exchanges around the world.

The nature of the sector is explored through looking at dynamics such as the speed of the life cycle of a fashion product, the desire for 'identification' and communication, social consumption, mass-elitism; variables that must be known in detail and evaluated in financial planning in fashion and luxury companies. The course also includes a module on the discussion of the governance of corporations. In the final stage of the course, the experience gained from the analysis of case studies and research methodologies acquired will allow participants to develop a project for the preparation of their theses.

A part-time course (1 week per month for 40 hours of classroom training for the 8-month course), suitable for experienced professionals who are already working at a recognised professional level and have little time to continue their studies.

a part time
master's
for experienced
professionals

learning outcomes

- develop financial plans that can increase shareholder value;
- integrate the language of the chief financial officers and finance directors of the brand with the developer;
- develop appropriate systems of performance management and cash management;
- manage relationships and dialogue with the world of banking and institutional investors;
- understand the macroeconomic environment of the luxury industry by analysing the dynamics in different industrial sectors;
- evaluate the power of luxury brands through social, cultural and semiotic values;
- analyse the relationship between the history of fashion and sociological theories interpreting them as a global phenomenon.

programme

- enterprise performance management and budgeting
- consolidated financial statement
- corporate finance and governance
- managing of luxury
- contemporary issues in fashion
- design creativity and innovation
- dissertation

opportunities

A specialist in accounting, auditing, in finance, in tax planning and financial planning, the finance manager and controller of fashion and luxury has a grasp of everything from marketing to fashion. Understanding the techniques of analysing the profitability of a business, points of sale and business management in the world of luxury, these managers can design strategies for sustainable development, strategies that will appeal both economically and financially to big investors in the sector, while at the same time remaining 'creative' executives who know the world of luxury and its singularities.

The professional growth of graduates in the course can take place in the company where they currently operate, where their newly-acquired skills in the world of corporate finance will come in very useful, or in start-up companies or companies in luxury fashion that contribute important innovations to the field.

1) The master's in Corporate Finance & Management Control for the Fashion & Luxury Business is held in collaboration with the Università Carlo Cattaneo LIUC of Castellanza (Varese) where the University Master's Degree is awarded.

credits

*we would like
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