



SHORT COURSES
& STUDY ABROAD
SEMESTER COURSES

MARANGONI /LIFE MUTATION



**START
/THE REAL
TRANSFORMATION**



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ROBERTO RICCIO
Chief Executive Officer

MARANGONI /LIFE MUTATION

There are some experiences in life that lead to a radical transformation, a life mutation, where what comes after is lightyears ahead of what preceded it. Studying at Istituto Marangoni means undergoing just such a life mutation: those who enter immediately evolve. Participants gain the tools to start the next creative revolution, super-charging their talent and elevating their ambitions. An effective education is the foundation that allows them to successfully navigate a challenging, productive future.

Living fashion as protagonists, leaders in design, and new voices of contemporary art; making a mark through the free and conscious artistic expression of their creative selves. This is the ambition of the more than 4,000 participants from over 100 countries who every year step through the front door of one of the nine Istituto Marangoni schools around the world, eager to undergo the mutation that will prepare them to pursue their future and heed their true calling. A diverse, dynamic, demanding learning community, confronting scenarios shaped by an ever more globalised future full of new professional opportunities. Fashion, design, and art are tied together by complex and shared influences. Fully educating and preparing participants is the mission that Istituto Marangoni has been successfully pursuing since 1935, thanks to its ability to adapt its educational model to an evolving society.

This while remaining true to the institute's founding values, the four pillars of prestigious locations, specialised professional teachers, internationalization and Italianness. Istituto Marangoni's proud Italian identity is expressed through the promotion of the cultural, artistic and entrepreneurial traditions that form the core of Made in Italy. An identity that co-exists alongside a strong international orientation, allowing each school to offer its formative experience through a strategic network located in the heart of the capitals of fashion, design and art of today and tomorrow. At the same time it's the ambition and curiosity of the participants, the real protagonists of life at Istituto Marangoni, that drives the modern, compelling educational approach of the institute.

A wealth of special projects, workshops and seminars rounds out a complete, highly-relevant learning experience, filling the gap between theoretical knowledge and the development of creative talent on one side, and the attainment of the most useful skills to properly manage a future professional life on the other. The numerous, well-established relationships that Istituto Marangoni maintains with Italian and international brands, from which it draws the institute's faculty, play a crucial role in the achievement of such an outcome. With professional training support, teachers combine their work in the classroom with their own professional career in fashion, design or art, thus acting as guides and role models for participants.

The faculty's active role in life at Istituto Marangoni is also instrumental in maintaining the ongoing exchange of ideas and information with companies, consulting firms, manufacturers, distributors, marketing and communication agencies etc., allowing for the development of teaching programmes that are always in tune with present-day market demands.

At the Milano*, Firenze, Paris, London, Mumbai, Shanghai, Shenzhen and Miami locations, permeated with the best contemporary design and filled with the most cutting-edge technology, participants live the unique experience of embarking on an educational journey with the support of a vast community of alumni, whose careers started with their studies at Istituto Marangoni. Among them are people like Franco Moschino, Domenico Dolce, Alessandra Facchinetti, Paula Cademartori, Umit Benan, Rodolfo Paglialunga and Alessandro Sartori – examples of talent and professional success, and active participants in the life of the school through the sharing of their own experiences, as well as of useful contacts for future opportunities.

* Two schools



THE INTERNATIONAL COLLECTION /OF HIGH-END, PRESTIGIOUSLY LOCATED, MULTICULTURAL SCHOOLS

The globalization of the world economy and the growing importance of emerging regions have inspired Istituto Marangoni to open new schools in Europe, America and Asia, progressively broadening its international influence. Each of the nine schools that today comprise Istituto Marangoni in Milano*, Firenze, Paris, London, Mumbai, Shanghai, Shenzhen and Miami contribute their own specialisms, strengths and approaches that are inherent to the geographic and cultural position they occupy. Operating as single living organisms, in tune with shifts in culture and society, they form an incomparable network at the service of all participants.

The international network is an invaluable asset, offering participants the opportunity to not only live a truly global experience while receiving their education, but also build the foundation of their social and professional network, an essential asset for tackling the increasingly complex challenges in the world of fashion, design, and art.

Another singular opportunity made possible thanks to the international network is the cross-school exchange between the Milano, Firenze, Paris, London, Mumbai and Shanghai schools, wherein participants can begin their studies in one school and complete them in another, providing stimulating opportunities for educational growth. Participants are given the opportunity to be directly involved in prestigious national and international events, and, on selected programmes, take part in a final fashion show or graduation event, vital moments that mark the end of their academic career. There, in front of a select, influential audience of international press, business leaders and human resources executives, the most talented participants display their creativity and newly acquired professional skills. Graduation events and shows are more than mere exercises; rather, they are part of the unique educational methodology that Istituto Marangoni is famous for around the world, developed to give participants exposure to the real world of fashion, design and art, while offering them early international visibility. This unique life experience establishes a strong sense of belonging to a creative and entrepreneurial élite, Istituto Marangoni alumni network, which serves as a constant source of precious work contacts and inspirational cultural exchange.

* Two schools

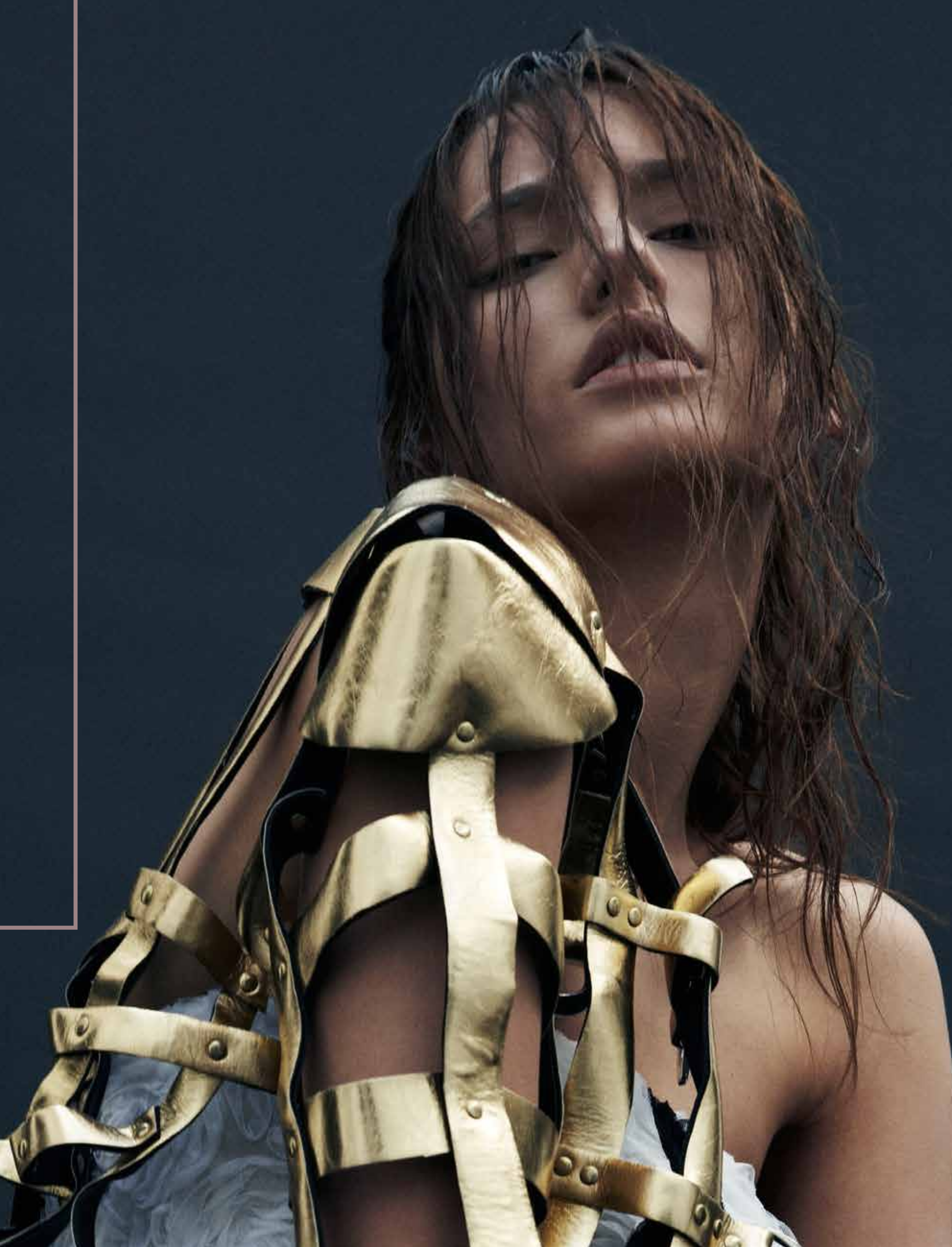


A HISTORY /IN FASHION, DESIGN & ART

Develop abilities, grow new talent. For over 80 years that has been the mission of Istituto Marangoni. Combining the most advanced teaching methods with the latest developments in fashion, design, and art to impart all the skills necessary for participants to give full voice to their creative self-expression at Istituto Marangoni's Milano*, Firenze, Paris, London, Mumbai, Shanghai, Shenzhen and Miami schools.

1935 MILANO	2003 LONDON	2006 PARIS	2013 SHANGHAI	2014 MILANO DESIGN	2016 FIRENZE	2016 SHENZHEN	2017 MUMBAI	2018 MIAMI
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* Two Schools



MARANGONI /DNA

The exclusive blend of academic, creative and practical preparation that participants receive comes from Istituto Marangoni's DNA, the four pillars of prestigious locations, specialised professional teachers, internationalization, and Italianness. Not only are Istituto Marangoni schools located in the most important cities in the world for fashion, design, and art, but they are nestled in the centre of those cities' fashion, business and creative districts.

The schools themselves boast seductive design interiors, visually communicating the prestige of the institute. This international presence ensures that Istituto Marangoni has its finger on the global pulse, and can offer participants specialist programmes at its various locations as well as internationalise their skillset by moving between schools. Alongside its distinctly international character, the cornerstone of Istituto Marangoni's unique way of teaching fashion, design, and art lies in its 'Italianness', a key feature of the school's identity, which is deeply rooted in the country's legacy and traditions. Synonymous with luxury, excellence and the concepts of quality, beauty and craftsmanship, Italy boasts a unique, world-famous mix of creative flair and commercial acumen.

Istituto Marangoni aims to teach and carry forward these distinctive standards of superb quality beyond Italy's borders, turning its participants into professional designers, business movers and artistic influencers, with a creative and business-oriented global perspective who can offer the market innovative products and solutions of the highest quality.

In order to ensure that this uniquely Italian skillset is imparted to participants, a significant proportion of Istituto Marangoni's global teaching staff is Italian. They are renowned professionals, stylists, designers, photographers, art directors, graphic designers, interior decorators, product managers, buyers, marketing experts, and business consultants who both teach and work in fashion, design, and art either in companies, institutions, or pursuing their own endeavours.

Their pragmatic values, extensive experience, and deep knowledge of the current market situation are a fundamental part of transforming participants' sheer talent into something more effective, practical and concrete.



EIGHT CAPITALS /ALWAYS AT THE CENTRE OF STYLE

Always being at the centre of the action is one of Istituto Marangoni's distinctive characteristics that shape its teaching methods. Milano*, Firenze, Paris, London, Mumbai, Shanghai, Shenzhen and Miami. These cities are among the world's most vibrant capitals of fashion, design and art, where the trends of today and tomorrow are emerging every day. That is why they are able to provide an exciting, highly inspiring environment to the participants who choose to attend each school. At the same time, these cities inspire the educational programmes at each location. Indeed, apart from the disciplines that Istituto Marangoni is famous for, the remainder are specifically chosen to reflect the social, cultural and economic environment surrounding each school, thus promoting a lively interaction between the school, its participants, and the reality of the market in which they strive to succeed.

* Two schools

THE FIRST STEP TO EXPERTISE /A SHORT COURSE



Presenting the worlds of Fashion, Design and Art - Istituto Marangoni Short Courses

Being able to choose between ten international locations: Milano*, Firenze, Paris, London, Mumbai, Shanghai, Shenzhen and Miami, provides participants with an opportunity to experience, in a short time period, the worlds of fashion, design and art, and of course, the world of Istituto Marangoni.

Short courses in fact aim to give as much opportunity as possible to aspiring fashion, design, and art enthusiasts. Each course allows participants to grasp key principles and notions of their chosen subject, and provides a first hand experience of these magical worlds. Courses are supported by lectures, workshops and subject specific presentations by a faculty of professionals in the field. If participants have little or no previous experience, but would like to become familiar with some of the key disciplines in the industry, or a specific area, there are choices from a variety of levels and course duration to suit all preferences. Short courses are also the perfect 'taster' or introduction, which may help in decision making for future in-depth study, or career path development.

Courses for Teenagers (16-17 years old)

These courses focus on personal enrichment and enjoyment aimed at young and aspiring creatives who may be considering university level study. At this level of study there are no exams or assessments to worry about. Courses are specifically crafted for anyone interested in learning about design and creative processes, from the very basics, through to some of the more interesting and complex elements. No prior technical or software skills are required. For students under 18, Parent/Guardian consent is required for acceptance onto the course.

Local Excellence Courses

These short courses provide a broad understanding of fashion, design, and art related to country specific issues and internationally celebrated industry sectors of recognition, such as couture design in Paris, London 'street style', and the 'Made in Italy' mark of quality in Milano and Firenze. Courses are held directly at Istituto Marangoni's overseas locations, enabling participants to not only learn, compare & contrast key factors influencing the industry via a 'Glocal' approach, but also gain a real understanding and appreciation of the local emphasis, vision, skill set and values.

Short Courses

Participants explore various skills within design and fashion contexts, looking at design awareness, concepts, techniques and presentation, offering a chance to acquire a more in-depth instrumental and cultural base in their chosen study area.

Cross-School

Cross-school courses provide an exciting opportunity to study at different Istituto Marangoni school locations. These courses are organized to include two or more countries, giving participants the chance to explore and experience new cultures and cities, covering some of the most important fashion and design capitals worldwide.

Study Abroad • Semester Courses

Study abroad programmes provide an opportunity to see the world, experience new cultures, learn a new language, visit neighbouring countries, and make new lifelong friends. Study abroad semesters at one of Istituto Marangoni's European schools offers all of this and more; discovering new horizons overseas, while opening doors to the international hubs of fashion, art and design. Courses at both undergraduate and graduate** level (4-5 months) offer participants a chance to learn key skills from international experts in the field, and experience different styles of education. By selecting a short study abroad semester they are immersed directly into the fast paced and ever changing worlds of fashion, art and design, and all within a rich multicultural student environment.

**Study Abroad at Postgraduate Level are dedicated courses available at the Firenze and Milano Design schools only.

* Two schools

FASHION /DESIGN

Courses for teenagers
1 Week

MILANO · FIRENZE · LONDON



Is your future in Fashion Design?

On this creative design course participants have the chance to create their own fashion designs, and gain a valuable insight in the fabulous and fast-paced world of the fashion designer. Participants will put real ideas on paper and create a series of simple designs that begin to reflect their own style and design flair. Via a fun, and engaging series of lessons and creative workshops, this course confronts key aspects in the conception of a 'fashion design collection', and the work of trend and style research used as a stimulus in fashion design creativity.

During the week participants are introduced to basic design and fashion illustration techniques to demonstrate textures, materials, and shapes. They investigate key trends and styles in the fashion industry and begin to understand how designers create a total fashion look or image. Hands-on workshops take a look at fabrics and materials, demonstrating the importance of material selection, manipulation and coordination, for a successful fashion design collection. As with fabrics, participants are shown how to 'play' with colour to give the right feel to their own sketches and designs, and learn essential research skills to nurture their own creative ideas.

The course focuses on hand illustration, a key factor in the life of any fashion designer, while tutorials include demonstrations of 3D design in today's fast paced fashion industry. During the week participants will have the opportunity to create their own individual fashion design project – concluding a fun and intriguing week of creative talent discovery.

Istituto Marangoni preparatory level courses focus on personal enrichment and enjoyment aimed at young and aspiring creatives who may be considering university level study. At this level of study there are no exams or assessments to worry about. Courses are specifically crafted for anyone interested in learning about design and creative processes, from the very basics, through to some of the more interesting and complex elements. No prior design or software skills are required. For students under 18, Parent/Guardian consent is required for acceptance onto the course.

INTERIOR & /PRODUCT DESIGN

Courses for teenagers
1 Week

MILANO



Design interiors for luxury homes, and create innovative products for luxury living

This dynamic short course introduces participants to both exciting areas of the design industry: interior and product design. Via a fun, and engaging series of lessons, participants will be guided to create their own basic interior and product designs, understanding the key design process from research to concept formulation. This short course includes external visits to design cultural venues allowing participants a full-immersive learning experience in the world capital of design.

Interior and product design express the quintessential of 'Italianness'. At the beginning of the week participants will be introduced to the Italian design culture in order to better understand what are the key features that define it within the industry. With this in mind they will be introduced to the interior design scene, the key elements that make up product design, and also to the key trends that emerge during the industry renowned Milan 'Design Weeks' trade fairs.

Moving on through the week participants will be shown how to approach a simple design project with a focus on aesthetics, and the design of 'well-being'. They investigate a living environment and apply design principles to create their own personal interpretation of a space, choosing the furniture elements as well as the materials, fabrics, and colours to define the ambient mood. As part of this experience into both the worlds of interiors and products, participants have the opportunity to put together a basic design proposal, concluding a fun introduction to the world of design, and to the Italian influence on creativity and style in the industry.

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STYLING PHOTOGRAPHY /FOR SOCIAL MEDIA

Courses for teenagers
3 Weeks

MILANO · LONDON



Post yourself with selfie style

Individual image, style, and ultimately personality, are openly promoted and declared in the photos we continuously post on social platforms. With private blogs and online profiles it is important to bring photographic techniques to a higher level of quality and personalisation, particularly for anyone interested in the fashion, luxury and creative industries.

This fun course gives participants the unique opportunity to learn and experiment with basic skills in professional photography while also discovering their own style strengths, artistic flair and talent. By understanding key notions in photography and editing, participants will be more aware about what they are really 'saying' about themselves to the world online, and be able to promote themselves with style.

During the 3 weeks participants will be introduced to different digital photography techniques, indoor and outdoor shooting, key skills in photo retouching and image processing, and be given the opportunity to create a simple photo book of their work. The aim of this short course is to discover the world of photography linked to individual fashion style.

Participants are encouraged to experiment with image and style and to be creative, but they are also taught to think of each project with a clear aesthetic purpose or 'motivation' – for example each picture telling a story, or communicating a style.

Via a fun and explorative approach to study participants have the opportunity to sharpen their technical and creative skills in photography, and expand their own style portfolio or online profiles with a more professional, convincing, and innovative approach in layout, composition and style.

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STYLE YOURSELF /MY FASHION PROFILE

Courses for teenagers
3 Weeks

MILANO · FIRENZE · PARIS · LONDON



Restyle: reveal & affirm your own unique fashion style via a real fashion journey into image

For budding bloggers or for those who simply wish to discover or 'affirm' their own individual look; this course provides a stimulating journey into some of the more practical elements of the professional fashion stylist in order to look good, spot great style, and ultimately, communicate successfully their personal aesthetic through an image or look.

Working from key notions in styling encourages participants to take a personal journey into their own style with the development of an individual look or profile. Learning about wardrobe basics, personal styling, spotting street style and new trends are just some of the skills participants will enjoy on this exciting short course. Participants will also discover what goes on behind the camera in fashion editorials and celebrity styling projects, as well as understanding the power and influence that styling has in all areas of our lives, including music, film and TV to name just a few.

Starting from their own wardrobe mixed with style research, participants appreciate key industry notions including for example 'cool-hunting'; to become more aware of trends and work on their own creative abilities in style. Together with basic Photoshop and InDesign skills, participants will learn how to set up a real photo shoot, and see the fruits of their own imagination and creative styles unfold in communicative images, just as used in top fashion magazines and in online luxury brand promotional activity. Over the course of the 3 weeks participants have the opportunity to really question and develop their own style to produce an individual and personal look book – a very individual and fun journey into style.

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T-SHIRT DESIGN /AN ARTWORK

Courses for teenagers
3 Weeks

MILANO · FIRENZE · LONDON



T-shirt design is just one of the many essential skills in fashion design

Learning all about this exciting and fun area of the industry gives participants the opportunity to experiment, and quickly discover their own artist flair and talent. The course also takes a look at what factors help make a successful piece of artwork, and how brands and individuals have gone on to produce iconic and award-winning t-shirt collections.

The 3-week course in t-shirt design starts with basic hand illustration skills, learning how to research and find creative input to create personal mood boards and sketch books. Design moves forward through embellishment options, paying attention to detailing and finishes, all-over repeats, abstract images, and the pros and cons of one-off designs. The fundamentals of Adobe Illustrator software introduces participants to the exciting world of digital design vs. hand rendering, while understanding what makes a good t-shirt design, and the stories behind some of the most iconic designs of the past, further assist in the overall appreciation of this creative art form.

Successful t-shirt designers also need to be aware of which materials to print on; for example using cotton or mixed blends, together with the main challenges in print production processes when considering colour, design, size, and any possible budget restrictions. Over the course of the 3 weeks participants have the opportunity to develop their design and creative skills to produce an individual collection of t-shirt artwork ready for production.

Istituto Marangoni preparatory level courses focus on personal enrichment and enjoyment aimed at young and aspiring creatives who may be considering university level study. At this level of study there are no exams or assessments to worry about. Courses are specifically crafted for anyone interested in learning about design and creative processes, from the very basics, through to some of the more interesting and complex elements. No prior design or software skills are required. For students under 18, Parent/Guardian consent is required for acceptance onto the course.

THE MADE IN ITALY /MIX OF FASHION, DESIGN & ART

Local Excellence Courses
2 Weeks

MILANO · FIRENZE



This 2-week course allows participants to explore the Made in Italy trademark by visiting 2 key cities for Italian fashion and art: Milan and Florence. The expression 'Italian Style' has always been synonymous with quality and beauty all over the world.

Through a series of lectures and workshops offering a broad overview of the Fashion System, participants will be able to appreciate the refined materials, the scrupulous attention to detail, the typical work of artisans combined with technological innovation, finesse and good taste. Of particular importance is the opportunity to visit fairs and exhibitions focusing on art and on new artistic influences in all its forms, in order to better understand how these are closely related to, and an important part of, the world of fashion.

Week 1

The first week of the course takes place in Milan, the capital of Italian fashion. An investigation of the Italian Fashion System will provide an insight into the professionalism involved in the industry, the production chain, the wealth of companies supplying materials, and will allow the participants to appreciate Italian fashion in all its creative and technical aspects. Visits to fabric showrooms and important manufacturing and production companies are also scheduled during the week. A fundamental part of the course focuses on analysing the style of some of the most iconic fashion designers who currently represent Italian style in the world.

Week 2

The second week of the course takes place in Florence, the capital of Italian art and culture. Surrounded by artistic masterpieces and contemporary fashion participants have the opportunity to further examine additional aspects of style and inspiration that are fundamental for the creation of a fashion collection. The combination of art and fashion is in fact very present in the fashion system and represents an important characteristic of Italian style. Visits to museums and exhibitions are included in order to enrich participant's appreciation of culture, and increase awareness of aesthetics and the philosophy of beauty.

DISCOVER THE /HAUTE COUTURE CAPITAL OF FASHION

Local Excellence Courses
2 Weeks

PARIS



This 2-week course allows participants to explore Paris, France, and its select trademark: the luxurious role of Haute Couture. Couture design offers an internationally known and recognised concept of handmade beauty involving multiple hours of work: a contemporary fantasy or dream. Through a series of lectures and workshops participants will be introduced to a broad overview of Haute Couture, as well as the Fashion System, and will be able to appreciate the cultural and economical impact contemporary couture has today. The course defines and explains the combination of technological innovation, contemporary communication strategies and historic values, as well as the typical work of a couturier, seamstress or tailor. Additional visits to exhibitions and historic places in Paris assist participants understanding of the languages of Haute Couture in contemporary fashion.

Week 1

The first week provides an overview of the capital of couture fashion, its history, influence and contemporary stand within an international fashion system. Participants will investigate the world of luxury womenswear, craftsmanship, and the highest quality fabrics and materials, as well as key industry values or rather, the business 'behind the glamour', helping them to understand the connection between creativity and communication processes in luxury. Additional visits to Paris's most important fashion districts provide a perfect insight into the products, the luxury fashion houses, their clients and how couture design is deeply embedded into the city's history and daily life.

Week 2

During the second week participants broaden their knowledge of haute couture and its main players. They will discover the fantasy that surrounds the world of Hollywood and European aristocracy, as well as the economical power of leading international business professionals or young pop culture, and how they are all linked to the 'Maison de Couture'. Participants will investigate the world of contemporary art, fashion and culture within couture design, and identify how luxury companies use these values to communicate exclusivity and added value uniqueness. At the end this exciting course they are able to apply their city research, and newly acquired appreciation of haute couture design and culture, into brief marketing plan or illustrated communication proposal for a couture collection, or luxury maison of their choice.

EXPLORE TRENDS /FROM STREET TO LUXURY

Local Excellence Courses
2 Weeks

LONDON



This 2-week course allows participants to explore the fashion spirit of London with its kaleidoscope of styles; a unique metropolitan city where creative minds find inspiration on many different levels. London offers a broad view on the definition of 'contemporary style', for example from its aristocratic heritage in classic 'sartorial style' tailoring, to its 60s legacy of 'mods' or 70s punks and new wave youth culture rebels to name just a few. Furthermore, with its global melting pot of different cultures, it continues to be a major player in emerging new trends before they become 'global'. Through a series of lectures and workshops participants will be introduced to these contrasts in style cohabiting in the city. Additional visits to exhibitions and hands-on visual research projects assist participants understanding of 'street style', and how London is able to continually influence and inspire the world of fashion.

Week 1

The first week of the course provides an overview of various important moments in history focusing on style, for example; sartorial tailoring, rebel youth movements, and the 'Swinging 60s' era, looking at brand icons that have become benchmarks of British culture. Participants will investigate London Fashion Week and its influence on the Fashion Industry as well as the local retail and visual merchandising environments. Visits to exhibitions, historic boutiques and other areas of interest all assist in gaining a better understanding, and appreciation, of London's diversity of style and culture.

Week 2

Via a more practical 'hands on' approach to study, the second week gives participants the chance to experiment with the vibrant creativity of London and its emerging trends. By undertaking a research project directly on the streets of the city participants will discover some of the more trendy or 'edgy' areas and are shown how to recognise and identify styles, street-culture elements, and how to take inspiration from what they see around them. The project involves identifying and photographing people, stores, features, places, and ambiances that could describe new emerging 'style tribes'. This exciting trend-forecasting project will be supported by mood-boards illustrating each 'tribe', or potential London street style discovery.

ACCESSORIES /DESIGN

Short Courses
2 Weeks

FIRENZE



Accessories are more than just bags and shoes. They bring together a total look and are important style 'statements', for any fashion brand, or 'must have' items for consumers. This course introduces participants to the vast world of fashion accessories, and how they also make up a key revenue stream for fashion brands. The course begins with basic drawing and colouring techniques; the main tools needed to express design ideas, through to more comprehensive visual representation methods in fashion including mood boards or sketch books, all based on current fashion accessory trends. Over the 2 weeks participants will have the possibility to develop a basic proposal for a fashion accessories collection, and gain a real 'feel' of the fast paced work of the accessories designer.

Week 1

During the first week participants work on drawing and illustration techniques using three different methods; pencil drawing, colouring by hand, as well as an insight into digital design in the accessories field. They discover the fundamentals of the fashion accessories business, looking at how it operates and how trends influence the design process. A brief introduction into Fashion Semiotics also provides an overview of consumer behaviour patterns; decoding the way we use iconic fashion accessories items to 'identify' ourselves or to stand out from the crowd. At this point in the course participants may select a trend to use as a base for their own collection.

Week 2

During the second week participants will be guided and encouraged to sketch a variety of items that may include for example: bags, shoes, or small leather goods, eyewear or jewellery. They will be shown key issues in how to put together a collection range, and consider materials suitable for use in their own designs. During the second week focus is placed on assembling a body of work that includes colour illustrations, basic mood boards or sketch books, and creative supporting data. At the end of the course individual work is finalised and shown to tutors and peers as an additional exercise to exchange feedback, and nurture accessories design ideas and concepts.

TREND /FORECASTING

Short Courses
2 Weeks

MILANO • FIRENZE • LONDON



Due to globalisation, fashion brands and fashion products aim to meet the desires and requests of consumers on a worldwide scale. Meanwhile, local and subcultural trends are constantly emerging, creating a knock-on effect to change what is 'fashionable', or directly influencing sales of the most 'desirable' fashion products. This short course in trend forecasting looks at the interaction of shifts in fashion, consumer lifestyle and culture, and some of the key methods used to perceive upcoming trends, and predict what consumers are willing to buy several seasons ahead of time. Participants are shown forecasting skills, and discover how to contextualise and interpret information to construct the basis of a trend preview: an assembling of work, and research, that goes beyond simple 'fashion intuition'.

Week 1

The course begins with an introduction to two different types of forecasting; intuitive and predictive, the difference in both research techniques, and the companies that deliver such services. Analysing lifestyle is paramount for every trend forecaster and important to enhance participants understanding of the influence and power that trends have on fashion and design. During the week they will discover how high culture, popular culture, and subcultures influence key trends in fashion, in a variety of ways. At this point in the course they are also shown specific research skills, focusing primarily on where to locate source material and how to read current trends.

Week 2

During the second week participants will learn how to capture, analyse, interrogate and read their initial findings. They collate and present multimedia resource material into a trend story or basic trend preview concept, and are shown skills of extracting key colours, textures and silhouettes for themes in fashion design. At the end of the week participants will draw together a simple trend-forecasting package or 'preview' of related trends including for example, colour and fabric samples, silhouette and design detail ideas. They present and 'pitch' their ideas to tutors and peers for additional feedback and a valuable exchange of their research and forecasting outcomes.

FASHION VISUAL /MERCHANDISING

Short Courses
3 Weeks

MILANO · FIRENZE · LONDON



Discover the creative techniques of visual merchandising and visual display used to maximise the profitability of a window display or of a retail store. This short course teaches the fundamentals of fashion visual merchandising from displaying and styling a fashion product, to designing a store window and in-store installation. The course also explores the fundamental aspects of consumer behaviour, key to creating a unique buying experience for every customer, and to building a loyal customer base.

Week 1

Participants will be introduced to visual merchandising by exploring its role within the current fashion retail market, as well key visual communication strategies employed to attract the customer and promote a sale. External store communication will identify some of the key design methods used in facades, access, and windows. In the first week focus is on researching successful and alluring displays, and the distinctions between presenting for commercial retail stores and luxury markets or boutiques.

Week 2

This week looks in more detail at image, layout, and the window display. Internal visual merchandising communication strategies will be introduced investigating key methods of store layout and in-store design in terms of props, fixtures and materials. Display methods utilising styling, space assignment according to sales objectives, and the importance of product grouping will also be introduced. Throughout the course participants will also gain a broad overview into the importance of branding to further understand consumer engagement.

Week 3

The final week focuses on the product including levels of display and sales, and further investigates the retail experience from a consumer perspective. Participants will expand their understanding of visual merchandising by exploring retail concepts and strategies that embrace both digital and physical mediums to promote the 'brand experience'. The final week also covers the importance of customer loyalty, after sales techniques and the overall 'customer experience'. During the course participants will have the opportunity to develop a basic visual research folder with design boards, and understand the rationale behind key visual merchandising concepts.

FASHION /DESIGN

Short Courses
3 Weeks

MILANO · FIRENZE · PARIS · LONDON



This short course provides an introduction to the fundamentals of fashion design, how to formulate ideas and translate them into a visual representation. Participants will be introduced to key notions in the fashion design process, to basic drawing and illustration techniques, and the study of trends. The course also explores the role of the fashion designer with participants working on creative research for an individual design collection via a vocational learning approach.

Week 1

The start of the course introduces fashion drawing and design techniques followed by an analysis of the founding principles of developing a fashion collection including: silhouette, colour charts, fabrics and accessories, right through to the design and creation of outfits. Participants are then introduced to the silhouette, colour palettes, the appropriate use of fabrics, and the principle financial considerations of designing for fashion.

Week 2

Starting from creative research to foster personal inspiration, participants are guided to develop basic silhouettes and coordinate outfits with fabric and colour selection. The focus on trend research looks into its origins together with market relevance, and a brief analysis on how trends influence a contemporary collection.

Week 3

Based on inspiration linked to a selected theme, participants put together a basic fashion design collection supported by appropriate technical information, including colour charts, inspirational materials or mood board. Participants put into practice the acquired knowledge from the previous weeks and prepare a presentation of their work as a basic collection portfolio, to receive a final holistic critique.

FASHION IMAGE & /STYLING

Short Courses
3 Weeks

MILANO · FIRENZE · LONDON



This dynamic short course focuses on the analysis of image and the development of style. From the definition of fashion moods to the importance of accessories, participants will evaluate aspects related to traits of the body and learn how to enhance and complement physical characteristics. They will work on the development of an individual style through the construction of a 'total look' and capture it for a photo shoot via a vocational learning approach.

Week 1

Style overview: participants study and explore key periods in history that represent past, present styles, future fashion trends and the elements that characterize and influence them. In order to fully understand the role of the stylist, participants will be guided in sourcing and collating information from research tools such as books and fashion magazines and through specific virtual domains relevant to fashion and luxury, as well as conducting iconographic research.

Week 2

Personal identity: participants evaluate the different types of human faces and bodies and are introduced to the skills and techniques used to enhance particular physical features such as hairstyling and make-up. They will gain an understanding of the fundamental elements used to dictate a style (i.e. the importance of colour, silhouette, accessories and their combination) and key notions in photo shoot planning and narrative.

Week 3

Style definition: participants will bring together their experience and work undertaken during the previous weeks to define, develop and present a particular style ready for a photo shoot, collating and editing their work for presentation and review in an individual stylist portfolio or style book.

FASHION /BUSINESS

Short Courses
3 Weeks

MILANO · FIRENZE · LONDON



Fashion brand and collection positioning, management skills for a fashion business plan, competitor analysis, luxury brand structure and sales capacity; these are just some of the important business practices introduced in this short course.

Week 1

Participants begin with an analysis of economic and social trends: understanding economic and social evolution and how this influences fashion consumption. The week also includes new markets and how fashion can evolve in them through expansion strategies: new brands, luxury brands and distribution chain stores, as well as style comparison.

Week 2

This week covers an overview of fashion: textiles, clothing, accessories, cosmetics, eyewear and jewelry. Participants will look at critical factors defining the success of some leading Italian brands such as Prada, Gucci, Dolce & Gabbana, including commercial international distribution chain stores such as Zara and H&M, and sportswear chain stores for example Nike. Product placement via competitor analysis is also explored.

Week 3

The objective of week 3 is to understand and identify the different distribution channels, together with a focus on e-commerce in fashion. Participants look at key marketing practices including product life cycle, function and definition of price points. Integrated communication investigates key notions in brand identity, brand image and brand equity, licensing and the importance of branding. Participants use their knowledge gained in the previous weeks, via a vocational learning approach, to work on an individual marketing plan for a chosen designer or collection.

FASHION /IMAGE & BUSINESS

Short Courses
3 Weeks

MILANO · PARIS · LONDON



This dynamic short course focuses on image and the development of style in fashion together with key business practices that work hand in hand to drive the success luxury brands. By understanding both the role and influence of the fashion stylist within a business environment, participants gain a unique insight into the real influence and 'power' of image within the fashion industry. Participants learn how to evaluate, enhance and complement physical characteristics to develop an individual style and put together of a 'total look'. Taking forward their own styling ideas they are introduced to the business of 'style'; fashion brand identity, brand image and collection positioning, competitor analysis, and merchandising are just some of the issues addressed.

Week 1

The first week begins with an overview of economic and social trends. Understanding economic and social evolution and how this influences fashion consumption is an important part of this course. Participants study and explore key periods in history that represent past and present styles, future fashion trends and the elements that characterize and influence them. Furthermore, in order to understand the role of the stylist participants will be guided in sourcing and collating information from research tools such as books and fashion magazines and through specific virtual domains relevant to fashion and luxury.

Week 2

This week begins with an overview of the fashion & luxury industries including for example: textiles, clothing, accessories, cosmetics, eyewear and jewellery. Participants take a look at critical factors defining the success of some leading Italian and international brands as well as brand image. At this point in the course participants also begin to bring together their research from the previous week to define a particular individual style as well as conducting iconographic research, and understanding key notions in photo shoot planning and narrative.

Week 3

In the last week participants look at key practices in the marketing and communication of image and style, as well as key components in distribution, product lifecycle, and price points. They evaluate the impact of style on consumer activity, merchandising and sales, both offline and online, and apply their knowledge to develop a basic illustrated marketing plan. Participants are also able to bring together their style research (the importance of colour, silhouette, accessories and their combination) and present an individual style concept linked to their marketing proposal, collating their work for presentation in an individual stylebook.

FASHION FOLLOWERS /SOCIAL MEDIA & BLOGGING

Short Courses
3 Weeks

MILANO · PARIS · LONDON



Connect to the exciting world of fashion online. This course looks at the influence and impact of social media and the phenomenon of fashion blogging within the fashion and luxury industries. Participants discover how fashion companies are integrating bloggers, influencers, and social media experts into their organisations, to promote brand visibility, and use social media's interactive 'user' potential as a powerful means of communication. They will learn about the role of social media marketing, its influence on the relationship between brands and their customers and how communication has changed over time through social networks, online magazines, webinars, weblogs, social blogs, forums and wikis, to name just a few. The course provides an international overview of activity, traits and trends of a successful 'fashion blog'.

Week 1

During the first week participants become familiar with various social media platforms and digital communication strategies of the most significant and influential fashion and luxury brands. They move onto discover trends in the digital marketing field and the methods applied to increase brand awareness, brand image and brand loyalty. National social media channels in countries such as China, Japan and Russia are also covered, key markets for the fashion and luxury. During the first week participants will also be introduced to the key notions of fashion blogging in order to understand its interaction in fashion communication, and its influence in the fashion business.

Week 2

During the second week the course focuses on the concept of omnimarketing, looking further into the main principles of direct marketing, e-commerce, link building techniques and SEO. The role of Google and other Search Engines is also evaluated, together with web listening techniques and online storytelling. Participants look at how campaigns maximize engagement and increase customer loyalty, and determine the matrix for analysing the efficiency of the social media strategy.

Week 3

The third week will be dedicated to building a professional, up-to-date fashion blogging toolkit including copy techniques and digital visual skills. Participants will receive a formal introduction to content and work actively on case histories and applications with a focus on platforms, devices and techniques used in fashion blogging to craft a positive message. Likewise, copy techniques employed in the fashion blogging process from fashion writing, to hashtags and SEO copy are evaluated. In order to measure progress in fashion blogging participants also take a look at coverage, engagement, KPI and applications, creating a full glossary of fashion blogging today.

FASHION /BUYING

Short Courses
3 Weeks

MILANO · FIRENZE · LONDON



This short course provides an opportunity to understand the exciting role of the Fashion Buyer and the fashion buying process. Participants gain an overview of its management and key procedures through a broad agenda covering supply chain, sourcing, retail merchandising, trend analysis, sales analysis, stock planning and forecasting. The aim of the course is to provide an introduction to the world the fashion buying, and understand exactly how fashion buyers work, and ‘buy’, for different customers and targets.

Week 1

The aim of the first week is to understand the retail buying process and the responsibilities, skills and personality traits needed to become a successful buyer. Participants will be introduced to topics including: line staff organisation, department / independent store organisational models, centralised buying and merchandising schemes, consumer research and market segmentation techniques. Participants will also be introduced to trend analysis and its impact on merchandise planning (forecasting), and defining customer needs.

Week 2

The second week focuses more on trends, the potential of branding, and influence of communication in the buying arena. Participants will be introduced subjects such as a successful merchandise mix, planning the selection of brands and designers, exclusive merchandise, as well as assortment planning including quality, price ranges, style, colour, material, size and fit, and stock and inventory control systems. In addition participants will evaluate the impact of buying decisions on visual merchandising and in store communication, and vice-versa the impact of communication on sales.

Week 3

The final week of the course looks at key aspects of analysis and control, fundamental to the fashion buyer’s decision making. Participants are shown timelines and sales cycles and learn key notions related to; planning within a retail organizational structure, managing the merchandise planning process, developing sales projections and an analysis of past sales reports to make future decisions. They will also gain an insight into planning prices including mark up and mark down, sales objectives and goals, and how to manage sales in store via store layout and visual merchandising.

MARKETING /FOR LUXURY

Short Courses
3 Weeks

MILANO · FIRENZE · LONDON



Learn some of the key marketing and communication strategies for international ‘high-end’ consumers in the luxury fashion and design industries. On this course participants discover how companies determine the best marketing strategies of luxury brands and products by understanding the power of communication, the seduction of the brand, and the creation of ‘aspirational desire’ necessary to successfully market to consumers of luxury.

Week 1

Participants begin by looking at the role and responsibilities of the Marketing Manager of top luxury companies, learning how they optimise economic, distribution, and production aspects of luxury products through successful communication and digital marketing methods. The course looks at how luxury companies communicate to the target audience, as well as communicate brand awareness above and beyond their target group.

Week 2

The course moves quickly onto provide an overview of fashion advertising, public relations and visual display in both traditional and online media, giving participants key tools to communicate an authentic, aspirational and emotional message, aimed at sustaining and consolidating a luxury brand image. The impact of social media has changed the face of communication and participants will also evaluate the impact of new media and viral platforms – key to the success of luxury brands today.

Week 3

Further research into the history of luxury in fashion and design, the influence of the contemporary fashion panorama on style concepts, and current issues in sustainability are also crucial to maintaining and promoting luxury to consumers; a unique target audience, fully in tune with economic and sustainable issues, influences from the latest fashion trends, as well as cultural and social trends. At the end of the course participants will be able to evaluate and propose action in marketing plans in order to turn luxury services and goods into new iconic objects of prestige and desire.

INTERIOR /DESIGN

Short Courses
3 Weeks

MILANO · LONDON



This short course will guide participants through the latest fashionable trends in contemporary interior design. It encompasses the definition of a style through an interior design scenario, helping participants to improve their aesthetic sense and skills in décor. This course will challenge participants' ability to interpret the world of interiors and home collection, their use of complementary styles, colours and lighting effects via a vocational approach to learning.

Week 1

Participants are introduced to the planning of an interior design space through an analysis of contemporary trends in the industry, and to the use of innovative project planning and presentation techniques. They gain an understanding of which styles and aesthetic languages are more appropriate for high-end residential interiors, and how the use of creatively researched elements and images can contribute to elaborating a concept.

Week 2

Participants work on the creation of a project for an interior space with an analysis of the materials to be used, highlighting appropriate colour schemes to create harmony for a contemporary ambiance. They will gain an overview of the latest design products, together with an understanding of the evolution in contemporary home design. Analysis of furnishing and lighting further assists in understanding the importance of aesthetic perception and style applied to the interior design space.

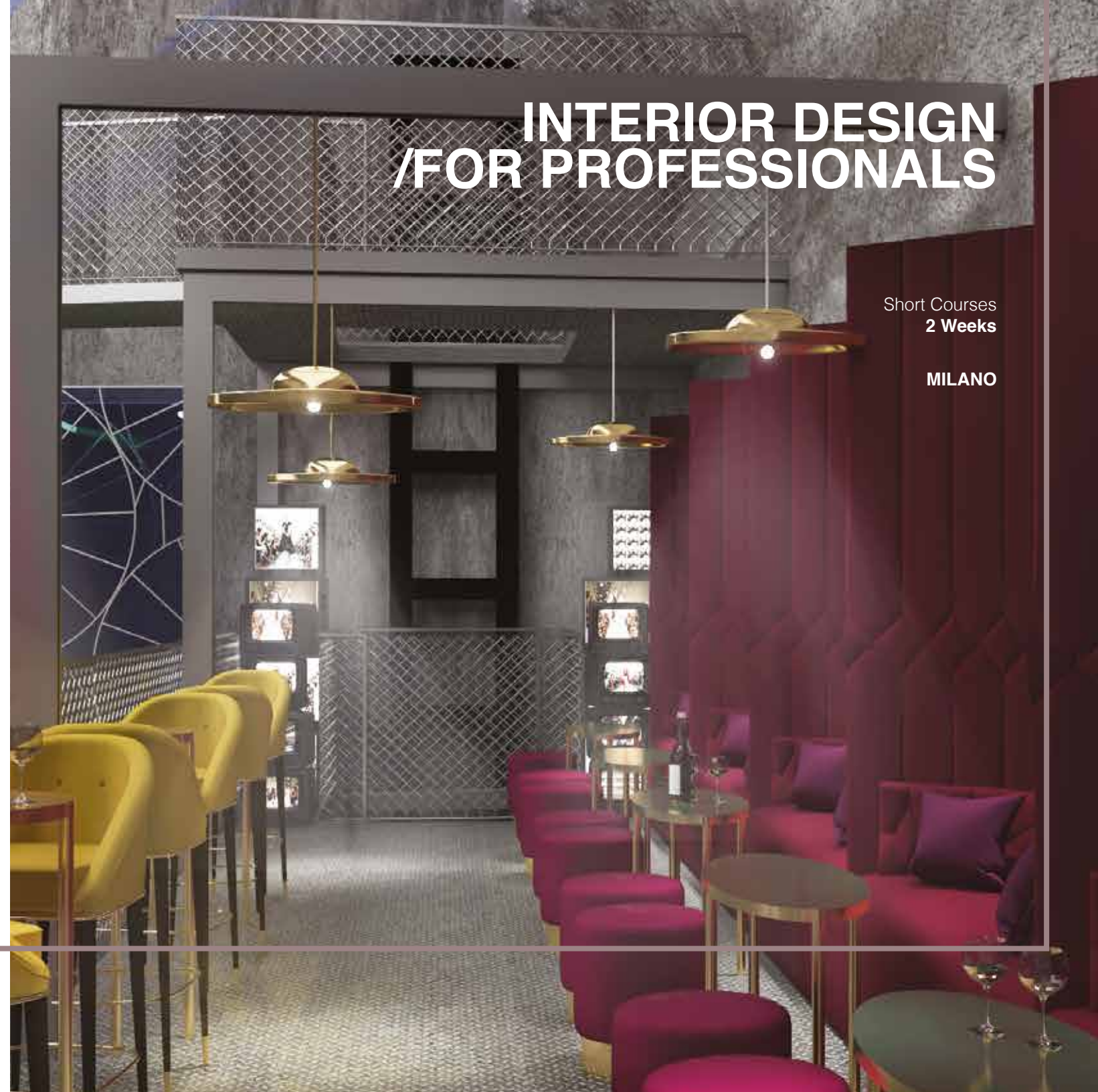
Week 3

In the final week, participants further explore lighting design solutions used to create spaces with a unique atmosphere. They will aim to create a final design proposal that defines each aspect of the project process based on an understanding of the concept of global luxury lifestyle. The proposal will be the culmination of the first two weeks of activity and will be supported with the presentation of a final interior project layout.

INTERIOR DESIGN /FOR PROFESSIONALS

Short Courses
2 Weeks

MILANO



This short course investigates new trends presented during Milan Design Week – Salone del Mobile, the main industry event and 'international reference point' for the furnishing and design sector.

Being constantly up-to-date on the latest trends related to one's specific field of work is crucial for every industry professional. This course will guide participants through the latest fashion trends in the contemporary interior design sector by developing a style that is capable of defining décor with professionalism and originality. They will be guided through an overview of new proposals in the field of furniture design and showroom installation, as well as in the selection of new upholstery materials, fabrics and wallpapers for home collections.

During this course participants will fine-tune their aesthetic sensitivity and decorative skills, and prepare a final Trend Board to an Interior space.

Week 1

By focusing on the History of Italian Design participants are able to interpret the evolution of contemporary design. They begin to work on a Trend Board for an Interior Design space, representing a synthesis of new product research.

Participants will be guided through an overview of new proposals in the field of furniture design and showroom installation, as well as in the selection of new upholstery materials, fabrics and wallpapers for home collections and new lighting products.

Week 2

The interior design project will be developed with innovative proposals analysed, ranging from upholstery surfaces to colour solutions, from design furniture to lights with a sustainable approach in a luxury context.

To further reinforce research development participants look at graphic presentation represented in professional layouts. The Trend Board prepared will be coordinated to the overall interior design proposal.

PRODUCT /DESIGN

Short Courses
3 Weeks

MILANO · LONDON



This exciting short course explores the contemporary design field. The lifestyle and client demands of today's market signify a greater need for products that serve a specific function but which are, at the same time, aesthetically seductive and contemporary in feel. This course gives participants insight into and experience of what product design is today, offering an overview of the stages and activities involved. They will have the opportunity to understand the main processes of a new product from concept design through to manufacturing, prototyping and marketing. This course will allow the participants to gain ability and knowledge of how to transform an idea into a product.

Week 1

Milan is an international centre of design and each year the world gravitates towards the anticipated events of the Salone del Mobile and Fuori Salone. An examination of the latest products presented in the past Milan Design Week will be the starting point for the participants to gain a familiarity with the importance of Made in Italy, its language and context. The culture of design is, however, a global phenomenon, and the course also aims to inform participants of other aesthetic design languages that inform and influence the contemporary landscape of design. The course introduces participants to an approach of critical analysis of international design, in order to support professional activities in the design field or simply to satisfy the curiosity about the way we live and how designers work today.

Week 2

The participants will be introduced to the beginning stages of the design process through the techniques and practical methods commonly used in design research. Participants will learn how to structure and analyse a design brief, identify the needs of end-users, and create a product proposal. Participants will begin the creative design process by analyzing existing conditions and products that will form the foundation of their concepts and then will proceed to understanding the development phase.

Week 3

The final week looks at the development and definition of the concept design of the product. Analysis of the main stages of the design process as well as production criteria and considerations will be addressed. This deepens understanding of the activities necessary to define a number of different viable conceptual schemes that meet the needs of the product. Participants will also be able to identify appropriate manufacturing processes and materials to their own designs.

DIGITAL /GRAPHIC DESIGN

Short Courses
3 Weeks

MILANO · LONDON



This course provides essential knowledge of digital graphic techniques, demonstrating the processes needed to develop graphic contents at a professional level, from the idea to the final layout. Through the learning and applications of basic functions of the Adobe Creative suite CC software participants will carry out a series of digital graphics contents. The course explores the world of digital communication through the analysis of the new ways of using graphic content and the evolution of publishing in the digital age. In the communication sector, where digital contents dominate, graphic design is increasingly important. Graphic design skills are also essential for the new online communication professions and job opportunities.

Week 1

The first week of the course provides participants with digital graphics basics in order to develop and present their ideas. Using the software Adobe Photoshop CC, participants will learn key skills to represent their projects. Adobe Photoshop CC will be presented as a tool for processing images, from composition to selection, export and printing. In addition to practical lessons on image editing techniques, theoretical photography lessons will also be held, where the impact of technologies and new media in the production of digital images will be explored. Workshop: participants will choose a theme on which they will create a basic mood board using specific tools

Week 2

In the second week the course, basic theoretical and practical tools for the application of vector graphics used in different contexts of visual communication will be presented. During the practical lessons, the participants will create a series of pictograms/ideograms to be applied in different visual contexts. As part of the design approach, several case studies will be analysed, allowing participants to understand the interrelation between design techniques, synthesis, graphic style and visual coherence. The tools used are Adobe Creative Suite CC software in particular Illustrator, specific software for vector graphics and illustration. Workshop: participants will choose a theme and will represent it through a project of fundamental vector graphics.

Week 3

The third week of the course presents the basic theoretical and practical tools to understand the fundamentals of layout design and type usage. Furthermore, participants will learn how to design a multipage layout, the use of grid systems and visual hierarchies through the realization of a simple editorial project. In parallel to the practical activities, theoretical introductory lectures will be held on web design, with a focus on aspects of UX design and UI design. Participants will be introduced to and explore how to develop work with Adobe InDesign, a professional software used in the graphic industry. Workshop: participants will develop a simple ebook editorial project for new digital media.

ART IN /FASHION

Short Courses
3 Weeks

FIRENZE



This dynamic short course explores the influence and impact of art on fashion and luxury. Participants will gain a real understanding of the influence and 'power' that art has always exercised on style and the way we dress. Designers have, in fact, consistently fed their imagination with stimuli from art. Meanwhile, it is also true that today the fashion industry is the most important supporter and promoter of contemporary art.

Participants will question both worlds - art and fashion - in order to evaluate, improve and integrate the intrinsic characteristics of fashion design, fashion image and style, and encourage further dialogue with art and the various arts, in the fast paced, ever creative fashion industry.

Week 1

Identity and contamination: to investigate the complex relationship between art and fashion implies an awareness of the identity and peculiarities of both disciplines. Historically art and fashion forged their own distinguished sectors; one proposing the illusion of something eternal and imperishable, while the other in pursuit of the future through clothes and luxury objects that only a few could afford. Understanding this difference is the first step in analysing the history of this exciting relationship. Starting from the Renaissance up to the present day, participants will examine the most significant periods in history to focus on captivating examples of collaboration between designers and artists.

Week 2

Fusion: the second week looks at the current relationship between the art and fashion systems. Exhibitions, installations and events have radically changed the way fashion is shown on the catwalks and drastically influenced the concept of a collection. There are countless examples in which artists and actors have been involved in the realization of innovative performances. Participants will therefore investigate the creative processes that characterize each of the two systems, passing through the development and production of a project, up to the mode of presentation and distribution of works and collections. Through this comparison they will understand the real fusion of art in the fashion system and vice versa.

Week 3

The future of art and fashion - a creative combination: the last week of the course takes a look at the future. Participants will be encouraged to think of new ways in which a fusion of the two art forms may further expand dialogue and artistic expression. They will be encouraged to demolish disciplinary boundaries and industry conventions in order to rethink the creative process, social relations, the formation of desire, and utilisation of the product or object to the end consumer or client. The week will conclude with an illustrated presentation of a creative project proposal, supported by research materials including for example illustration, colour charts, photos, and images.

FASHION /PHOTOGRAPHY

Cross-School
3 Weeks

MILANO · PARIS



This short course introduces participants to the basics of fashion photography. They will develop an understanding of how fashion photography emerged and evolved from the 1950s onwards. Photographing a figure, deconstructing a look, understanding what styling is and how to apply it. These are all elements that they will explore. They will be introduced to digital photography techniques, indoor and outdoor shooting, retouching and image processing applicable to the fashion industry, and be given the opportunity to create a fashion photo book of their work via a vocational learning approach. The course in Paris includes a study trip to Milan, Italy in week 2.

Week 1 • (Paris)

Fashion Photography: an introduction to digital photography techniques will be the starting point of the course. A studio-based induction to photographic technique and equipment will take place. Participants will explore the past, present and future fashion photography trends to understand the context in which they will be working. The access and navigation of sourcing tools (books, articles, magazines, internet, street style etc.) will be key for developing creative ideas. The goal of the first week is to begin fashion photography and testing skills by taking shots of what are interesting fashion looks around the streets.

Week 2 • (Milano)

Styling in photography: participants are introduced to the fundamentals of fashion styling, looking at what defines a particular style, its concept and visual elements, and explore trend forecasting in fashion and luxury. Participants will also be introduced to the fashion blog; today considered one of the most important contemporary communication tools for style through photography. Practical exercises in street photography and trends analysis, and graphic layout for editorial will help build the communication of an individual style concept.

Week 3 • (Paris)

Styling concept: participants will have the opportunity to implement their own photographic styling project. The work will be the culmination of the first two weeks of activity with the presentation of a mood board that communicates the fashion concept and idea development through photographic images. Using basic techniques in digital retouching and editing, participants will be guided to present their work in a fashion photo book.

FASHION & /THE CITIES

Cross-school
3 Week (+ 1 optional week)

**MILANO · FIRENZE · PARIS
LONDON · MIAMI**



Travel and experience key fashion business capitals.

This unique experience will give participants a truly international insight into the European approach to creativity and the business of fashion. The diverse cultural histories of the different fashion capitals give each city its own individual take on the global fashion industry. Diverse cultural and historical influences combined with new consumer trends and emerging markets gives each city its own individual slant on the global fashion industry while also producing key strengths; London on design concept and inspiration, Paris on business, Milano on styling, and an optional fourth week in Firenze on menswear, fashion and art, or alternatively in Miami USA, investigating the phenomena of street style, leisurewear and luxury. In each city, participants will have the opportunity to develop a creative project related to a subject specialty. During the course opportunities to visit internationally acclaimed fashion shows and exhibitions are offered, where possible.

Week 1 • The creative capsule collection

London

London is a source of inspiration, experimentation and cutting-edge concepts where fashion design meets contemporary art. The diversity of style and the culture behind it is underlined by the unique approach to the fashion industry within the city. In London participants will be introduced to a design project, drawing on the inspiration that top designers find inspiring about this city. Based on fashion design development participants learn how to put together a mini collection of ideas, developing mood boards and trend analysis that will underpin their design concept. London thrives on all that is fresh and new, and participants are encouraged to find original approaches to design, question the rules and push the boundaries of style and taste.

Week 2 • New business venture

Paris

Paris is the birthplace of fashion. Here participants look at marketing and acquire a real taste of the business through an inspiring project. Paris is in 'the business of elegance'. After carrying out research into the luxury of fashion and the contemporary and historical Parisian fashion industry, participants create a visual business plan to launch a new line for an existing label of their choice, guided by the provision of informative seminars on contemporary fashion marketing. With the history of couture still rooted in the heart of the French fashion industry, Paris combines a chic outlook with a winning formula for quality and design. The rules of fashion are created here, through an understanding and appreciation of elegance and tradition.

Week 3 • Styling & image

Milano

Lifestyle is in the DNA of Italy and Milano, celebrated through its fashion culture, reflected in its own unique interpretation of styling and fashion communication publication. The wealth of the fashion business in the city supports one of the world's biggest industries. It is in this city that styling and fashion photography were born and where the world's most acclaimed fashion publicity and editorial campaigns are produced. Participants have the opportunity to choose a fashion season, an Italian brand and identify with styles and trends to build basic research that allows them to idealise their own photo-shoot. From a varied collection of garments, participants make a coherent choice of outfits and accessories in relation to their research, just as real stylists do before their next shoot.

Week 4 (optional extension) • Fashion vs art

Firenze

Home to luxury brands such as Gucci, Ferragamo, Cavalli, and Emilio Pucci, and to generations of highly skilled artisans and craftsmen, Firenze is a hub of creativity, upholding the 'Made in Italy' brand renowned for style, menswear, quality and top-class manufacturing approaches. With an immense artistic and culture heritage, and longstanding in its fashion tradition, participants investigate the trend in the growing bond between fashion and art. By investigating cultural and historical influences on style, quality and craftsmanship participants rediscover 'Italianness'; analysing top accessories brands, and the changing tide in the International Menswear industry, with Florence and the Pitti Uomo Fashion Fair a key appointment in the fashion calendar. The whole course has a strong cultural perspective and an intense schedule of field trips to museums, galleries, exhibitions, and art institutions, enhancing participants understanding, and overall vision of fashion & art.

Week 4 (optional extension) • Leisure & Luxury, the 'Miamiification' of fashion

Miami'

With Milano as the fashion capital of 'Made in Italy' style, and Paris prevailing in Haute Couture, the USA is the arcadia of streetwear and 'athleisure', two fast moving contemporary trends within the fashion panorama. Recent collaborations show how the distinct world's of leisure and luxury fashion are now in unison with each other; with street style reflected in luxury, and luxury inflecting leisurewear, streetwear and athleisure have become the 'new luxury'. Within this context, Miami's diversity and variety of styles, influences, tastes, languages, cultures and subcultures fully embrace this phenomenon. Through an experiential approach to learning, this course explores fast moving digital and social media driven study into key notions of contemporary fashion marketing and branding, 'Glocal' identities, co-branding, influencer marketing and customer psychographic research. Inspired by the concepts of flâneur and serendipity, psycho-geography guided walks around key areas of the city are organized to gather photographic, written, audio, and video inspiration from urban architecture, art, music and street fashion trend spotting. By the end of the week participants will have worked to create a final mood board for a 3-piece collection, and co-branding digital strategy proposal (Instagram); a self-reflective digital journal records the whole process.

1) While Istituto Marangoni Miami (IMM) is an affiliate of Istituto Marangoni, it is solely responsible for the courses, workshops and seminars offered on its campus. IMM is committed to communicating in a timely and accurate manner; however, it is important for all Catalog users to understand that this publication is not intended to create any guarantees about current short courses and continuing education offering by IMM. Current and potential students should seek clarification and/or assistance from an IMM advisor or administrator regarding any question pertaining courses and policies. Please refer to the current IMM Catalog for more information.

STUDY ABROAD

Undergraduate Semester Courses

Undergraduate Semesters offer participants the opportunity to join an undergraduate programme for one or two semesters and study alongside Istituto Marangoni students.

Aimed at participants with at least one-year of previous study relevant to their chosen area, undergraduate study abroad semesters offer a chance to gain invaluable insights into European style and lifestyle, and cultural influences and trends, while studying fashion, design, and art in one of Europe's capitals. Study abroad courses are structured and taught at year two (UK level 5) of a three-year undergraduate programme and provide records of class grades and study hours for eventual credit transfer*.

FASHION /DESIGN

Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

MILANO · PARIS · LONDON



Research is key to building an individual style and nurturing creativity

This semester course in Fashion Design covers skills in fashion illustration and garment construction, as well as investigating the engaging fashion industry through effective research, the basis to any fashion collection. Aimed at students with at least one-year previous undergraduate study in fashion design, fashion accessories, or similar field, this inspiring short course encourages participants to develop their own signature style or 'visual language', as well as broadening horizons for personal growth and future career development.

Learning focus Semester 1 (autumn start)

- Fashion Brand Exploration
- Pattern Cutting Skills
- Digital Design
- Fashion, Art and Cultural Context

Learning focus Semester 2 (spring start)

- Digital Design Skills
- Personal Style Development
- Volume and Construction
- Visual Communication
- Fashion, Art and Cultural Context

*subject to participants home institution's prior approval

FASHION DESIGN & /WOMENSWEAR

Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

MILANO · LONDON



A feminine fashion focus

This semester course focuses on femininity and the changing female silhouette, in order to inject creative flair in the competitive world of womenswear apparel. Classes in fashion illustration design, pattern making, and garment construction guide participants through various stages in the research, design, and style process. Aimed at students with at least one-year previous undergraduate study in fashion design, fashion accessories, or similar field, this inspiring short course encourages participants to develop their own signature style or 'visual language', as well as broadening horizons for personal growth and future career development.

Learning focus Semester 1 (autumn start)

- History of Contemporary Fashion
- Sociology of Fashion
- Production Processes
- Pattern Cutting Skills
- Design Methods
- Fashion Design

Learning focus Semester 2 (spring start)

- History of Contemporary Fashion
- Fashion Product Technologies
- Volume & Construction
- Fashion Trend Forecasting
- Personal Style Development
- Contemporary Draping

FASHION DESIGN & /ACCESSORIES

Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

MILANO · LONDON



Creating fashion objects of desire: designing the new fashion accessories

This semester course teaches design techniques and production methods covering shoes, bags, and fashion collection design, improving skills in areas including illustration, and 2D / 3D design, and production processes and techniques. Aimed at students with at least one-year previous undergraduate study in fashion accessories, fashion design, or similar field, this inspiring short course encourages participants to develop their knowledge and skill in accessories design, as well as broadening horizons for personal growth and future career development.

Learning focus Semester 1 (autumn start)

- History of Contemporary Fashion Accessories
- Sociology of Fashion
- Production Processes
- Pattern Cutting Skills
- Design Methods
- Fashion & Accessories Design

Learning focus Semester 2 (spring start)

- History of Contemporary Fashion Accessories
- Fashion Product Technologies
- Pattern & Prototype
- Personal Style Development
- Fashion Trend Forecasting
- Fashion & Accessories Design

FASHION STYLING & /CREATIVE DIRECTION

Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

MILANO · FIRENZE · PARIS · LONDON



Recognise, reinvent and define style and image for a garment, a product, or brand

This semester course further develops skills in styling and direction including graphic design, photography, production and set design, as well as broadening horizons for personal growth and future career development. Aimed at students with at least one-year previous undergraduate study in fashion styling, communication, or similar field, this inspiring short course encourages participants to develop new narratives to ensure that what goes in the fashion magazines, appears online or on the catwalk, communicates the right messages, at the right time, and to the right target audience.

Learning focus Semester 1 (autumn start)

- Market Insight
- Brand Identity
- Digital Marketing
- Entrepreneurship
- Personal Styling
- Fashion, Art and Cultural Context

Learning focus Semester 2 (spring start)

- Editorial Styling
- Graphic Design
- Editorial Styling
- Production
- Photography
- Fashion, Art and Cultural Context

FASHION STYLING & /VISUAL MERCHANDISING

Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

MILANO · LONDON



Learn the 'art' of presenting products to 'attract, captivate, & engage', and ultimately sell to the fashion consumer

This semester course looks at the dynamics of communication including styling a product, in store display and layout, the use of POS, and successful product presentation. Aimed at students with at least one-year previous undergraduate study in fashion styling, communication or similar field, this inspiring short course aims to strengthen skills in communicating a brand message and identity through styling and display, as well as broadening horizons for personal growth and future career development.

Learning focus Semester 1 (autumn start)

- Fashion Branding
- Market Insight
- Brand Identity
- Digital Marketing
- Entrepreneurship
- Personal Styling
- Fashion, Art and Cultural Context

Learning focus Semester 2 (spring start)

- Store Design
- Retail Environment
- In Store Layout
- VM Trend Research
- Design (2d/ 3d)
- Fashion, Art and Cultural Context

FASHION /BUSINESS

Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

MILANO · FIRENZE
PARIS · LONDON



Business professionals must possess a thorough knowledge of the fashion panorama in order to become experts in the ‘business of fashion’

This semester course covers skills in business strategy, digital luxury, and vision planning, as well as investigating the engaging fashion industry through effective creative research. Aimed at students with at least one-year previous undergraduate study in fashion business, buying or similar field, this inspiring short course encourages participants to develop forward thinking business acumen, as well as broadening horizons for personal growth and future career development.

Learning focus Semester 1 (autumn start)

- Fashion Psychology
- Interdisciplinary Project
- Brand Insight
- Fashion Digital Lens
- Fashion Promotional Mix

Learning focus Semester 2 (spring start)

- Project Management
- Green Marketing
- Value Marketing Planning
- Luxury Business Models
- Finance and Management Control

FASHION BUSINESS & /BUYING

Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

MILANO · LONDON



Selecting a balanced combination of products and brands that fully satisfy company sales targets, consumer demands, and market needs; the ultimate goal of the Fashion Buyer

This semester course covers skills in trends, branding and product lifecycle, as well as investigating contemporary product placement and management control, all within the fast paced fashion industry. Aimed at students with at least one-year previous undergraduate study in fashion buying, business or similar field, this inspiring short course encourages participants to develop forward thinking business acumen, as well as broadening horizons for personal growth and future career development.

Learning focus Semester 1 (autumn start)

- Fashion Psychology
- Interdisciplinary Project
- Brand Insight
- Fashion Digital
- Fashion Promotional

Learning focus Semester 2 (spring start)

- Project Management
- Green Marketing
- Visionary Research
- Luxury Business Models
- Finance and Management Control

FASHION BUSINESS /COMMUNICATION & MEDIA

Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

MILANO · LONDON



Communicate, connect and create a 'buzz' with consumers through different media techniques and channels

This semester course looks at key issues in contemporary communication channels, including online and offline tools, video, and printed media using images and successful copy. Aimed at students with at least one-year previous undergraduate study in fashion communication, promotion, or similar field, this inspiring short course encourages participants to create and enhance business communication strategies, as well as broadening horizons for personal growth and future career development.

Learning focus Semester 1 (autumn start)

- Fashion Psychology
- Interdisciplinary Project
- Brand Insight
- Fashion Digital
- Fashion Promotional

Learning focus Semester 2 (spring start)

- Luxury Image & Brand Construction
- Styling the Image
- Brand Communication
- Fashion Advertising
- Finance and Management Control

INTERIOR /DESIGN

Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

MILANO



Interpreting space for the way we live

This semester course takes a contemporary approach to design covering the main areas of contemporary lifestyle interiors: residential, commercial, retail, public spaces, and exhibition design. Participants investigate the 'identity' of the given space, taking on-board demands of physical wellbeing, as well performance needs of the space in question. Aimed at students with at least one-year previous undergraduate study in interior design, or similar field, this inspiring short course aims to strengthen skills in interior design, combining technical aspects in construction with contemporary design elements, fundamental for the successful management and development of design proposals.

Learning focus Semester 1 (autumn start)

- History and Criticism of Contemporary Design
- Product Ergonomics
- Techniques of Design Communication
- Interior Design
- Multimedia Planning
- Introduction to Design Methodology

Learning focus Semester 2 (spring start)

- History and Criticism of Contemporary Design
- Psychology for Design and Communication
- Computer Aided Design (CAD)
- Interior Design
- Design Education
- Materials And Processes

PRODUCT /DESIGN Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

MILANO



Designing luxury furniture, bespoke one-off items, or products for industrial design and commercialisation

Semester courses in product design combine a mix of applied manual, technical and digital design skills in order to improve and develop creative talent in design processes, methods, and final product realisation. Aimed at participants with at least one-year previous undergraduate study in product design, or similar field, these short courses cover key subjects in design, trends, materials, and 3D modelling, as well as contemporary insights in the design process for example, the sociology of design, communicating design, and design anthropology; researching and developing innovative ideas that match the needs and requirements of a client brief, or for the final product user in contemporary design proposals.

Learning focus Semester 1 (autumn start)

- Materials Science & Technology
- Anthropology of Design
- Aesthetics Trends History
- Design of the Product System
- CAD CAM Modelling
- Design Methods

Learning focus Semester 2 (spring start)

- Materials Science & Technology
- Techniques of Design Communication
- Sociology of Design
- Design of the Product System
- CAD CAM Modelling
- Design Methods

VISUAL /DESIGN Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

MILANO



Enhance graphic and multimedia design skills for effective and innovative visual communication

Semester courses in visual design combine a mix of technical design skills covering some of the most important digital software, including drawing and design elements of typography and lettering, colour, print, and layout composition to create meaningful designs in a technological and emotionally charged world. Aimed at participants with at least one-year previous undergraduate study in visual/graphic design, or similar field, these short courses cover key subjects rendering and communication, together with visual research and analysis of brand and mass communication. Participants investigate ways to communicate through visual language and storytelling in order to create a new image in brand identity, a new vision in advertising, or innovative ideas in publishing and in online magazines for the luxury, fashion and creative industries.

Learning focus Semester 1 (autumn start)

- Introduction to Design Information Technology
- Sociology & Anthropology of Communication
- Aesthetics Trends History
- Design Rendering & Communication
- Environment Design

Learning focus Semester 2 (spring start)

- Digital Image Processing
- Mass Communication
- Brand Communication
- Visual Research
- Multimedia Planning



MULTIMEDIA /ARTS

Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

FIRENZE

Discover the world of visual communication with the freedom of artistic expression: the multimedia artist
This semester course investigates ways of perceiving technology in art, and also art as visual communication. Participants study and develop an individual approach to communicating their ideas through media, sound, moving image, performance, and web. Aimed at students with at least one-year previous undergraduate study in media design, art & design, or similar field, this inspiring short course looks into the use of new media and technological advances in creative expression through a mix of technical expertise and creative research.

Learning focus Semester 1 (autumn start)

- Audiovisual Languages & Techniques
- Digital Application for the Visual Arts
- Sound Design
- Multimedia Design
- History of Contemporary Art

Learning focus Semester 2 (spring start)

- Multimedia Artistic Design
- Audiovisual Languages and Techniques
- Multimedia Artistic Design
- History of Cinema and Videoart
- History of Contemporary Art



ART HISTORY & /CULTURE

Semester

Study Abroad
Undergraduate Programmes
4 / 5 Months

FIRENZE

Discover the multitude of art practices, contemporary art sources, and ‘business’ activity within the arts industry
On this semester course participants explore the language and meaning of art, learning ways to articulate their ideas and communicate their findings to a knowledgeable art audience, or to the general public. Aimed at students with at least one-year previous undergraduate study in art history, art & design, or similar field, this inspiring short course develops skills in creative research and analysis of visual materials including art, sculpture, contemporary objects and images, through critical awareness, creative thinking, and effective written communication skills including, publishing, art writing and journalism.

Learning focus Semester 1 (autumn start)

- History of Cinema & Visual Art
- Art History Criticism
- Bibliography & Biblioteconomy
- Publishing System
- Theories of Visual Languages

Learning focus Semester 2 (spring start)

- Graphic Design for Publishing
- Art Writing
- Art Journalism
- Multimedia Publishing
- IT Tools
- History of Contemporary Art

STUDY ABROAD

Postgraduate (Graduate) Semester Courses

Postgraduate Semesters are structured and taught as stand-alone programmes providing a dedicated class environment.

Dedicated postgraduate (graduate) level courses are aimed at participants looking for a study abroad experience, or for professionals who have the desire to 'up-skill' or take a career break in order to further train in fashion, design and business. The courses develop specific creative and management skills useful for future career development, providing an opportunity to specialise and further develop knowledge and expertise in a specific subject, and essentially enhance skill and ability.



FASHION BUYING & /MERCHANDISING

Semester

Study Abroad
Postgraduate Programmes
4 / 5 Months

FIRENZE



The perfect balance of key trends for retail

Fashion buyers & merchandisers have an instinct for what will be popular, always on the look out for the next key trend, balanced with classic lines; they decide what's in store and on the high street. They plan the purchasing of seasonal items, identify the best product and brand mix, as well as fully satisfy the needs and tastes of clients. Fashion buyers are one of the main drivers in the fashion retail industry, a pivotal area in any successful fashion business. With previous undergraduate level training, or equivalent work experience, participants study key professional buying and merchandising methods gaining knowledge and management skills covering stock mix, major methods of import / export, pricing strategies and the profitability of fashion products. At postgraduate level this five-month course provides tailored knowledge of the fashion retail sector, for individuals wishing to up-skill, change career direction, or undertake a professional study abroad experience on a limited time frame. Studies include professional buying skills, with a particular focus on how to satisfy the needs and desires of clients at different market levels. Participants analyse the retail supply chain, trade fairs, ready-to-wear and couture shows, the role and responsibilities of retail fashion buyers, as well as contemporary buying, production methods and sales techniques. This course provides the perfect balance between professional buying skills and fashion merchandising techniques in order to understand and achieve profitable objectives, exploring the relationships between buying, trend forecasting, seasonal planning, marketing and sales. Over an intensive study period, participants will learn key notions in how to develop their own business strategies and gain the necessary skills to develop a career in the industry as fashion buyers and professional merchandising experts.

Learning focus

- The fashion system
- Responsibilities and the role of the fashion buyer
- Contemporary buying and e-commerce
- Trends and forecasting
- Digital marketing
- History of fashion
- Creating buying & merchandising plans
- Fashion business & strategy development

Possible career paths

- Distribution manager
- Fashion buyer
- Licensing manager
- Merchandising manager
- Retail manager
- Visual merchandiser

FASHION BUSINESS & /MARKETING

Semester

Study Abroad
Postgraduate Programmes
4 / 5 Months

FIRENZE



Learn the key rules of marketing for the fashion industry

Business professionals in fashion and luxury companies define marketing plans, organise promotional events, create communication and advertising strategies, and put all these into action. For individuals wishing to up-skill, change career direction, or undertake a professional study abroad experience on a limited time frame, this intensive five-month course provides knowledge of key business and marketing strategies specifically developed for the fashion and luxury industries. Fashion business and marketing professionals are multi-skilled individuals covering strategic roles in the industry; their work spans many areas including communication, branding, management, buying, styling and digital marketing to name just a few. With previous undergraduate level training, or equivalent work experience, participants evaluate past and present marketing strategies used by top industry players in order to make strategic decisions. After graduate study research is key in analysing competitor activity, including monitoring the use of different business marketing tools, from more traditional methods to online digital marketing techniques. They consider promotion through various media including fashion advertising and visual display techniques, and are encouraged to challenge the traditional, investigating unconventional and innovative tactics used by top brands. Through solid business acumen and creative communication skills, participants learn how to communicate an authentic message and uphold and promote the company or brand image, as well as acting on opportunities in new media (social media, virtual platforms). The course takes into consideration new attitudes in fashion and their influence on business, including sustainable fashion. The intensive syllabus also covers the more traditional aspects of business including new methods of customer relationship management, negotiation skills, consumer behaviour, leadership, and professional communication and presentation skills.

Learning focus

- Marketing communication channels (fashion & luxury goods)
- Digital marketing & new media
- Fashion business economics
- Fashion production management
- Fashion PR, promotion and advertising
- Visual display and merchandising
- Creative research methods and industry analysis
- The history of fashion

Possible career paths

- Buying & branding manager
- Business developer
- Import/export manager
- Marketing director
- Product manager
- Retail & strategic manager

ADVANCED /INTERIOR DESIGN

Semester

Study Abroad
Postgraduate Programmes
4 / 5 Months

MILANO



Understanding space and location: the core of interior design

The core to all interior design proposals is mood and space; it influences emotions and sensations, and contributes to our general wellbeing and sense of belonging. This five-month course provides tailored knowledge of interior design and creative research techniques for the demanding and inspiring interior design industry, for individuals wishing to up-skill, change career direction, or undertake a professional study abroad experience on a limited time frame. With previous undergraduate level training, or equivalent work experience, with a strong aesthetic sense and ability to deliver contemporary and forward-thinking, participants work with CAD technical drawing techniques to pull together the plan, design, layout and decoration of interiors for living, or commercial spaces such as offices, hotels or shops, solutions. At postgraduate level this course focuses on an approach to develop research and provide the right interior solutions for a given space or location. Participants discover how to interpret space according to a design brief or brand identity; learning how to respond to market trends, and business positioning and marketing strategies, considering the overall mood, and atmosphere created through floor plan, layout, colour, lighting and accessories, and the choice of fabrics and materials. They look at how designers successfully source ideas through research to reference contemporary style and simultaneously interpret the practical needs and desires of clients taking into consideration new design elements such as sound, scent, tactile features and ‘wellbeing design’. Analysis of key historical periods in interiors, fashion and art encourages participants to question the working process of traditional and the current discipline of interiors, working on their own creativity and promoting contemporary design thinking and experimentation to produce innovative, and practicable design solutions for a client brief.

Learning focus

- Designing public spaces
- Residential design
- Portfolio for interior design
- Materials and surfaces
- Illustration & CAD skills
- History of art and design
- Research approaches

Possible career paths

- Interior designer
- Interiors for editorial/Publishing
- Showroom management
- Consultant for exhibitions/installations
- Set Designer

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Material costs:

Additional short course material costs may occur during studies and depend on the chosen course (these may include, but are not limited to, for example, specialist design materials, or tools).

Courses:

For full course details and programme specifications please visit www.istitutomarangoni.com or contact the admissions office at the chosen school.

The information in this prospectus relating to study programmes is correct at the time of publishing and every attempt is made to ensure its accuracy. However, it may be necessary for the school to make some changes to the information presented following publication – for example, in order to deliver the very highest quality programmes, courses are constantly reviewed to ensure an up-to-date curriculum. In making any such changes, the school will aim to keep changes to the minimum necessary to achieve the required quality of experience.

Miami School extra information:
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