

MILANO

FIRENZE

PARIS

LONDON

MUMBAI

SHANGHAI

SHENZHEN

MIAMI

isti
tutto
maran
goni

The Short Courses



istitutomarangoni is **my** life



Roberto Riccio
Group Managing Director

THE THEATRE OF DREAMS

Living fashion as protagonists, being the new authors of contemporary art and design, making their mark through the free and conscious artistic expression of their creative self: this is the ambition of more than 4,000 participants from over 100 different countries, who, every year, step through the front door of one of the ten Istituto Marangoni schools across the world, eager to prepare for their future and to live a dream often harboured by the enthusiasm of a veritable vocation. A heterogeneous, dynamic, demanding learning community, facing the scenarios outlined by a future ever more globalized and rich of new professional opportunities.

Fashion, design, and art are tied by mutual and complex influences. To allow participant's knowledge and full comprehension is the mission that Istituto Marangoni has been successfully pursuing since 1935, thanks to the ability to adapt the educational model to the evolving society; while remaining firm on the institute's founding values, such as its proud Italian identity, expressed through the enhancement of the cultural, artistic and entrepreneurial traditions forming the core of Made in Italy. This identity co-exists with a strong international vocation, allowing the school to extend its formative experience through a strategic network located in the heart of the fashion, art and design capitals of today and of tomorrow. At the same time, it is the ambition and curiosity of the participants, the real protagonists of life at Istituto Marangoni, that encourages the modern, compelling educational approach of the institute. The constant stimulus, carried by a multitude of special projects, laboratories and seminars allows for a complete, effective learning experience, filling the void between theoretical knowledge and development of creative talent, on one side; and the possession of the most effective skills for the concrete management of a future professional life, on the other side. The numerous, well-established relationships that Istituto Marangoni maintains with Italian and international brands, from which come the school's faculty, plays a pivotal role in the achievement of such an outcome. Consistently trained and updated, teachers complement the work in the classroom with their profession in fashion, art or design, thus acting as veritable guides and inspirational models for the participants. Their active participation into the life of Istituto Marangoni is also instrumental to keep alive the incessant exchange of ideas and information with companies, consulting firms, manufacturers, distributors, marketing and communication agencies etc., allowing the development of teaching programs that are always in tune with present-day market demands. In the Milano*, Firenze, Paris, London, Mumbai, Shanghai*, Shenzhen and Miami locations, permeated with the best contemporary design and filled with the most avant-garde technology, participants live the unique experience of an educational path counting on the support of a vast community of alumni, whose career started from their studies at Istituto Marangoni. Among them are names such as Franco Moschino, Domenico Dolce, Alessandra Facchinetti, Paula Cademartori, Umit Benan, Rodolfo Pagliarunga 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. It is a theatre of dreams for participants, a place where they are given the tools to start the next creative revolution through a complex mosaic of elements, enhancing their talent and implementing their ambitions – an effective education is the authentic cornerstone to assist with a challenging, productive future. The fulfilment of their dreams starts here.

*2 schools



Milano



Firenze



Paris



London



Mumbai



Shanghai



Shenzhen



Miami

EIGHT CAPITALS TO ALWAYS BE AT THE CENTRE OF STYLE

8

Being always at the centre of the action is one of Istituto Marangoni's distinctive teaching methods.

Milano*, Firenze, Paris, London, Mumbai, Shanghai*, Shenzhen and Miami

The cities hosting the locations of Istituto Marangoni are among the world's most vibrant capitals of fashion, design and fine arts, where the trends of today and tomorrow come to light every day. That is why they are able to provide an exciting, highly inspiring environment to the participants who choose to attend the school. At the same time, these cities inspire the educational programmes of each location. Indeed, besides the disciplines that have made the history of Istituto Marangoni, others are specifically chosen to reflect the social, cultural and economic environment surrounding them, thus promoting a lively interaction between the school, its participants, and the reality of the market in which they strive.

* 2 schools

THE INTERNATIONAL NETWORK OF HIGH END, PRESTIGIOUSLY LOCATED, MULTICULTURAL SCHOOLS

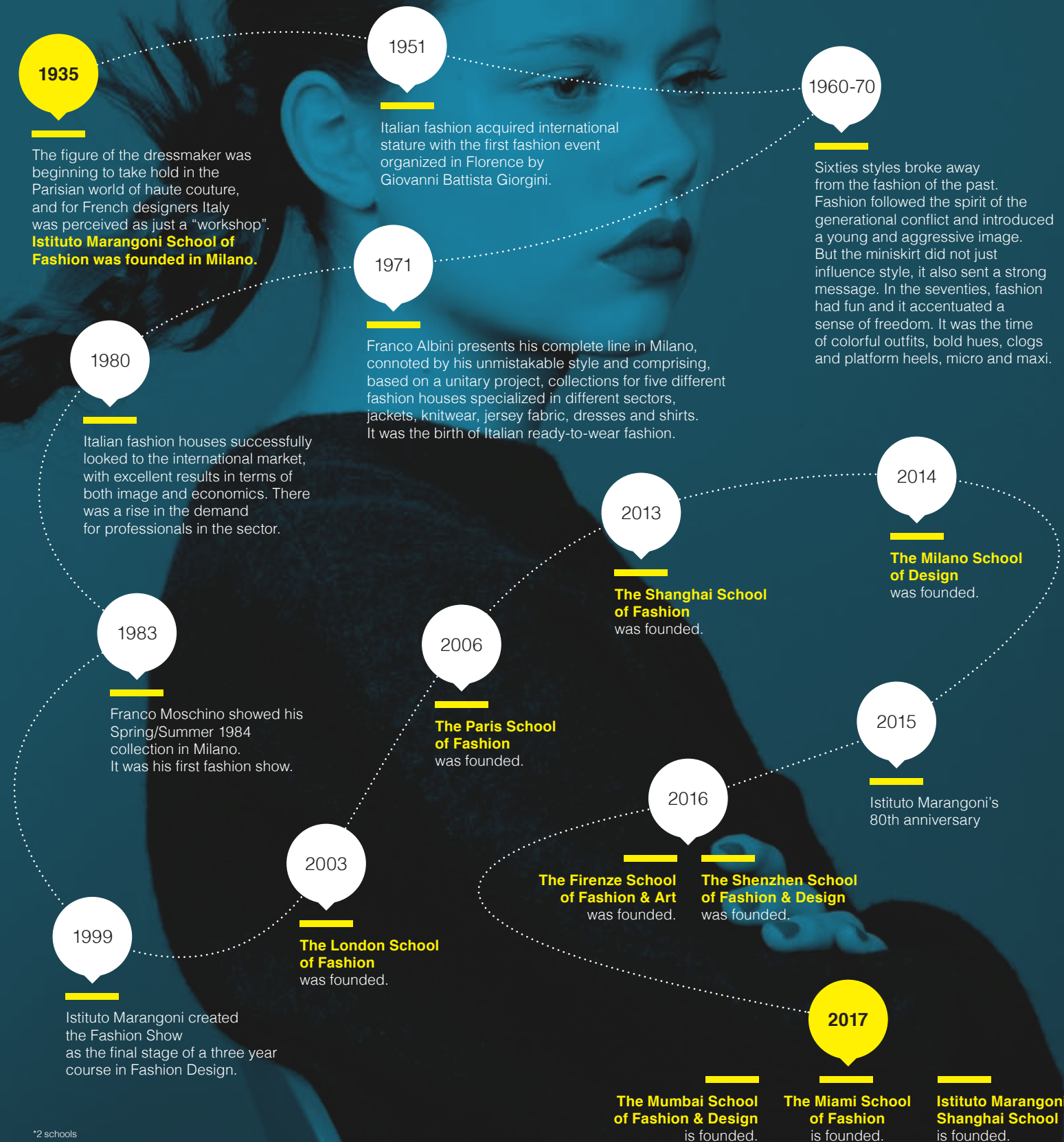
The economy's progressive globalization and the growing importance of new emerging regions have driven Istituto Marangoni to open new schools in Europe, America and Asia; an extended geographical dimension that has resulted in the progressive broadening of its international influences. The ten locations that Istituto Marangoni counts today in Milano*, Firenze, Paris, London, Mumbai, Shanghai*, Shenzhen and Miami operate as living organisms in tune with the changes in culture and society, making up an incomparable network available to all participants.

The international network is an invaluable asset, offering participants not only the opportunity to live a truly global experience during their education; but also that of building the foundation of the social and professional network, essential to the increasingly complex challenges of the world of fashion, art and design. With its distinctively international character, the base of Istituto Marangoni's unique way of teaching fashion, art and design lies in its 'Italianness', a pivotal feature of the school's identity, deeply rooted in the country's legacy and traditions. This Italian character, synonymous with luxury, excellence and the concepts of quality, beauty and craftsmanship, lays in a unique, world-famous mix of creative flair and commercial acumen. Istituto Marangoni aims to teach and bring forward its distinctive criteria of superb quality beyond Italy's borders; thus turning its participants into artisan designers with a global creative and business-oriented vision, capable of giving to the market innovative products of the utmost quality. In order to ensure the Italian factor, a significant part of the Istituto Marangoni worldwide 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, working at companies and institutions in fashion, design, and art. To rely on their pragmatic values, extensive experience in the system, and deep knowledge of the current market situation is

fundamental in transforming sheer talent into something more effective, ultimately practical and concrete. Having locations across Europe, America and Asia is therefore a crucial strategic decision of Istituto Marangoni. Located in the most lively fashion, art, and design capitals of the world: the Milano schools are at the centre of the fashion and design district, world famous for the continuous development of new ideas and styles; the school in Firenze is in the historical centre, in an ancient building of magnificent elegance and a meeting place between fashion, art and tradition. The Paris school occupies a 7-story building that breathes the air of the most prestigious Parisian fashion houses, while in London, the school is in Shoreditch, considered one of the coolest artistic and creative areas of the metropolis and a place that looks to the future, full of visual and cultural stimuli. The Mumbai School is in Worli, one of the most desired neighbourhoods of Mid-Mumbai, the city's original business district and centre for fashion, art and design. From their elegant and state-of-the-art facilities, the Shanghai* and Shenzhen schools are Italian eyes peering into the future of the world, watching over new market trends in both international and Asian fashion. Finally, The Miami School in the Design District, is the new home to talents who wish to express their creativity. The variety and standing of these locations proves to be essential to participants and teachers alike, allowing shared benefits from an increasing number of cultural exchanges and opportunities.

*2 schools

Develop abilities, grow new talent. Since 1935, this has been the mission of Istituto Marangoni, applying the most advanced teaching methods to provide all the necessary skills for creative self expression. In the classrooms of the Milano*, Firenze, Paris, London, Mumbai, Shanghai*, Shenzhen and Miami schools of Istituto Marangoni, four generations of professionals from over 100 countries have developed their talents, building year after year its unmatched historic patrimony.



*2 schools

THE FIRST STEP TO EXPERTISE: A SHORT COURSE

Istituto Marangoni welcomes participants from all over the world. This is the opportunity to study at our top fashion, art & design school.

Being able to choose between ten international locations: Milano*, Firenze, Paris, London, Mumbai, Shanghai*, Shenzhen and Miami¹⁾, provides participants with an opportunity to experience, in a short time period, the worlds of fashion, art and design. All courses are project-led and teaching is individually task oriented with group activities supported by lectures, workshops and subject specific presentations by leading 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. The aim is to give as much opportunity as possible to aspiring fashion, art or design professionals to experience these magical worlds, with each course allowing participants to grasp the key principles and notions of their chosen subject. Short courses are also the perfect 'taster' or introductory course, which may lead to more in-depth study or a career path, while 'Executive' short courses offer participants the chance to discover a more advanced level of training and expertise.

* 2 locations

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short
courses

3 Weeks (+ 1 optional week)

FASHION & THE CITIES

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, in Shanghai looking at the future fashion economy, 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 • Future fashion economy

Shanghai

Shanghai claims the title of fashion capital of the East, without a doubt the fashion capital of the future. The centre for production, technology and fashion innovation in the world's new leading economy cannot be ignored and this exciting emerging culture needs to be experienced first hand. Look at what makes Shanghai new and unique and what contribution it makes in the near future to the fashion industry of the world from the commercial, technological and creative perspective. During this week, the participant learns how a product manager turns ideas and design concepts into reality, transforming creativity into valid commercial proposals. With an understanding of all skills involved from design to production, the product manager orchestrates and oversees all work. This week is designed to introduce the participant to a new professional figure with the unique ability to interpret style from design concept to the finished garment/product: the product manager, in fact, is known to be the key player of the fashion industry.

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.

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2 Weeks

SOCIAL MEDIA FOR FASHION

This course will help participants connect the fashion world with the new and exciting domain of interactive marketing: social media. Whether through a mobile phone or the web, the diffusion of social media has had considerable impact on fashion. As social media becomes more user-friendly it increases its interactive potential as a means of communication, thus making it excitingly more effective in its immediacy for marketing strategies. Participants will acquire information on specific tools and strategies in order to make their own fashion communication instant, original, seductive and highly competitive. The course is designed for those who would like to work in or who are already working in this sector and aim to specialize and improve their skills.

Week 1

The social context: internet, Facebook and Twitter. Overview of the evolution of communication: from paper-based communication to the web and newly applied technologies. Marketing: basic information and principles linked to the virtual world. Analysis of new trends in expressive and sociological terms, which characterise the new ways of communicating and their impact on the fashion world. Research and analysis of the most significant and influential exponents of social media communication as a means of expression for fashion.

Week 2

Tools: the study, analysis and research of the platforms of communication, the forum, weblogs, social blogs, micro-blogging, wikis, social networks, podcasts, etc. The online magazine, webinars, also Pinterest and Instagram. Preparation of a personal blog relating to fashion or of an online micro-magazine, which implements the knowledge of the social media and marketing techniques acquired, whose content is identifiable as avant-garde and original. Presentation of the project and final assessment.



3 Weeks

THE ART OF FASHION ILLUSTRATION

Become an 'Artist of Illustration' for fashion. This course introduces the key skills adopted by professional illustrators working in today's creative industries, with an emphasis on fashion and artistic practice. Illustrators work for fashion brands, graphic design companies, magazines, events and exhibitions, on books and editorials, trend books and advertising, and respond to the growing demand in the digital world for illustration used in blogs, tumblr, pinterest, etc. Participants learn contemporary fashion illustration skills, develop an individual style, and gain knowledge of past and current illustration methods used in the international fashion field. This course pays homage to the true heritage of Istituto Marangoni, famous for its polished and professional illustration style.

Week 1

Going back to the drawing board – this course starts with a 'return' to drawing skills; the trend in Fashion Illustration today. The course will provide participants with the skills to apply diverse drawing techniques to produce various styles of illustration. References and studies of artists, their use of colour and materials on canvas and paper, will help develop new approaches to create fashion illustration. Participants will experiment with colour, scale and mark making, questioning the preconception of how a fashion illustration should be.

Week 2

Participants move on to learn and apply the technical strengths of digital illustration technique, learning how to use it creatively to complement and enhance a forward-thinking and individual approach to produce contemporary fashion illustration. The ability to tell a story through the mood, pose and proportion will be a component part of the contents in this week that will help promote the fashion message of the illustration: a knowledge of contemporary trends will inform the fashion looks.

Week 3

In the final week of the course students will choose a theme to build a small selection of illustrations. The theme may be based on a specific illustration technique, or the development of an idea from an existing brand collection. Participants will be expected to include the creative and experimental approaches developed over the short course in the final body of work; a reflection of an exciting and contemporary approach to illustration that draws on the freedom of artistic endeavour, and the rigor of accurate garment representation.

3 Weeks

THE ART OF TEXTILES & PRINT

A fine balance of artistic skill, craft application, fashion and luxury: this course introduces techniques in both new and traditional textile design and hand printing, combined with an overview of contemporary digital print knowledge. Participants learn creative design and print techniques, and gain an understanding of fabrics and materials, and the key processes and methods used in today's fashion, art and design industries that represent contemporary textiles practice. The course teaches how to conduct research, develop and create original prints and surfaces embellishments for a luxury brand. It also shows what is needed to become a print designer for fashion, interior and product design, how to collaborate with trend books development for textile companies and what it takes to become an independent textile designer for exhibiting in trade shows.

Week 1

Creative research methods and the artistic approach to textiles are the starting points in the first week aimed at generating visual imagery for textiles design. Expressive mark making and painterly approaches will be encouraged typical of Art practice to generate unexpected visual results to apply to design ideas. Participants will also touch on colour theory applied to design. A wider look at the context of textiles and print related industries including interiors, couture, and contemporary art and design will assist in the development of ideas and innovative design.

Week 2

Participants begin to analyse the key print techniques including block, stencil, heat press (foil and flock), screen, and hand painting and the visual characteristics they produce on cloth. They move on to study the techniques, process and methods of modern printing and textile design which includes the digital process in textiles design, while also looking at both traditional and contemporary dyeing techniques. With practical design lessons, participants are given the chance to select and experiment print and embellishment techniques in beading, handcraft, or creative surface decoration techniques.

Week 3

This week gives participants the opportunity to produce textile designs, generated through their studies and present six final paper designs or fabric swatches. As well as applying the brief overview of the international fashion and art scene in textile design, both past and present, participants are also encouraged to interpret fashion trends and apply this in their own unique individual style and personal vision, in order to create the final design ideas. More advanced theory in print engineering including serigraphy and digital printing placement and repeat printing will be part of the final week, in order to gain a more complete knowledge of processes used in textiles production, including natural and sustainable material issues. At the end of the course participants will be able to communicate an individual and innovative range of textile design ideas, reinterpreting heritage crafts with a contemporary feel.



3 Weeks

PATTERN CUTTING

Pattern-cutters create patterns based on illustrated designs that are used in the construction of fashion garments. In this short course participants are introduced to the most important elements of pattern cutting techniques, focusing on cut and construction in garment making, providing participants with key pattern-cutting skills that may be applied to basic garment construction, as well as seeking new perspectives in cut via a vocational approach to learning.

The course looks at how to develop and personalize the 'base block' for their cut, while an interpretation of line, volume and silhouette are all studied through an understanding of contemporary fashion practice. Participants are introduced to the process of cut and quality control related issues, working on how to find and improve any defects. They are shown how to use different materials, consider weight, composition, and typology, and gain an understanding of 2D garment cut and appropriate construction techniques. This course primarily concentrates on practical lessons so that participants may acquire 'hands-on' pattern-cutting skills and knowledge, as well as providing an introduction on how to budget designs to produce appropriate garments for a chosen market.

The course focuses on;

- Contemporary cutting and product development
- Cut development and the luxury industry
- Construction techniques
- Atelier and new perspectives

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3 Weeks

FASHION DESIGN

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, color charts, fabrics and accessories, right through to the design and creation of outfits. Participants are then introduced to the silhouette, color 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 color 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 color 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.



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3 Weeks

FASHION IMAGE & STYLING

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 in 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 color, silhouette, accessories and their combination) and key notions in photo shoot planning and narrative.

Week 3

Style definition & photo shoot: 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.

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3 Weeks

FASHION VISUAL MERCHANDISING

This course will give participants the opportunity to discover the techniques of visual merchandising and visual display, in order for them to maximise the profitability of a window display or of a retail store. In addition, they will learn the fundamental aspects of consumer behaviour, which is key to creating a unique buying experience for every customer and building a loyal customer base.

Week 1 • the guidelines: uses and purposes

Merchandising techniques: aesthetics and the organisation layout. Visual elements of communication outside the retail store: location, analysis of the external signage, the façade, accesses and windows, distinctions between advertising for the commercial and luxury markets. Focus on window displays: research and skills needed to create window displays.

Week 2 • the shop: image and window display.

Layout of a retail space. Elements of visual communication within the shop: analysis of the layout, space assignment according to sales objectives. Identify the ideal consumer path through the space, product and equipment display. The importance of product grouping.

Week 3 • the product: display and layout

Display techniques. Walls: research and creation techniques. Levels of display, sales and analysis of the 'reading' process from the consumer perspective. The offshore and the online store: synergies. Vertical and horizontal display: meaning and creation criteria. Customer loyalty, aftersales techniques and focus on the overall 'customer experience'.



3 Weeks

FASHION PHOTOGRAPHY

¹ In partnership with **ATELIER SÈVRES^{DE} 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 also includes a study trip to Milano, Italy in week 2.

Week 1 • Introduction to 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 • 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 • 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.

*The Fashion Photography is a course delivered in collaboration with an external photographic laboratory.

1) The course in Paris is delivered in collaboration with Atelier de Sèvres, the professional studio and art laboratory, and includes a study trip to Milano in Week 2.

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3 Weeks

FASHION BUSINESS

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.

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3 Weeks

FASHION BUYING

The aim of the course is to explain and make clear the procedure of fashion buying, including the analysis of markets, different store formats, and steps needed to understand customer needs in order to buy correctly for different customers and targets. Determining budget, establishing good relationships with the team, from management to sales people in store, and understanding assortment planning will also be looked at.

Week 1

This week is an overview of the different aspects of buying. Retail buying: the responsibilities, skills and personality traits a buyer needs to be successful; line staff support and organization; organizational models of stores: independent stores, department stores, branch stores, centralized buying and merchandising; planning and control: determining company policies and analysing the forecast demand; consumer research: demographic and geographic levels; lifestyle trends: how to define customer needs.

Week 2

At this point in the course the emphasis will be given to trend influence, the potential of branding, and communication. Types and source of information: internal and external sources; selection factors: trend and brand extension; merchandise assortment: breadth and depth of assortments; determining breadth; time of selling cycles: increasing breadth; depth and demand rigidity; skill: planning sales by selection factors; brands and designers; differentiation through branding: private label, exclusive merchandise, taste and timing; staple items; assortment planning: quality, price ranges, style, colour, material, size and fit; budgeting sales and stock: inventory control systems.

Week 3

Week three will look at the aspects of analysis and control. Planning: retail organizational structure and different planning levels; managing the merchandise planning process; developing sales projections; analysis of past sales reports; inventory and stock turn; planning prices: mark up and mark down; planning objectives and goals; strategic profit model: analysing performance; planning how to manage the store; importance of store layout plans and visual merchandising.



3 Weeks

MARKETING FOR LUXURY

Learn 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 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.



3 Weeks

TREND FORECASTING

Due to globalization, fashion and fashionable products have to match the desires of people from all over the world at the same time. Meanwhile, more local and subcultural trends are emerging, creating the long-tail effect. Understanding the movement of trends within different social environments and how high culture, popular culture and subcultures influence, in different ways, trends in fashion and life-style is paramount for every creative professional, and this course aims to deepen the understanding for participants of trends as they influence fashion and product design, with the aim of interpreting and applying this understanding to their own creative process. Trend analysis looks at the interaction of shifts in fashion, consumer lifestyle and culture, and the means of perceive upcoming trends, and predicts what consumers are willing to buy several seasons ahead of time. Interpretation and contextualization of socio-cultural knowledge is the key to a successful trend preview, something which needs to go beyond simple intuition.

Week 1

Introduction: study of different types of forecasting from intuitive to predictive and the difference in both research techniques and companies who deliver those services. Participants will be taught specific research skills, especially where to locate source material and how to read current trends.

Week 2

Participants will learn how to capture, analyse, interrogate and read their initial findings to support their ideas using Photoshop and Illustrator. They will learn how to collate and present multimedia resource material into a trend story and initial concept. They will be taught the skills of extracting key colour, texture and silhouette themes for fashion design.

Week 3

Participants will draw together a professional trend forecasting package with a family of related trends including colour and fabric samples, silhouette and design detail ideas. Participants will make a final professional presentation where they 'pitch' their idea to an industry client.

3 Weeks

HISTORY OF ITALIAN ART

The course is intended to touch on the most meaningful landmarks of the history of Italian art, from the Middle Ages to today. The three weeks of the course will be focused on a keyword, that of 'space', because, symbolically and historically, this is the true key to Italian uniqueness in the cultural context of the development of the language of Western art. Furthermore, the idea of space refers to the nature of the course, which is based on a constant dialogue between internal and external, that is, between the city and the school, incorporating a structured programme of visits to museums and historical spaces, seen as an integral and completing part of the course itself.

Week 1

The space as symbolic form

A reflection on the conquest of space, as shown in anatomy and perspective, from Giotto to humanism in Florence, will guide participants to comprehension of the most important formal conquests of western pictorial modernity. Expected visits: Galleria degli Uffizi, Santa Croce, Santa Maria del Carmine.

Week 2

The space as social form

Modern western culture, and Italian culture in particular, is structured around the concept of 'the court'. The Medici court of Florence will be the starting point for a reflection on the Italian Renaissance and Baroque, in comparison to the European culture of the time. Expected visits: Palazzo Pitti, Palazzo Strozzi, Galleria dell'Accademia.

Week 3

Space and Time

The last week is dedicated to contemporaneity and to looking at the Italian visual culture of the Twentieth century, from the avant-garde to the dialogue between art and fashion and the most contemporary experimentations. Expected visits: Museo Marino Marini, Museo Novecento.



3 Weeks

INTERIOR DESIGN

This short course will guide participants through the ultimate fashionable trends in contemporary interior design. It encompasses the definition of a style through the furnishing of a retail space or a hotel, 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, colors 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 modern project planning presentation techniques. They gain an understanding of which styles and aesthetic languages are more appropriate for fashion trend luxury housing, and how the use of creatively researched elements and images elaborate 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 color schemes to create harmony for a contemporary ambiance. They will gain an overview of design products on trend, together with an understanding of the evolution in contemporary home collections. 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 unique and atmospheric spaces. 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 with the presentation of a final interior project layout, supported by visual research.

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3 Weeks

PRODUCT DESIGN

Italy is recognized as one of the design capitals for its heritage and reputation; this statement defines this exciting short course that explores the contemporary design field. The course gives participants insight into what product design is today, providing an opportunity to design a new product from concept, through to an understanding of the basic process of manufacturing, prototyping and marketing. The aim of the course is to provide an introduction into how to turn an idea into a successful product via a vocational approach to learning.

Week 1

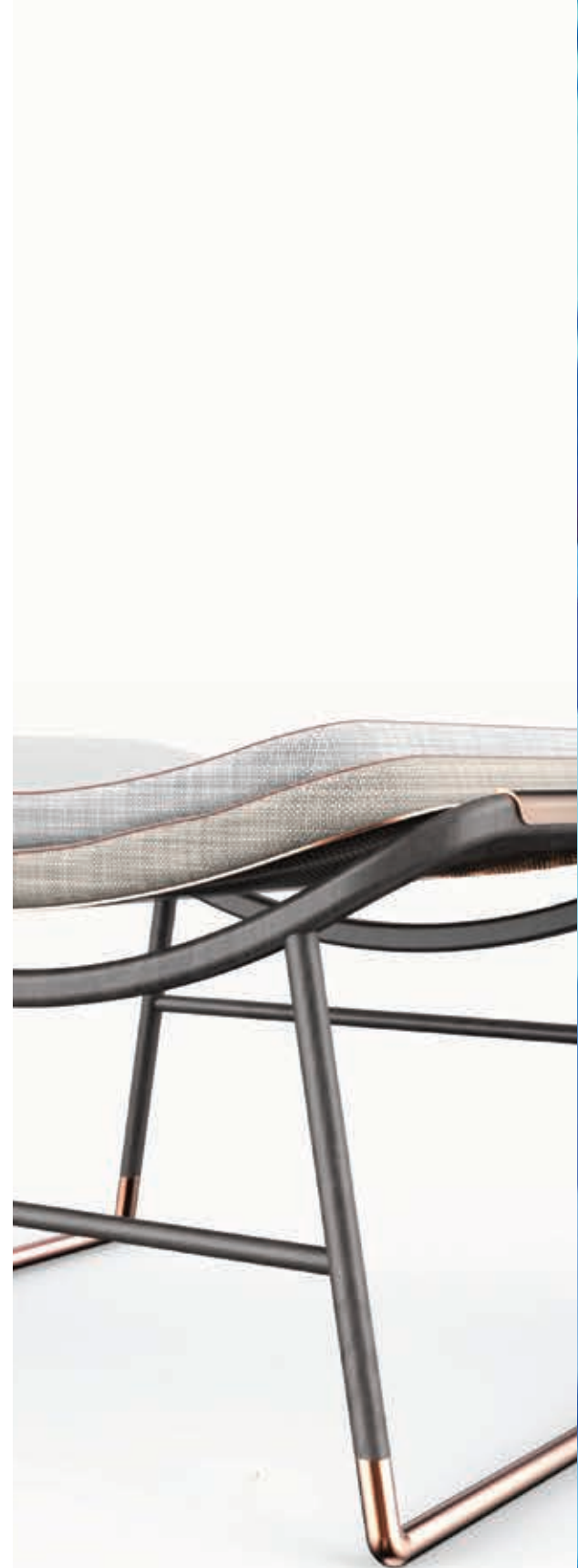
Milan in Italy is the at the heart of contemporary design, and the world gravitates towards it each year for the International Furniture Fair - the Salone del Mobile and Fuori Salone. Participants are introduced to 'Made in Italy', its language, context, and influence on the international design scene. The course also moves further afield and provides participants with a basis for the critical analysis of international design, looking at the way we live, and how designers work today to provide products for tomorrow.

Week 2

With an introduction to the early stages of the design process, through the techniques and practical methods commonly used in research design, participants learn how to structure and analyze a basic design brief, identify key needs of consumers and draw up a simple design with product specifications. Participants work on the creation of the design 'concept', together with an evaluation of the development phase of the design process.

Week 3

Participants gain an understanding of the activities necessary to define some different viable conceptual schemes that meet the needs of the product, together with the major manufacturing processes and materials used today. An overview of marketing, branding and the selling of the product are components for the week. Participants have the opportunity to develop and define their own concept design proposal by creating a project to basic design layout.



Made in Italy Made for you

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4 Weekends

DIGITAL PR FOR FASHION PROFESSIONALS

The course is designed for PR officers, communication managers, content managers and entrepreneurs of SMEs that want to fine-tune their competences in the fields related to digital communication. In a world where the standard images conveyed by the fashion world are defined by a complex system of players who, on one hand create and on the other interpret, decode and transfer the messages, depending on the segment of consumers that they are aiming to reach, an in-depth knowledge of the basics necessary for developing an effective Digital PR strategy becomes fundamental.

Weekend 1

In Week 1, the participants will begin studying digital trends and analysing the various social media. They will gain familiarity with the existing social channels and learn how fashion and luxury companies use different penetration strategies in the various media to fulfil their marketing and communication objectives.

Weekend 2

The course will investigate how to define an original, effective digital communication strategy, through the appropriate use of digital advertising campaigns, fashion movies, live streaming, bloggers, events, omnichannels, e-commerce, etc., building bridges between the offline and online worlds. The participants will study these contents in classroom lessons and during workshops with trade professionals.

Weekend 3

In the third week, the participants will study the phenomena of fashion bloggers and influencers and their evolution over the past few years. How influential are they still in raising awareness in various market segments? When is a blogger truly believable? Who are the leading bloggers and influencers and how do they operate?

Weekend 4

The course will analyse the basic principles of e-commerce, Search Engine Optimization (SEO), Search Engine Marketing (SEM) and Digital PR to understand the extent to which use of the search engines can help catalyse web traffic, monitor the traffic of competitors and establish the parameters for analysing the efficiency of the digital communication strategy.



4 Weekends

FASHION PRODUCTION & SUSTAINABILITY

The fashion manager must be capable of interpreting how the market is evolving and optimising the competitive advantages of the product. Today, sustainability is an essential quality that must be present in order to appear credible in the international scene and the world of fashion is paying close attention to the themes related to sustainable development, from the improvement of the production process to its communication.

Weekend 1

In Week 1, participants in the course will analyse sustainability as an essential quality for building a reputation as a credible player in the international fashion system. They will study in close detail the series of initiatives launched in the textile, clothing and accessories sectors which have led to the creation of the ethical garment as the component of an aesthetic and social lifestyle.

Weekend 2

Adopting a strategic approach to the concept of sustainability, the participants will analyse the impact of this on the production process and on the changes required to implement a new sustainable company policy. Participants will examine the production chain to study in depth the production systems of eco-sustainable fibres and fabrics, their uses and properties, analysing cases of companies that have adopted sustainability as a key factor of success and innovation.

Weekend 3

Participants will analyse the sociological aspects of the consumption of the fashion product and this will lead them to investigate the evolution of the supply chain and how to design a sustainable fashion collection. The life cycle of the fashion product has changed over the years, continuously increasing the frequency of purchase based on the fact that products quickly become obsolete.

Weekend 4

Participants will study the strategic communication tools that can be used to foster an increase in the corporate brand value, using the consolidation of sustainable production processes as a competitive edge. The classroom lessons will be alternated with workshops and presentations by companies from the industry.

6 Weekends

LUXURY FASHION FOR PROFESSIONALS

The luxury sector is one of the driving forces behind the fashion system. And it is also one of the most dynamic and innovative: new brands sit comfortably alongside legendary ones, new strategies are developed, new methods of communication and interaction with customers are outlined. The course aims to provide participants with the tools they need to analyse the current trends in the luxury fashion segment in close detail and understand how these are likely to evolve in the future.

Weekend 1

During Week 1, the participants will study the meaning of luxury fashion today and how it is likely to develop in the future. They will analyse the economic and social trends, understanding its economic and social evolution and its influence on consumption in the luxury segment.

Weekend 2

Participants will analyse the meaning of the concept of luxury: what luxury means today in the fashion market (its characteristics and values), how it materialises in the various segments (clothing, accessories, cosmetics, jewellery, watches, home collections) and the competitive panorama.

Weekend 3

The brand strategies of the luxury fashion sector: the course will teach participants to recognise the main players in the luxury fashion industry and to become familiar with the strategies used by both the legendary luxury brands (Prada, Gucci, Salvatore Ferragamo etc.) and new, emerging brands (such as Paula Cademartori and Gianvito Rossi). By identifying the winning strategic factors, participants will learn to understand how a winning market position can be achieved in the luxury fashion segment.

Weekend 4

Participants will examine the aspects relative to the communication of fashion and luxury brands in the lessons held during Week 4, analysing and comparing the different communication systems of the fashion segments. They will also analyse luxury digital marketing by studying case histories and attending presentations by companies from the industry.

Weekend 5

This week, participants will study the distribution of the luxury fashion product and the world of retail fashion both online and off line. They will analyse the internationalisation policies of the luxury fashion brands and the principles of distribution in relation to products, consumers and markets and the relative legal and contractual aspects.

Weekend 6

By outlining the possible evolutionary trends of the fashion and luxury sector, participants will learn to define the luxury fashion of tomorrow by performing a specific analysis of its possible forms in the future in terms of products and services, and its developments.



6 Weekends

BRIDALWEAR DESIGN

The bridal gown has always been the ultimate aesthetic expression of the wedding celebration, as well as a moment of social recognition in every cultural system. The objective of the course is to consider the bridal gown as a communicative, cultural and social phenomenon and to provide the tools for planning and designing a collection of bridalwear. It is designed for professionals and fashion designers who want to specialise in researching and designing a collection of bridal gowns.

Weekend 1

In Week 1, participants will analyse the ways of dressing at weddings in contemporary society and study the interdisciplinary relationship between history, sociology, anthropology and religion, to grasp a better understanding of the evolution of the gown in relation to how society has changed over the years.

Weekend 2

Figure drawing and the study of proportions are the basic notions required to design a dress and understand the relative rendering techniques. By studying colours and carrying out research on fabrics and styles, participants will be able to try out new solutions for designing a collection capable of interpreting the latest trends and proposing innovative forms.

Weekend 3

During the third week, the participants will study the relationships between style and fabric, including the techniques used for draping, interpreting trends and defining a personal style of their own; they will experiment with solutions ranging from traditional fabrics such as taffeta and silk to more unusual materials such as raffia, velvet, matelassé or eco-fur.

Weekend 4

The participants will work on a 3D creative modelling research project and, while studying the collection, they will also devise and present matching accessories. The classroom lessons will be alternated with workshops and presentations by companies from the bridalwear industry.

Weekend 5

During the fifth week, participants will analyse the world of the bridal gown and its precise market references (ateliers and fashion designers, specialised exhibitions and magazines), which guide and inform the choices of consumers in all segments of the market, in relation to the various levels on which the brands are placed.

Weekend 6

In Week 6, participants will end the course by creating a presentation capable of combining the creative aspects of design with considerations regarding its social elements and reference market scenarios. They will also design an entire collection, from the moodboard created in the research phase to the technical files. The participants will therefore present a coherent, contemporary project that conveys innovation and creativity.

6 Weekends

FASHION BUYING FOR PROFESSIONALS

The fashion buyer plays a key role in the world of fashion; he or she is a trade expert with the task of observing and interpreting the trends and choosing the most suitable products and collections to introduce into a store, based on their awareness of all the new moods and intuition of the season's trends. The course aims to help participants fully understand the role of the fashion buyer, seen from different viewpoints: end consumer, multi-brand retailer, brand-owner company, vertical retailer and e-commerce website.

Weekend 1

Participants will define the ideal personal characteristics of the fashion buyer, the company structures in which they could potentially be required to work and how they interact with store merchandisers by analysing the unique aspects of fashion digital buying and the new skills of the profession in the field of management.

Weekend 2

Participants will perform a critical analysis of trends and, based on this, identify the criteria for selecting brands and making decisions about extending their in-store presence, in line with the corporate image... the KPI (for physical and digital retail markets), store & visual planning based on buying and vice versa.

Weekend 3

Through classroom lessons, talks by key players in the trade and practical exercises, the course will tackle subjects ranging from market analyses to the construction of a typical order for each format and cluster of stores, from the segmentation of end consumers to the definition of an assortment planning operation (options regarding width, depth, price bracket, styling and fit).

Weekend 4

During this week, participants will analyse the aspects related to planning budget targets and analysing the profitability of the point of sale, defining the economic and financial indicators to be considered for the construction of strategic profit models. Participants will study the management plan for the fashion store, the importance of configuring the sales area effectively and of visual merchandising.

Weekend 5

The new technologies in the retail market designed to support buying. The digital revolution in progress is also transforming the companies in the retail sector, which must now develop new approaches to the clientele and new business models as the consumer becomes increasingly active and interactive. The store can become a distribution centre for digital services where the traditional sale is integrated with e-commerce, m-commerce and mobile services.

Weekend 6

In Week 6, participants will analyse Customer Relationship Management in relation to the traditional customer and the developments of the Net Economy. The purchasing experience for the fashion product has changed over the last few years and the customer lives in an extremely complex environment characterised by the complexities of the technologies, the wide variety of the supply, the speed of the transactions and the increase in offline and online opportunities.



6 Weekends

VISUAL MERCHANDISING FOR PROFESSIONALS

This course will offer the participants the opportunity to discover the techniques of fashion visual merchandising, both for displays created in store windows and also within the point of sale. It will aim to help them understand the fundamental aspects of consumer behaviour and apply visual merchandising techniques in such a way as to improve the selling capacity and increment the productivity of the point of sale.

Weekend 1

Participants will be introduced to the consumer shopping experience, and witness the definition of the reference target groups and the various methods of communication used in visual merchandising for the commercial and luxury markets. Participants will also analyse the visual communication elements of the point of sale: location, competitors, shop front, entrance, windows and displays.

Weekend 2

In Week 2, participants will study in detail the shop window, the first point of contact between the store and the consumer. They will analyse the types of messages communicated and the different types of window. They will also learn techniques for purchasing the elements used to dress the window effectively, including choosing the theme, the importance of colour and light and the choice of the props and mannequins used.

Weekend 3

Participants in the course will study the environment inside the point of sale, a fundamental element for defining how to assign the spaces based on the sales targets. The focus will be on merchandising techniques for understanding how the store interior looks and identifying how best to plan out the consumer's route within the areas in which the products are displayed. By understanding how to classify and how best to position products, participants will learn to create visual principles for displaying them as effectively as possible.

Weekend 4

The visual merchandiser must know, and be capable of interpreting, the data resulting from analyses performed on sales in order to design windows and displays. They must also comprehend the concepts of sell-in and sell-out, know how to identify best and slow sellers and understand how to intervene effectively, in agreement with the store manager and the merchandiser, to improve the performances of the point of sale.

Weekend 5

Synergies with the new media and social networks are important for improving the communication of offshore and online stores, with a view to increasing the relative visitor flows, creating a positive memory of the point of sale and building consumer loyalty. The classroom lessons will be alternated with workshops and presentations by companies from the retail industry.

Weekend 6

During the last week, participants will analyse consumer loyalty-building policies and aftersales techniques. They will also complete the exercise designed to create a merchandising book for use in points of sale, which will provide window-dressing guidelines.

6 Weekends

ACCESSORIES DESIGN

This course introduces participants to the world of fashion accessories that accounts to be a key revenue stream of any luxury fashion brand. The course takes participants from basic drawing and colouring techniques; the main tools needed to express design ideas, through to the visual representation of them based on the current fashion trends. After three weekends students will have a complete proposal for a fashion accessories collection, with work that is ready for progression into final illustrations in a professional digital format. This short intensive course provides a real feel of the fast paced work of the accessories designer.

Weekend 1

During the first weekend participants work on accessory drawing and illustration techniques using three different methods; pencil drawing, colouring by hand, as well as insights into digital design.

Weekend 2

A series of seminars provide participants with the fundamentals of the accessories fashion business, looking at how it operates and how trends influence the design process. This serves as a base for visual and creative research - the starting point of any fashion accessories collection. Participants may select a trend to use as a base for their collection.

Weekend 3

During the third weekend research practice assists the development of the accessories collection in order to propose a strong concept, with participants sketching a variety of items, that may include for example: bags, shoes, small leather goods, or eyewear and jewellery. Participants understand how to put a design range together, as well as considering a variety of traditional and new materials suitable for use in their own collection.

Weekend 4

By the fourth weekend digital and hand illustration becomes less experimental and more defined in order to achieve the skills to reproduce, on paper, the look and texture of the materials that participants have chosen to work with. Focus is placed on putting together a body of work for a final presentation of the collection, suitable for clients or companies. This includes full-colour illustrations, moodboards, technical charts and creative supporting data.

Weekend 5

The study of Fashion Semiotics starts in the fifth weekend, giving a brief insight into the world of consumer behaviour; decoding the way we use iconic fashion accessories items to 'identify' ourselves or to stand out from the crowd. Participants begin to understand the influence accessories have on fashion, style, and the consumer.

Weekend 6

At the end of the course individual collections are finalised and shown to tutors and peers as a way to practice giving a convincing presentation of accessories design ideas and concepts.



4 Weekends

BOUTIQUE HOTEL DESIGN

Luxury hotel design not only aims to meet the aesthetic needs of tourists or business professionals, but also captures the imagination of clients, providing them with a positive experience. The influence of fashion brands on lifestyle living and the link between the disciplines of fashion, art and design, also demonstrated in case studies on key players such as Armani, Missoni, Bulgari, Moschino, Starck and Ito show the design interpretation that provides the charm and relaxation of holiday travel or the efficiency and comfortable appeal for successful business trips. Particular attention is given to high-end experimental design, with innovative solutions and maximum impact more frequently used in contemporary luxury living today. Participants learn the skills to formulate designs in response to the requirements of luxury living.

Weekend 1

Participants begin with an analysis of the professional, architectural and technical skills necessary for the interior designer to respond to the aesthetic and functional criteria that a demanding traveller expects. They take a look at the history of the Hotelier industry and contemporary consumer habits of the client, as well as the most iconic international boutique hotels for image, architecture, aesthetic and functional solutions, designed by renowned architects and designers.

Weekend 2

Participants examine the latest trends in the assessment of a contemporary hotel layout; from the lobby and recreation lounge areas, to the spa etc. They are introduced to project layout plans and the elaboration of concept ideas and inspiration. Moving onto textiles and materials; participants discover the realm of furniture textiles and materials used in the design of interior space for luxury hotels.

Weekend 3

At this point in the course participants assess the meaning of luxury for an international market, looking at home collection products and the philosophy of the Fashion Brand. They investigate 'wellness' in the hotel suite and the sensorial approach to design and décor, learning how to interpret the concept of space for the hotel project.

Weekend 4

Participants are introduced to the study of lighting technology and innovative solutions that may be applied. The work created during the course culminates with the preparation of a brief portfolio of design layouts, basic technical drawings, materials and furniture proposals, lighting and decorative elements, and examples of 3D rendering demonstrating each area of the Hotel Suite from a technical and emotional motivation. At the end of the course participants will be able to apply the most contemporary thinking and trend influences in colour, ambient lighting, space and materials in fresh ways to a niche field; a dream home from home experience for avid travellers.

4 Weekends

INTERIOR DESIGN FOR PROFESSIONALS

The course will guide the participants through the latest fashion trends in the contemporary interior design sector by developing a style that is capable of defining decor with professionalism and originality. During this programme, the participants will fine-tune their aesthetic sensitivity and decorative skills.

Weekend 1

In Week 1, the course will test the participants' ability to interpret the world of interior design, using complementary styles and various design media, from the formal and functional definition of spaces, to the use of colour and light effects.

Weekend 2

Participants will focus on the concept of the environment as a space that relates to man, designed to encourage his interaction, both physically and emotionally. Participants will begin studying how to analyse contemporary trends and their analogies with the fashion system, then progress to create a design for an interior area, choosing the materials and colour moods to be used.

Weekend 3

During the third week, the participants will seek creative solutions using appropriate colour schemes to design a contemporary decor while at the same time representing and developing the individual design pieces in a home or industrial interior.

Weekend 4

By learning to understand the global concept of luxury lifestyle, participants will develop the latest trends to create the idea for a design capable of conveying all aspects of their research, and concentrating their own personal idea of design into an elegant product.



6 Weekends

LIGHTING DESIGN FOR PROFESSIONALS

Over the last few years, the lighting design sector has developed significantly and today the demand for professional figures capable of understanding the dynamics of the relative scenarios in constant evolution continues to grow. The Course is designed for those who intend to extend and fine-tune their competences, in line with the most recent technological innovations and their uses but also from a creative point of view, where light is considered a true 'material'.

Weekend 1

During the first week, participants will be introduced to a theoretical presentation of the topic 'light', considered primarily from the physical, biological, technological, historical and applicative viewpoints, in the various sectors: from architecture to domestic and office environments; from the world of retail to the contract segment; from outdoor lighting to lighting for urban design. Theoretical lessons and seminars offer the participants the opportunity to acquire notions about the most recent innovations in the lighting design sector and become familiar with the working field of the lighting designer.

Weekend 2

This week, the attention will focus on how light interacts with its surrounding space, urban environment and scenery. Light as a characteristic that is perceived by the senses and emotions and therefore, as an ergonomic element based not only on quantity but also on quality, a device that makes our actions possible in a given context. In particular, participants will be offered the opportunity to acknowledge the work of the artists and lighting designers who operate in the international scene and are actively involved in experimenting with both the technical and creative aspects of light.

Weekend 3

In week 3, participants will study in depth the technical properties of light and the new materials used in the lighting design field: from the use of OLED (Organic Light Emitting Diode) sources, to more advanced strategies for controlling lighting equipment, depending on the various types of intervention. The main lighting calculation software systems will also be presented.

Weekend 4

During Week 4, the classroom lessons will be alternated with workshops and practical sessions geared to enable participants to experiment with the methodologies and techniques they have acquired. These will also prepare them for developing designs by analysing case histories, visiting industries and showrooms and performing activities specifically structured to help them explore the most recent applications and emerging trends in depth.

Weekend 5

Participants will analyse the world of light in the retail space from both a functional and decorative stance, investigating the various lighting solutions available for the commercial environment. 'Energy', 'sustainability', 'domotics', but also 'interpretative lighting' and the relationship between 'natural and artificial light' today present themselves as some of the emerging issues. In line with these fields of research, a work briefing assigned by an external customer, professional studio or leading company in the lighting design sector will be proposed.

Weekend 6

During Week 6, under the guidance of their tutors and assistants, the participants in the course will be invited to complete an individual design of their own and their final presentation. They will also learn about the main international trade exhibitions in the field of lighting, such as Euroluce-Salone Internazionale del Mobile in Milan and Light+Building in Frankfurt, as well as several expositional initiatives dedicated to the world of light.





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Credits

Istituto Marangoni would like to thank graduates for providing the pictures that appear in this prospectus:

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Laura Franco	Francesca Palmieri	Anna Urmanova	

'Blossom Collection' by Erez Ovadia • Ph. Alon Shafransky (pag. 35)

'Meltdown' Cappellini by Johan Lindstén (pag. 42)

Special thanks

Aldo Fallai

Miami School of Fashion Additional information (Short Courses)

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