SHORT COURSES
In London as in New York, in Beijing as in Mumbai, the term ‘fashion-design’,
together with ‘cuisine’, to tell you the truth, is synonymous with Italian style.
The label ‘Made in Italy’ lends a certain glamour or implies a certain value in any
design, encompassing as it does a variety of products, styles, workmanship and
details that are transposable and, in many cases, across sectors and disciplines.
Unlike Istituto Marangoni, for those who do not work in the interlinked fields of
fashion and design, there could be some doubt regarding their identification as
a united historical-cultural front, one that is distinctive, national and composed
of functionality, experimentation, entrepreneurial genius and craftsmanship: the
Italian genius loci.
Yet it is precisely this bridge, the project as a creative expression and its management
as a business model, which has been the basis of the successful teaching
methodology at Istituto Marangoni for almost 80 years: the school recognizes
the pedagogic importance of teaching this combined special mix of ‘project +
management’ and it was with this mix that a new distinctive, unique, personal and
decisively Italian educational model was born in 1935 in Milano.
Since then, Istituto Marangoni has never ceased to believe in the value of proper training,
constantly updating its programmes and courses, which strictly adhere to the evolving
market and cultural trends in fashion, to be able to respond to the specific needs of a
sector which is often overlooked in public education. Istituto Marangoni in Milano, London,
Paris and Shanghai have enhanced the talents of four generations of professionals; almost
40,000 individuals worldwide.
Today Istituto Marangoni is an established and recognized workshop of aesthetic principles
in the European tradition, with a strong Italian imprint. It works with the most interesting
names in fashion and design; with teacher-practitioners who convey their expertise to the
cream of tomorrow’s industry professionals. The school works alongside the most important
companies in the sector, companies that collaborate with the schools in order to help,
nurture and guide the stars of tomorrow.
Over 2,500 talented students from 92 countries participate in the exhaustive offer of a multilingual
set of courses. They enjoy an incomparable network of alumni, a precious source of work contacts,
cultural exchanges and inspirational projects. A global network of partners and representative
offices guide and inform potential applicants of the courses available to them in a timely manner
anywhere in the world.
This is the ‘Marangoniness’, the Italian genius loci in education.
Is it possible to teach fashion? That was probably the question that Giulio Marangoni in 1935 asked himself, famous for his own clothes, which were being worn by Italian aristocracy at the time. To answer this question he founded the Istituto Artistico dell’abbigliamento Marangoni’, or The Marangoni Artistic Clothing Institute in Milan, it was a school to train professionals and technicians who were to become highly specialised in the world of fashion, which at that time was dominated by France and its couturier.

Today Istituto Marangoni continues to successfully ‘teach fashion’ into the three departments of Fashion Design, Styling and Business, as its founder wished. It is with the same spirit of exploration, that it has decided to ‘teach design’, through two distinct schools which are strongly united with the same pedagogy (the symbiosis of design and management), offering training in both Undergraduate and Postgraduate Programmes and Short Courses that are divided into three departments of Interior, Industrial and Visual design, supported by an exceptional and unique collaboration with the guru of Italian design: Giulio Cappellini.
four capitals for creativity, talent and passion for fashion and design.

The short courses are the essence of Istituto Marangoni learning experience, a chance for the student to experience full immersion in study; confronted with learning objectives that encourage the development of creative skills, critical analysis and independent thought.

The wide range of courses allows the student to form a path preliminary to the choice of the future area of study and can give those already working in the field (of fashion and design) a chance to deepen their knowledge.

Through a variety of teaching methodologies, from lectures to workshops and seminars, the student will be in contact with teachers and experts who will accompany and evaluate the learning process during the course.

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

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

INTRODUCTORY COURSES

If participants have no experience of the world of fashion and design but would like to become familiar with the disciplines or more specific aspects of them, participant can choose the 3-week introductory courses. Each course will allow participants to grasp the principles of the subject, should participants be curious to take their interest further and study it in more depth.

ADVANCED COURSES

The advanced courses are suited to those with skills already obtained through prior learning or through working in the disciplines or in a related context. These type of courses will give participants the opportunity for a greater understanding and experience of the subject. The courses last 2 weeks and include an introductory overview, project experimentation and assessment. Participants will learn specific technical skills and methodologies, as well as those relating to project proposals and the development of ideas. To be admitted to the advanced courses it is preferable that participants have some prior knowledge of the subject area. All courses in fashion and design will be project-led. Teaching will be therefore task driven, with group activities, and supported by lectures, demonstrations and subject specific presentations given by leading professionals in the field.
Istituto Marangoni was founded here, where the greatest names in Italian prêt-à-porter, Domenico Dolce, Franco Moschino, and Alessandra Facchinetti, made their homes. The school is right in the city centre, two steps from the fashion avenue par excellence, Montenapoleone, and inside the so-called ‘quadrilateral of fashion’.

In Milano, fashion is everywhere, and at Istituto Marangoni students find instruments to interpret and guide trends, through programmes that are constantly being updated. Here professionals and highly specialized technicians who are ready to work in the fashion world at the highest levels are trained in creativity, organization and commerce.

Istituto Marangoni started in the fashion world almost 80 years ago, and has arrived today with the new School of Design in Via Cerva (2), just a few steps from the School of Fashion in Via Verri (1).

It is a completely new space, in an area where the most important international and national design companies are located, bordering the fashion quarter and Via Montenapoleone.

5 floors that are modern, technological and distinctly Italian, exclusively dedicated to design supplied with all the necessary sources to interpret and guide the trends.

Students and individuals from around the world meet and engage with one another, with a continuous exchange of stimuli, ideas, projects and visions that have as their common denominator the evolution of the language of aesthetics.

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

**Shanghai, the new frontier.**

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

**London, the avant garde.**

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

**Paris, l’haute couture c’est moi.**

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

Fashion Courses
- Fashion & The Cities
- Basics of Fashion Design
- Basics of Fashion Image & Styling
- Basics of Fashion Business
- Fashion Advertising
- Fashion Visual Merchandising

Design Courses
- Basics of Interior Design
- Basics of Accessories Design
- Basics of Product Design
- Basics of Visual Design
- Basics of Lighting Design

ADVANCED COURSES

Fashion Courses
- Fashion Production
- The Retail Experience
- Social Media for Fashion

Design Courses
- Boutique Hotel Design
- Future Food Luxury, Trend & Design
introductory courses
Fashion & Introductory Courses

The world of fashion across the 5 world capitals this unique experience will give participant initially a truly international insight into the European approach to creativity and the business of fashion. The diverse cultural histories of the 5 fashion capitals give each city its own individual take on the global fashion industry. This experience is designed to give insight into the mechanisms and processes that link the variety of historical and cultural contexts to the global fashion industry. In each city the students will have the opportunity to develop a creative project related to a subject specialism. An exciting opportunity to visit internationally acclaimed fashion shows and exhibitions will be offered whenever possible.

Week 1 in London. The capsule collection
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 in London is underlined by the unique approach to the fashion industry of the city.

Week 2 in Milano. The image creation
Style is in the dna of Italy and Milano celebrates this through its fashion culture, reflected in its own unique interpretation of styling and fashion communication publishing. The multiplicity of fashion business in the city supports one of the world’s biggest fashion industries. It is in this city that styling and fashion photography was born.

Week 3 in Paris. New business venture
Paris is the birthplace of fashion. Here students will look at marketing and will acquire a real taste of the business through an inspiring project. Paris is in ‘the business of elegance’. After carrying out research into the beauty of fashion and the city, students will 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 4 optional extension in New York. Retail study tour
This is an optional extension for a fashion tour in New York, in partnership with FC-NYC. Istituto Marangoni provides a week opportunity to visit one of the most exciting fashion capitals of the world and specifically the fashion district of New York. The week is packed with exciting opportunities to visit and experience the retail, design and production realities of the city and breathe the air of one of the most successful fashion business realities, which has a unique, tried and tested approach to fashion which is renowned all over the world.

Week 4 optional extension in Shanghai. Future fashion economy
Following the renowned world fashion capitals Milano, Paris, London and New York, Shanghai claims the title of fashion capital of the East, without 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 will make in the near future to the fashion industry of the world from the commercial, technological and creative perspectives.
This is an introduction to the fundamentals of fashion design, and what is required to formulate ideas and translate them into a visual representation, through drawing. Participants will be equipped with the tools of the fashion designer and these will help participants to communicate ideas to their audience.

**Week 1**
Starting from practical drawing lessons, the course will introduce the analysis of the main principles for the development of a collection: silhouettes, colour charts, fabrics and accessories, through to the design and creation of outfits, as well as appropriate financial and commercial considerations.

**Week 2**
Starting from research you will be able to develop silhouettes and coordinate outfits, drawing on personal inspiration, fabrics and colour selection, as well as referencing contemporary trends and the relevance to market. The focus on trend research, its origin and analysis will be both informative and stimulating during the whole second week.

**Week 3**
At the end of the course you will be able to create a collection. Based on the inspiration linked to a selected theme and supported by appropriate technical files and presentation techniques, you will make the final project coherent and contemporary. The final assessment of the collection arising from the presentation to tutors will give you feedback on the activities undertaken during the course.

**basics of fashion image & styling**

This course focuses on the analysis of image and the development of style. From the definition of fashion needs to the importance of accessories, participants will analyse aspects relating to traits of the body and understand how to enhance and complement physical characteristics. They will elaborate a style through the construction of a total look and capture it in a photoshoot.

**Week 1**
Style overview: study of past, present and future fashion trends as well as the elements that characterise them and tools such as colour, silhouettes, garment details and accessories. Participants will receive specific skills in sourcing and collating information from research tools such as books and fashion magazines and through specific virtual domains.

**Week 2**
Personal identity: participants will analyse the different types of human faces and bodies. Participants will be introduced to the skills and techniques used to enhance particular physical features such as hairstyling and make-up. Introduction to photoshoot: conduct an in-depth study of the fundamental elements used to dictate a style (i.e. The importance of colour, silhouettes, accessories and their combination). Participants will learn the skills necessary to be an effective personal shopper.

**Week 3**
Style definition: create a styling portfolio, a true style book. Participants will learn to define, develop and present a particular style, which is coherent in all of its visual elements. The final assessment of the portfolio arising from the presentation to Tutors will give participants feedback on the activities undertaken during the course. Workshop: a photoshoot experience.
Studying the positioning of a collection and of a brand, developing management skills for a fashion business plan, analysing competitors’ scenarios, understanding the luxury brands’ structure, and developing selling capacity: these are some of the important tools participants will study during this course.

**Week 1**
Analysis of economic and social trends: understanding economic and social evolution and how this influences fashion consumption. The new markets and how fashion can evolve in them through expansion strategies: new brands, luxury brands and distribution chain stores.

**Week 2**
Analysis and comparison of styles.

**Week 3**

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This course analyses the most important advertising campaigns in the luxury and mass-market fashion sectors, through the study of the fundamentals of contemporary communication. In addition, participants will examine the necessary tools needed to elaborate and define ideas for a contemporary fashion advertising campaign, and the aesthetic clarity of the message through colour and photographic imagery.

**Week 1**
Concept overview: the meaning of an advertising message and how to recognise it through the critical analysis of fashion campaigns. Style trends: study of graphic and colour trends in contemporary fashion communication.

**Week 2**
Fashion photography and fashion communication: study of image and styling in contemporary photography and the application in fashion advertising. Workshop: quick creative exercises aimed at harmonising advertising campaigns, aesthetic sense and visual perception.

**Week 3**
Final project: definition, development and creation of a fashion communication campaign through the analysis of all its elements. Discussion and final evaluation of the project.
This course will give participants the opportunity to discover the techniques of visual merchandising and visual display, in order 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 in order to create a unique buying experience for every customer, making them loyal to a store.

**Week 1**
Merchandising techniques: aesthetics and the organisation layout. Visual elements of communication outside the retail store: location, analysis of the external signage, the façades, accesses and windows. Distinctions are made between advertising for the commercial and luxury markets. Focus on window displays: research and skills to create windows.

Project 1 · Merchandising Book
The guidelines: uses and purposes.

**Week 2**
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.

Project 2 · Merchandising Book
The shop: image and window display.

**Week 3**
Display techniques. Walls: research and creation techniques. Levels of displaying, 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. The customer loyalty, after-sales techniques and the focus on the overall "customer experience".

Project 3 · Merchandising Book
The product: display and layout.

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**Fashion | Introductory Courses**

**Milano | London | Shanghai**

**fashion visual merchandising**

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Project 3 · Merchandising Book
The product: display and layout.

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**Design | Introductory Courses**

**Milano**

**basics of interior design**

This 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’ abilities to interpret the world of interiors, their use of complementary styles, colours and lighting effects.

**Week 1**
Introduction to the planning of an interior design space through a detailed analysis of contemporary trends. Understanding which style and aesthetic languages are more appropriate for fashion trend luxury housing and the use of creatively researched elements and images to elaborate the concept.

Workshop: use of modern project planning presentation techniques.

**Week 2**
Creation of a project for an interior space and analysis of the materials to be used. Participating in a creative exercise that uses appropriate colour schemes and creates harmony for a contemporary décor. Overview of design products on trend, with the aim to understand the evolution of contemporary home collections.

Analysis of furnishing and lighting.

Workshop: exercise on aesthetic perception and style applied to the interior design space.

**Week 3**
Lighting design solutions used to create unique and atmospheric spaces. Creation of a final design proposal, which defines each aspect of the project process from an understanding of the concept of global luxury lifestyle.

Workshop: creation of a final project layout, supported by visual research.

And presentation for a final assessment.
Week 1
During the first week, the participant starts with Accessory Drawing as a fundamental part of the work as a Fashion Designer. This skill is developed in three different ways: pencil drawing and colouring by hand, as well as digital design. At the same time, two seminars are scheduled which allow the student to grasp the fundamentals of how the fashion world is operating and how trends influence the process. This serves as a base for starting to develop visual research, which is the starting point of a fashion collection.

Week 2
During the second week, the Research starts to develop into a fashion collection, and participants sketch all sort of accessories as bags, shoes, small leather goods but also sunglasses, jewellery etc. In order to propose a complete collection with a strong concept. The seminars give the participant the necessary understanding of how to put a collection range together, as well as helping them to understand different materials, which they can use in their collection. At this stage the colouring both digitally and by hand become less experimental and more definitive as a way to express what materials the student has chosen to work with.

Week 3
The third and last week is focused on putting together the final presentation in a strong, visual language true to the work of professional Fashion Designers. This involves coloured illustrations as well as moodboards and all technical charts. The seminar on Fashion Semiotics gives an insight into the world of consumer behaviour and decoding the way we use fashion to identify ourselves and gives the participant the necessary understanding of how to put a collection range together, as well as helping them to understand different materials, which they can use in their collection. At this stage the colouring both digitally and by hand become less experimental and more definitive as a way to express what materials the student has chosen to work with.

This course introduces the participant to the world of fashion accessories, a product that continues to gain more importance from a fashion point of view as well as in any fashion retail strategy. The course takes the participants through basic drawing and colouring as the main tool to express ideas, as well as giving them visual language to communicate design aesthetics through research based on current fashion trends. After just three weeks, students will have finished design proposals for a fashion accessories collection realised in a professional digital format as the course reflects the work of a real fashion accessory designer.

The course is short and intense and gives a real feel of the fast pace of working in the fashion industry.
This course helps participants push the creative boundaries of visual design. Participants will freely express themselves utilizing their personal skills, including aesthetic, chromatic sense and visual perception. Then, we help participants develop their graphic message, using new technical skills and media. An in-depth course, participants will divide their time between creative and technical lessons, studying graphic media, photography and their application in contemporary design.

**Week 1**

Style overview: studies on colours, images and trends in contemporary communication. Concept overview & research: the importance of visual communication and how to understand it through the critical analysis of case studies. Workshop: working with the tools used by professional designers, the Adobe Creative Suite. Quick creative exercises aimed at harmonising visual perception with a good aesthetic sense.

**Week 2**

Photography, video and communication: study of image and styling in contemporary photography and their application in visual design. The moving image: from video to motion graphics. Brief and definition of the final project: objectives, target, strategy, creativity, layout. Photography workshop: shooting with a professional photographer, students will generate the images for their final projects.

**Week 3**

Market overview: the protagonists of visual design and how they contribute to an efficient communication project. Final project: students are asked to develop and complete a visual communication project combining creativity and technical skills.

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**Design | Introductory Courses**

**basics of lighting design**

The last few years have witnessed exciting and radical changes in lighting design in domestic, commercial and urban environments. Technical innovations, creative developments and new expectations including the need for environmentally friendly technologies and the implications in design, considerations are made as to the artistic value, emotional and social impact of interior lighting. Led by the vision of Architecture for urban and domestic spaces, the career of the lighting designer has taken centre stage in the design process and has become a highly inter-disciplinary experience. Participants will study the most recent trends in this profession, that cover areas from light sculptures to commercial lighting systems produced in series, as well as new innovative lighting and sustainable lighting solutions applicable to projects of Lighting Design.

**Week 1**

The history and context in the way we live and the study of the contemporary trends will form the initial introduction to the course. By studying the way in which artificial light has been applied history and particularly by architects and designers of the 20th century, participants will gain a significant understanding of how we see the future. The course will analyse light perception: natural and artificial, mood and technical resolution. Participants will be introduced to the lighting project: interpretation of a brief and the creative proposal of a project and the definition of the necessary technical drawings to represent a project of lighting design.

**Week 2**

The second week will look at new technologies with particular reference to advances in bright light sources: halogen, incandescent and fluorescent lights, led, and optical fibers. Participants will look at the influence on design of Artistic trends: shows of Light Art/artists’ installations at the Hayward Gallery, London and Artist’s lights, Turin. Showroom visits in the field will include Artemide - Cini & Nils - Foscarini - Luciarte - Flos - Guzzini - Barovier & Toso. Participants will progress their work in project development and choice of illumination for the projects.

**Week 3**

Bespoke lighting solutions for domestic interior spaces is a growing trend and pivotal in defining the style and mood for interior solutions. Comunal and social spaces within domestic interiors as well as private spaces will be illustrated by case-study presentations. Outdoor and urban lighting solutions are also discussed along with event lighting that present different dynamics in developing project solutions. In the final week participants will focus on the processing of their final design project. The course will conclude with a presentation and discussion of the final body of work.

**Pre-requisites:**

The course is addressed to students in Interior Design and Architecture who would like to explore the lighting theme in Interior projects and for experts who desire to keep pace with the latest international trends.
advanced courses
The product manager is able to turn ideas and design concepts into reality, by transforming creativity into a commercial offer. Participants will learn about the skills needed to organize and implement production quality assurance protocols of a fashion product. Participants will acquire a deep and broad understanding of various textiles, their properties and uses. Participants will have an idea of the process of cutting and manufacture in relation to production timelines. This course is for those who already work in or who want to work in this sector and would like to specialise and improve their skills.

Week 1
Textiles and materials: analysis of yarns, from the fibre right through to the latest technological innovations. Finishing, processing and treatment of special materials such as leather, print and embroidery. Overview of the fashion system: the textiles sector, areas of processing, production timelines, commercial calendar and the supporting structure. Textile trends in texture, colour and design. Fashion trends in silhouette.

Week 2
The product: the technical file. Coordination of image, budget and the timescale of a collection. Understanding the importance of the relationship between supplier and production. Outsourcing production: quality and price control. Preparing a micro-proposal for the development of a product that simulates the creation of a collection, from the first samples to the final production. Interpreting the collection style from the design concept right through to the garment or fabric product.

Prerequisites: qualification or work experience in fashion design, product management, accessories and specific sectors such as leather, print, knitwear.

This course will prepare participants with some fundamental skills necessary to work in the luxury retail sector at an international level. Participants will therefore learn the main tools and techniques for managing and organising a retail space and showroom.

This course is for those who would like to work in or who are already working in this sector, and aim to specialise and improve their skills.

Week 1
Understanding the principal techniques of negotiation, presentation, team building and networking. Analysis of the retail system and merchandising approaches in conjunction with basic selling skills. Indepth analysis of key roles in the retail world, such as the sales agents, buyers, merchandisers and managers.

Week 2
Critical analysis of the most significant international fashion retail organisations. Indepth examination of the domain of luxury brand identity, its related solutions in terms of selling techniques, as well as style proposals. Examination of the showroom: structure, functions, roles and regulations.

Prerequisites: qualification in the following areas: marketing, retail, economics and/or work experience in relevant areas.
This course will help participants connect the fashion world with the new and exciting domain of interactive marketing: social media. Whether on a mobile phone or through the web, the diffusion of social media has had considerable impact on fashion. Since it has become more user-friendly, it has increased 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 characterizes 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, websites, but 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.

**Prerequisites:** qualification or work experience in fashion styling, journalism, media, advertising, marketing, literature.

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Luxury hotel design aims not only to meet the practical needs of the tourist or businessman, but also intends to capture the imagination of the clients, allowing them to experience the charm and relaxation of holiday travel or business trip by design. Particular attention is given to high-end experimental design, with innovative solutions of maximum impact, which are more frequently used in contemporary luxury living today. The course will consider the influence of fashion brands on lifestyle living and the role that the Istituto Marangoni has always had in the disciplines of fashion and design. This will be illustrated by case studies such as Armani, Missoni, Bulgari, Moschino, Stark and thy. This course will prepare the participant with skills in how to formulate an aesthetic through design, which will respond to the requirements for luxury living. This course is for those who would like to work in or who are already working in this specific sector, and require to specialize and refine their skills.

**Week 1**

Background and techniques. Textiles and materials: overview of furniture textiles and materials to be used in the design of interior space for luxury hotels. Analysis of the most international iconic boutique hotels for image, architectural, aesthetic and functional solutions, designed by renowned architects and designers. General analysis of the most important trends in the assessment of the contemporary layout of a hotel, from the lobby to the spa. Lighting solutions, project management and contractual agreements.

**Week 2**

Design and décor. Development of the layout in the boutique hotel through appropriate design considerations. Project representation through the use of specialist software. Analysis of the professional, architectural and technical skills necessary of the interior designer in order to respond to the aesthetic and functional criteria that a demanding traveler expects. Preparation of a portfolio, which includes design layouts, technical drawings, materials and furniture proposals, lighting and decorative elements through 3D rendering.

**Prerequisites:** qualification or work experience in interior design, product design, architecture, engineering. Basic software skills: Autocad (3D studio max, mental ray and ray preferably).
Italian food has its own unique indicators and culture. Increasingly design has become an integral part of the way we experience food: as well as its tastes, through colour, texture and presentation. Food has always been a societal indicator of status, culture and taste. The luxury market can be defined by food and dining experiences, such as, bespoke restaurants, food and fashion. Participants consider future trends and relate them to food design, new tastes, textures and diets, and with this knowledge are expected to propose a personal vision of the future for food.

Week 1
The social context: what does food indicate? The cultural context: what does food mean? The historical context: an overview of food history from the industrial revolution. What happened since the 1970’s to the present day. The communication context: how has food, in all its complexity, been communicated to us? The overview of what food ‘means’.

Week 2
Tools: research and analysis of the most significant and influential emerging trends as a means of expression for fashion. Analysis of future trends found in expressive and sociological terms, which characterise new ways of communicating what is on trend. An understanding of food design, food functionality and branding is explored. Create: using blogs, specialist journals and a range of media to implement a personal project outcome and branding is explored. Create: using blogs, specialist journals and a range of media to implement a personal project outcome.

Prerequisites: qualification or work experience in fashion, journal research objects. On the future of food. Food matter is used as material and a range of media to implement a personal project outcome and branding is explored. Create: using blogs, specialist journals and a range of media to implement a personal project outcome.

To enrol, fill in the application form in capital letters and send it by email or by post to the selected school along with the required documents (please tick the box):

- Istituto Marangoni Milano
  Via Verdi, 4 · 20121 Milano · Italy · admissions.milano@istitutomarangoni.com
- Istituto Marangoni Paris
  48, Rue Mouffetard · 75005 Paris · France · admissions.paris@istitutomarangoni.com
- Istituto Marangoni London
  39, Fashion Street · London e1 6px · UK · admissions.london@istitutomarangoni.com

Personal data
Family name
Place of birth
Date of birth (dd/mm/yy)
Gender m / f
Nationality
Fiscal code (only for Italian residents)

Permanent address
Street address
City/state
Postal code/zip code
Country
Tel. - Country code Area code Number
Fax - Country code (optional) Area code Number

Email
Mobile number

I pay the following fee:
- Introductory Tuition Fee
- Introductory Full Package*
- Advanced Tuition Fee
- Advanced Full Package*
- Introductory & Advanced Tuition Fee
- Introductory & Advanced Full Package*

* The full package includes tuition, translation services and accommodation. You will stay in a residence hotel in or a flat for two people, complete with double-occupancy bedroom and kitchen, for the duration of the course.

**The Fashion & The Cities – full package – includes also flights between London and Milano, and between Milano and Paris, and/or between Paris and New York (one-way flight), and/or between Paris and Shanghai (one-way flight) plus transfers to the city center. Flights are on fixed dates, on selected airlines and will be communicated at the time of the enrolment by the admission office. The start of the course will be in London. The payment for the Fashion & The Cities fees must be done to Istituto Marangoni London (see below for details). The closing date for applications for the ‘Fashion & The Cities’ courses is 06/06/2014.

Istituto Marangoni Milano
Bank: Intesa Sanpaolo
Via Mercantile 2, ang. Piazza Doria – 20123 Milano
Account: 1000 0006 10 85
Swift: GITSITMM
Iban: IT 29 M 030 6901 6291 0000 0061 585
In the reason of payment of the bank transfer write last name and name as written in passport
Please send a copy of the bank transfer together with the application form and the copy of passport.

Istituto Marangoni Paris
Bank: BNP Paris Bane
87, Avenue Kléber – 75116 Paris
Account: 00030088294
Swift: BFPFPPPA
Iban: FR 76 3000 4102 6901 0000 6626 433
In the reason of payment of the bank transfer write last name and name as written in passport
Please send a copy of the bank transfer together with the application form and the copy of passport.

Istituto Marangoni London
Bank: RBS - Royal Bank of Scotland
62/63, Threadneedle St. - ec2r 8la London
Account: lstmar-eurc
Swift: RBOSGB2L
Iban: GB53 RBOS 1610 7010 1180 41
In the reason of payment of the bank transfer write last name and name as written in passport
Please send a copy of the bank transfer together with the application form and the copy of passport.

- I am paying the school fee by credit card: Visa American Express Mastercard Eurocard
- Name as it appears on the card
- Credit card number
- Cardholder full address
- Cardholder signature
- Enjoy a day

Please also complete the back of this form. page 1/2
I would like to enroll in the following short course:

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Course Title</th>
<th>Language(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 30 - July 11, 2014</td>
<td>Basics of Fashion Image &amp; Styling</td>
<td>Italian, French, English</td>
</tr>
<tr>
<td>July 21 - August 1, 2014</td>
<td>Basics of Fashion Business</td>
<td>Italian, Spanish, Portuguese</td>
</tr>
<tr>
<td>September 8 - 19, 2014</td>
<td>Fashion Advertising</td>
<td>English, Italian</td>
</tr>
<tr>
<td>January 13 - 24, 2014</td>
<td>Fashion Basics</td>
<td>Italian, English</td>
</tr>
<tr>
<td>June 30 - July 11, 2014</td>
<td>Basics of Interior Design</td>
<td>Italian, Portuguese</td>
</tr>
<tr>
<td>July 21 - August 1, 2014</td>
<td>Basics of Accessories Design</td>
<td>Italian, English</td>
</tr>
<tr>
<td>September 8 - 19, 2014</td>
<td>Basics of Product Design</td>
<td>Italian, French</td>
</tr>
<tr>
<td>June 30 - July 11, 2014</td>
<td>Basics of Lighting Design</td>
<td>Italian, English</td>
</tr>
</tbody>
</table>

For the advanced courses, it is preferable that you have some prior knowledge of the subject area. Please refer to the prerequisites described in the appropriate page, or contact the information office of the chosen school.

Please check at your Italian, French or British Embassy/Consulate whether you need an entry visa.

In certain circumstances, Istituto Marangoni reserves the right to cancel an advertised course. For example, if it is judged that the number of enrolled students is likely to compromise our exacting standard and if certain other unforeseen situations arise. In these circumstances notification will be made to all concerned, a month before the beginning of the course. The institute is not legally bound. All students already enrolled will receive a full refund.

Cancellation with written notice 60 days before the course starting date: full refund; 59-30 days before starting date: 50% refund; within 29 days: no refund will be issued.

I have read the present prospectus and I agree to the general conditions concerning the courses and to the cancellation policy.

I would like to enroll in the following short course:

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Course Title</th>
<th>Language(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 13 - 31, 2014</td>
<td>Fashion &amp; The Cities (Europe) &gt; London / Milano / Paris</td>
<td>English</td>
</tr>
<tr>
<td>June 30 - July 18, 2014</td>
<td>Fashion &amp; The Cities (Europe &amp; America) &gt; London / Milano / Paris / New York</td>
<td>English</td>
</tr>
<tr>
<td>June 30 - July 25, 2014</td>
<td>Fashion &amp; The Cities (Europe &amp; Asia) &gt; London / Milano / Paris / Shanghai</td>
<td>English</td>
</tr>
</tbody>
</table>

To be admitted to the advanced courses it is preferable that you have some prior knowledge of the subject area. Please refer to the prerequisites described in the appropriate page or contact the information office of the chosen school.

Please check at your Italian, French or British Embassy/Consulate whether you need an entry visa.

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I have read the present prospectus and I agree to the general conditions concerning the courses and to the cancellation policy.

Date: ____________________
Signature: ____________________
credits

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

Luis Ávila Díaz
Nicola Besagni
Floriana Castagna
Olimpia Liberti
Giovanni Pandini
Aliénor Philippe
Valentino Paschini
Jasoning Sandhu
Anton Stepanov
Giacomo Venosi
Fattatia Zaoutou
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