

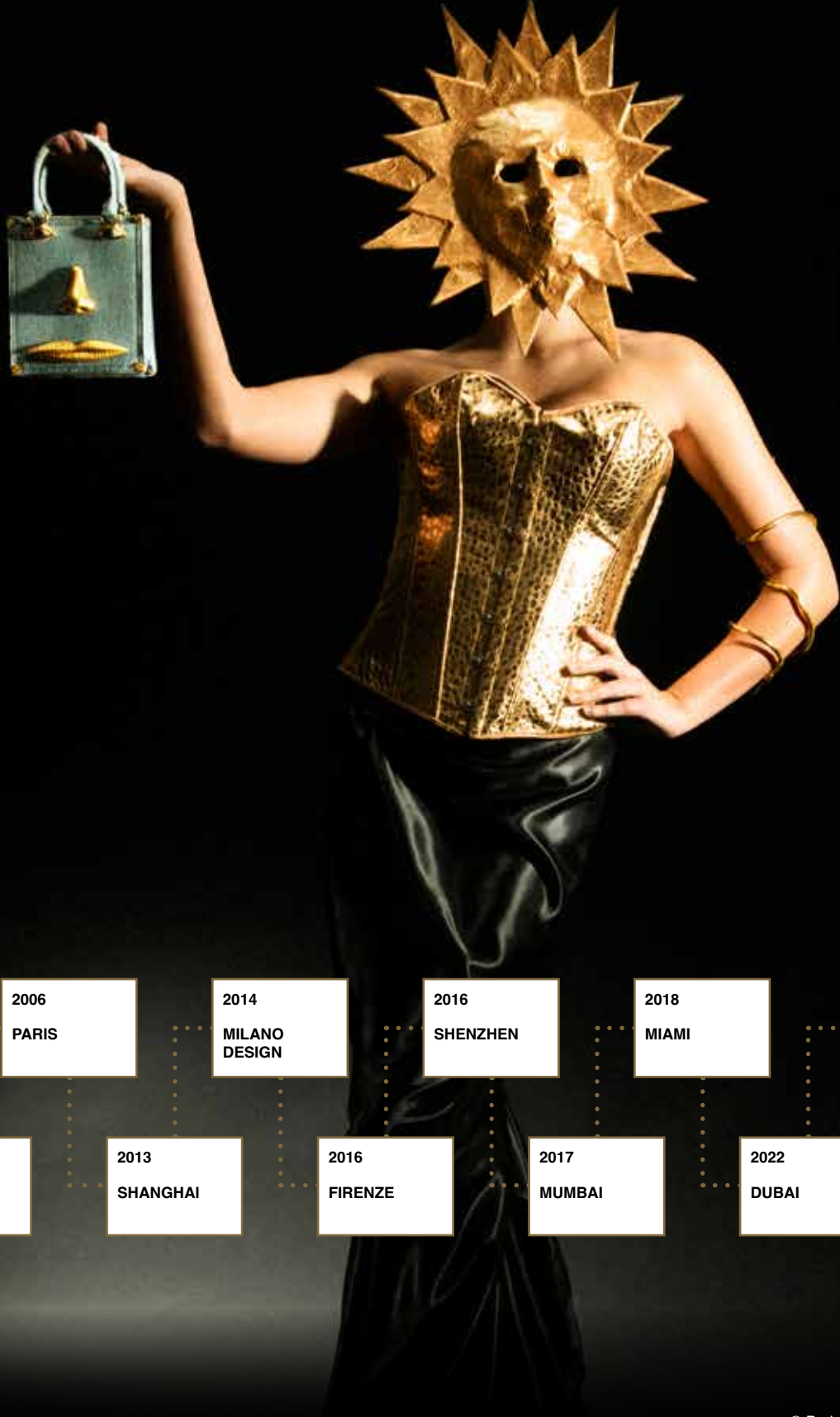
**Enhancing talent
since 1935**

**MA
RAN
GONI**

90 YEARS OF EXCELLENCE IN HIGHER EDUCATION

Founded in Milan in 1935 by tailor Giulio Marangoni, Istituto Marangoni is now a globally recognized institution for Higher Education in the creative and managerial disciplines within the luxury industry, offering programs in fashion, design, management, communication, beauty, hospitality, and art.

For 90 years, Istituto Marangoni has provided cutting-edge, innovative learning experiences aimed at nurturing talent and fostering a sustainable mindset to support the development of the creative and luxury industries worldwide. With campuses in Milan, Florence, London, Paris, Dubai, Riyadh, Mumbai, Shanghai, and licensed schools in Shenzhen* and Miami*, Istituto Marangoni offers a range of undergraduate and postgraduate programs taught by highly qualified faculty and industry professionals. These programs combine academic excellence with real-world experience, industry projects, and networking opportunities with top brands, ensuring that students are well-prepared for successful careers. In addition, the unique 12th School of Istituto Marangoni introduces immersive and transformative learning experiences that are only possible in a virtual environment.



Leading Higher Education Institute
providing a cutting-edge learning experience
in creativity and management
within the luxury industry



* Independently owned institutions.



INSTITUTES & VALUES

Istituto Marangoni institutes are strategically located in the world's leading fashion, design, and art capitals, right in the heart of their vibrant fashion, business, and creative districts. Their stunning interiors convey elegance and sophistication, reflecting the institute's prestigious heritage and refined aesthetic.

ISTITUTO MARANGONI MILANO

A unique blend of Italian heritage and innovation in fashion

Since 1935, Istituto Marangoni Milano has been shaping luxury and ready-to-wear by merging Italian heritage with innovation. Rooted in the "Made in Italy" tradition, it embraces new trends in fashion and beauty while integrating advanced technology to redefine high-end design.



ISTITUTO MARANGONI PARIS

The essence of Frenchness through a contemporary vision

Istituto Marangoni Paris embodies French elegance with a modern twist, blending heritage and innovation. As a central hub of fashion and culture, it champions couture craftsmanship and global luxury management, redefining the essence of French expertise.



ISTITUTO MARANGONI MILANO DESIGN

Embracing Italian design heritage while pioneering innovations for tomorrow

Istituto Marangoni Milano Design pioneers a fusion of tradition and innovation, turning inspiration into luxury furniture and contemporary aesthetics by leveraging research and emerging technologies, it strengthens ties with industry districts and the global creative community. Courses are led by Giulio Cappellini, a visionary talent scout and design icon, who brings his vision and expertise as Art Director and Brand Ambassador.



ISTITUTO MARANGONI SHENZHEN*

The global hub of hi-tech, revolutionary fashion and design

As China's high-tech capital, Shenzhen fosters innovation with global impact. Istituto Marangoni Shenzhen integrates artisan techniques with technology, equipping creatives with the entrepreneurial skills needed to shape the future of fashion worldwide.



ISTITUTO MARANGONI MIAMI**

A fusion of Italian heritage with vibrant US markets

Istituto Marangoni Miami thrives in the city's vibrant, trendsetting scene. Housed in a historic Art Deco building, it blends Latin American and American influences, inspiring creativity through tropical energy, beach style, and Cruise collections.



ISTITUTO MARANGONI RIYADH

Blending Saudi heritage and technical skills to empower future fashion industry leaders

Riyadh is emerging as a global fashion hub, blending its rich heritage with rapid innovation. In line with its global vision, Istituto Marangoni has opened its unique international creative Higher Training institute in the city, in partnership with the Ministry of Culture's Fashion Commission. The school is located in the King Abdullah Financial District, one of the most dynamic and creative areas in the region offering visitors and residents a high standard of living.



ISTITUTO MARANGONI LONDON

Revolutionary creativity merging with responsible luxury

Istituto Marangoni London merges creativity with responsible innovation, pioneering sustainable fashion and design. Rooted in Italian heritage yet shaped by cosmopolitan trends, it drives the future of luxury with a bold, conscious vision.



ISTITUTO MARANGONI SHANGHAI

Cutting-edge innovation meets Chinese heritage

Istituto Marangoni Shanghai combines European aesthetics with local inspirations. Driven by a comprehensive digital vision, it paves the way for new careers in fragrances, cosmetics, and high-tech fashion.



ISTITUTO MARANGONI FIRENZE

Redefining the future of fashion, art and accessories

Blending artisanal heritage with contemporary experimentation, Istituto Marangoni Firenze offers a unique platform where fashion, art, and accessories converge. It's a place for new creatives to grow through hands-on projects and strategic collaborations.



ISTITUTO MARANGONI MUMBAI

Vibrant traditions opening up new horizons

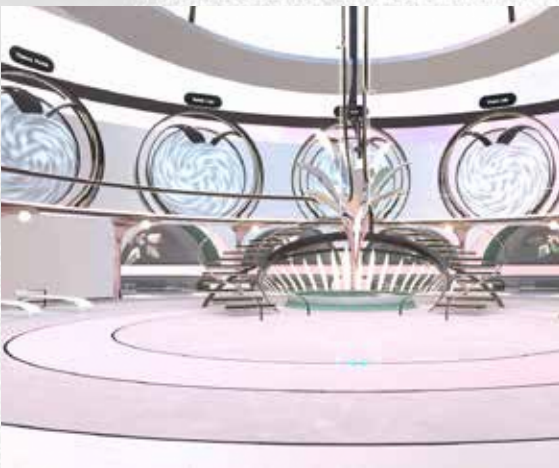
Istituto Marangoni Mumbai merges traditional craftsmanship with innovation, inspired by local heritage. Committed to responsible design, it shapes luxury for contemporary living, blending cultural vibrancy with global trends and digital innovation.



ISTITUTO MARANGONI DUBAI

A creative melting pot nurtured by made in Italy excellence, Middle Eastern culture and innovation

As a hub for upskilling professionals and empowering women entrepreneurs, Istituto Marangoni Dubai drives the evolution of MENA's fashion and design industries while redefining luxury and lifestyle.



ISTITUTO MARANGONI 12

A new era of virtual education

Istituto Marangoni is expanding its legacy with its 12th institute: The Immersive Virtual School. This groundbreaking environment combines cutting-edge technology · an Exhibition room, 3D room and Virtual Photo Labs · with collaborative learning in an interactive, multiplayer space, it aims to redefine education through creativity, social engagement, and experiential exploration.

* Independently-owned China-based Training Centre.
** Independently-owned US-based institution.

AMONG THE WORLD’S TOP 100 UNIVERSITIES FOR “ART & DESIGN”

Istituto Marangoni has secured a place among the world’s top 100 universities for Art & Design in the latest QS World University Rankings® by Subject. This prestigious ranking, a benchmark for academic and industry excellence, evaluates institutions based on reputation surveys conducted with leading academics and key employers in the creative sectors.

Beyond its international recognition, Istituto Marangoni stands out for its unique positioning within the QS World University Rankings® by Subject: it is the first institution specialized in fashion disciplines to be ranked in Italy, France, the UAE, India, and China, and it holds the third position in the UK. Given that the ranking does not yet feature a dedicated category for fashion education, this achievement further underscores Istituto Marangoni’s growing reputation as a global leader in creative education.

Istituto Marangoni has strengthened its position in this exclusive global ranking, reflecting its commitment to fostering talent and innovation in Fashion, Art, Design, and Beauty. Each year, the institute continues to achieve higher overall scores, gaining increasing recognition from both academic peers and industry leaders worldwide—further affirming the quality of its programs and its growing international influence.



**BEST ITALIAN FASHION SCHOOL
AMONG THE TOP 100 ART & DESIGN
UNIVERSITIES IN THE WORLD.**



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Rafaella Zanettou

INNOVATION & RESEARCH

A HUMAN-CENTERED FUTURISTIC APPROACH

Istituto Marangoni stands at the forefront of digital innovation, merging the creative arts with cutting-edge technologies to redefine educational experiences. With a focus on a human-centered futuristic approach, the institution continuously integrates groundbreaking tools and platforms to enhance learning and foster creativity across its global campuses.

Empowering Creativity through Immersive Technologies

At the heart of Istituto Marangoni’s educational vision is a commitment to transforming traditional learning environments into dynamic digital ecosystems. The introduction of immersive technologies allows students to engage in lifelike simulations that bridge the gap between theory and practice. From virtual fashion runways to interactive design studios, these tools provide students with unprecedented opportunities to refine their skills in environments that reflects real-world scenarios, ensuring they are industry-ready upon graduation.

Generative AI and the Future of Learning

A key pillar of Istituto Marangoni’s strategy is its adoption of generative AI technologies across all programs. These advanced tools empower students to experiment with AI-driven design processes, enabling them to create complex patterns, render visual stories, and even conceptualize fashion collections with accuracy. By incorporating AI capabilities such as automated image generation, text-to-design tools, and predictive analytics, the institution equips its students with the knowledge to navigate and innovate within an increasingly digital and data-driven industry.

AI Manifesto: Ethics and Innovation in Harmony

Central to Istituto Marangoni’s digital innovation is its commitment to ethical AI usage, outlined in its comprehensive AI Manifesto. This guiding document underscores the importance of balancing technological advancement with ethical responsibility. The manifesto also highlights the need for continuous learning and adaptability, preparing students not only to adopt AI but to lead its evolution within creative industries.

Seamless Integration of Advanced Software

To support this vision, Istituto Marangoni introduces state-of-the-art digital platforms that enhance both the creative and technical aspects of education. These include software for 3D modeling, digital prototyping, and virtual storytelling, each tailored to meet the needs of specific disciplines such as fashion design, business, and visual communication. By offering hands-on experience with these tools, the institution ensures that students remain at the cutting edge of industry practices.

Scan to watch the manifesto



© Project by Jia Siting



CELEBRATING A LEGACY OF CREATIVITY AND INNOVATION IN LUXURY

Istituto Marangoni proudly celebrates 90 years of excellence, creativity, and innovation in fashion and design with a series of extraordinary events that honor its legacy and future.

The highlight of the celebrations is an exclusive exhibition at the institute's prestigious new Milan campus, where rare artefacts, iconic pieces, and the stories of its renowned tutors and alumni will bring to life nine decades of style, craftsmanship, and visionary education. Adding to this exceptional tribute, a special collaboration with Vogue will offer a unique exploration of fashion history through the eyes of Istituto Marangoni's student community, showcasing their talent and perspective on the ever-evolving industry.

Throughout all initiatives, the Istituto Marangoni Method—an emblem of passion, expertise, and forward-thinking creativity—will guide this journey, reaffirming Istituto Marangoni's role as a global beacon of fashion education for generations to come.



SHAPE YOUR FUTURE

Istituto Marangoni provides new applicants with various services to ease their transition to a new city and to assist them in selecting the course of study that best aligns with their skills and professional growth aspirations:

ORIENTATION

Istituto Marangoni's Orientation Service is a free service with no obligations, available to all new applicants. It provides information about study programmes and professional opportunities, while also informing candidates of the companies that visit Istituto Marangoni to recruit for graduates and interns. The Orientation Interview is an essential part of preparing for admissions, applications and scholarship opportunities, which are limited in number.

SCHOLARSHIPS

Each year, Istituto Marangoni offers an extensive programme of scholarships to deserving or talented participants to attend undergraduate and postgraduate courses. For more information, please scan the QR code below.

IM LIFE

The IM Life Office is dedicated to enhancing students' experiences, fostering a sense of belonging within an international community, and creating value, creativity, and culture every day. As a central hub for support, the IM Life Office connects students with the appropriate services and opportunities whenever they need them. By working closely with all school departments, it ensures a seamless, comprehensive, and enriching journey throughout their academic experience.

IMLife Office provides

- **Housing Assistance:** Helping students find comfortable and suitable living accommodations.
- **Well-being Services:** Promoting mental and physical wellness.
- **Academic & Departmental Bridge:** Strengthening connections between students, faculty, and university resources.
- **International Cross-School Experience:** Enhancing global learning opportunities.
- **Community & Engagement:** Creating a vibrant campus life through events and social activities.

Find your scholarship here



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Giulia delli Veneri

CAREER SERVICE & PROFESSIONAL COACHING

Istituto Marangoni is dedicated to providing strong support and securing the best global opportunities for its graduates. In 2024, the institute achieved a 91% employability rate within a year of graduation, according to an independent survey conducted by Doxa.

For more than 90 years, Istituto Marangoni has gained a reputation for advanced education and sustainable innovation in the fields of **Fashion, Design, Art**, and, more recently, **Beauty**. All the schools within the Group are committed to finding the best **industry partners**, fostering **exclusive collaborations** that connect with the schools to identify the next generation of designers and creatives for their **talent acquisition**. In addition to the amazing network of more than 4000 Companies worldwide collected to offer the internship opportunities, Istituto Marangoni offers an exclusive career advisory service throughout students' programs to help them improve their employability and creative skills through various activities.

Each school provides students with **dedicated career staff** who focus on improving students' career journeys both **during their studies** and **after graduation**:

1-to-1 Coaching Sessions

Individual sessions with career experts to analyze career goals, identify strengths and areas for improvement, and plan a personalized professional path.

Personal Branding

Workshops and guidance on building a strong personal brand to effectively showcase your unique skills and professional identity.

CV check and Portfolio check

A detailed review of your CV and creative portfolio to ensure they are professional, up-to-date, and tailored to the desired job opportunities.

Digital Reputation Workshop

Training sessions focused on managing your online presence and enhancing your digital reputation to align with industry expectations.

Mock Interviews

Practice interview sessions designed to simulate real recruitment scenarios, improve confidence, and refine interview skills.

Event & Career Days to meet the recruiters

Networking events and career fairs offering direct interaction with recruiters and industry professionals to explore job opportunities and build connections.

After graduation, **Istituto Marangoni Alumni** have the opportunity to stay connected with the **Global I'M Community** and to benefit from the services and activities offered by the Group worldwide. **The Group's main mission** is to empower the most talented **Alumni and emerging fashion designers** from Istituto Marangoni through the creation of various **projects and events**. This is accomplished by **collaborating** with **strategic stakeholders** in the industry who share the same goal of **scouting new creative talents** and supporting them as they transition into the market.



BRANDS SEEK TALENT

INTERNATIONALLY RENOWNED COMPANIES WELCOME ISTITUTO MARANGONI GRADUATES EVERY YEAR

10 Corso Como, 11Clubroom, Aamaya by Priyanka, Acne Studio, Aquazzura, Activation, Adidas Y3, Agatha Ruiz de la Prada, Agnona, Ai PR, Alberta Ferretti, Alcantara, Alessi, Alexander McQueen, Alexander Wang, AnotheReality, Anna Karapetyan, Antidote, Antonio Berardi, Anzheng Fashion Group, Architectural Hero, Art Partner, Artifacts, Artlist, Aspesi, Au Jour Le Jour, Azzedine Alaïa, Aston Martin, Balenciaga, Baleri, Bally, Balmain, Beauté Prestige, Belle, Berluti, Bless, Bonaveri, Bongénie, Bottega Veneta, Brachfeld, Buccellati, Bulgari, Burberry, Bureau Betak, Calvin Klein, Camera Nazionale Della Moda Italiana, Cappellini, Carlin, Carolina Herrera, Cartier, Carven, Casadei, Cassina, Castor, Celine, Centropolis Design, Ceramiche Flaminia, Cerruti 1881, Cesare Paciotti, Chalayan, Chanel, Charles Philip Shanghai, Chloé, Chopard, Christian Louboutin, Coach, Colmar, Comptoir des Cotonniers, Condé Nast, Corneliani, Courrèges, Damiani, Dedar, Devon&Devon, Diane von Furstenberg, Diego Dolcini, Dior, Dior Homme, Dior Joaillerie, Disney, DKNY, Drapers, Dsquared2, Dunhill, Elite, Ellen Mirck, Emilia Wicksteak, Emilio de la Morena, Emilio Pucci, Erdem, Erika Cavallini, Ermanno Scervino, Ermenegildo Zegna,

Escada, Etro, Fendi, Ferrari, Fila, Flos, Fragiaco, Francesco Scognamiglio, Furla, Gabriele Colangelo, Galeries Lafayette, Gas, Giada, Giambattista Valli, Versace, Gianvito Rossi, Giorgio Armani, Giuseppe Zanotti, Givenchy, GQ, Gucci, Guess, Helmut Lang, Hemsle London, Hemyca, Hermès, Hugo Boss, HYFG, I.T China, Inditex, Ingie, Iro, Isabel Marant, Issey Miyake, J.W. Anderson, Jean-Paul Gaultier, Jane Carr, Jenny Packham, Jil Sander, Jimmy Choo, Julie de Libran, Kartell, Karla Otto, KCD Paris, Ken Okada, Kenzo, Kering Group, Krizia, L'Autre Chose, L'Eclaireur, L'Express Style, L'Oréal, La Perla, Lamborghini, Lancel, Lanieri, Lanvin, Larusmiani, Laura Blagooee, Couture, LCM, Le Bon Marché, Leonard, Lesilla, Li-bel, Loewe, Tekstil Ticaret, Liberty UK, Liviana Conti, LK Bennett, Loro Piana, Louis Vuitton, Love Magazine, Lucien Pagès Communication, Lucy Choi, Luisa Bertoldo, Luisaviaroma, Lulu Liu, Luter, Lux Group, Luxottica, Luxury Living Group, LVMH, Marni, Max Mara, MM6 Maison Margiela, Maliparmi, Mango, Mao, Marco Bologna, Mauro Grifoni, Missoni, Missoni Home, MiuMiu, Moleskine, Moncler, Monogrid, Moreschi, Moschino, M&C Saatchi, Moscot Eyewear, MSGM, Molteni, Moroso, Mulberry, Museo del Tessuto, Museo Ma*Ga, Mutina,

My Envy Box, Net à Porter, New Guards Group, Nirav Modi, Not Just a Label, Nour Hammour, Officine Santa Maria Novella, Oscar de la Renta, Oscar Tyie, Palazzo Strozzi, Paolita, Pandolfini Casa d'Aste, Paula Cademartori, Park Hyatt, Peclers Paris, Pepsi, Peserico, Peuterey, Pinko, Pitti Immagine, Poltrona Frau, Pomellato, Prada, Pringle of Scotland, Prism, Prisma Média, Puma Puig, PVH, Quicksilver, Rahul Mishra, Ralph Lauren, Rayban, Redemption, Reebok, Renato Corti, René Caovilla, Renoma, Stefano Ricci, Richemont, Rick Owens, Ritual Projects, Roberto Cavalli, Roger Vivier, Safilo, Saint Laurent Paris, Salvatore Ferragamo, Samsung, Santa Clara Milano, Santoni, Schreiber Sebastian, Sergio Rossi, Shourouk, Smeg, Sonia Rykiel, Spazio Forma, Stella McCartney, Stephane Rolland, Studio Asia, Swarovski, Swinger International, Tank Magazine, Testoni, The Attico, The Fabbrica, Timberland, Tiziana Fausti, Tod's, Tom Ford, Totem Fashion, Tranoï, Trussardi, Umit Benan, Unsigned, Valentino, Value Retail, Van Cleef & Arpels, Véronique Leroy, Vestiaire Collective, Vetements, Vide Dressing, Visionnaire Milano, Vivienne Westwood, Vogue, Zuhair Murad



Chloé

GUCCI

ISSEY MIYAKE

LOUIS VUITTON

DOLCE & GABBANA

STELLA MCCARTNEY

Salvatore Ferragamo



ALESSI

MSGM

smeg

ETRO



FASHION
NETWORK



JOUR/NÉ

OCIDA

GALERIE THADDAEUS ROPAC
LONDON PARIS SALZBURG

MM6
Maison Margiela
PARIS

Dream of a Woman

M
MISSONI

JIMMY CHOO

cappellini

OTB

Vivienne
Westwood

ALUMNI

The Alumni Community is an international multicultural group of more than 45,000 professionals who share the values and skills gained while studying at Istituto Marangoni, including Domenico Dolce (Dolce&Gabbana), Franco Moschino, Alessandro Sartori (Zegna), Dario Vitale (Versace) and Francesca Nicoletti (MiuMiu). They represent a prestigious heritage and a huge value for the school. Istituto Marangoni proudly celebrates their talent and success, telling their stories and remembering the steps they took towards their distinguished careers. The names mentioned in this brochure are just a glimpse of Istituto Marangoni's uniqueness, showcasing alumni who have become internationally recognized and awarded over the years.



ALESSANDRO SARTORI
Artistic Director
at Zegna



FRANCESCA NICOLETTI
Design Director RTW
at MiuMiu



RAHUL MISHRA
Founder & Creative
Director of Rahul Mishra



ALICE BALLABIO
Creative Strategist
at Oniro Group and Baleri Italia



DARIO VITALE
Creative Director
at Versace



GUSTAVO MARTINI
Product Designer,
Founder of Studio Gustavo Martini



AMINE JREISSATI
Head of Editorial Content
at GQ Middle East



ROCCO IANNONE
Creative Director
at Ferrari



MARCO CAPALDO
Co-founder & Creative
Director of 16Arlington



GIULIO MASCIOCCHI
Concept Designer
at Versace Home



VICTORIA JENKINS
Adaptive Designer,
Founder of Unhidden



DRUHV KAPOOR
Founder & Creative Director
of Dhruv Kapoor



MATTEO AGATI
Industrial & Product Designer,
Founder of Matteo Agati Design Studio



FELIPE FIALLO
Founder & Creative Director
of FIALLO

QUALITY HIGHER EDUCATION

Istituto Marangoni's courses are accredited by different bodies, according to the relevant countries and their education framework.

ITALY

In Italy, the Ministry of University and Research awards a Bachelor's Degree (AFAM First Level Academic Diploma) for three-year courses at Undergraduate level; a one-year Master's Degree (AFAM First Level Academic Diploma) and a two-year Master's Degree (AFAM Second Level Academic Diploma) for courses at Postgraduate level. All Schools in Italy also comply with quality standards ISO 9001:2015.

UNITED KINGDOM

All Istituto Marangoni London programs are accredited by Regent's University London (UK). Upon successful completion of the program, students will be awarded either a BA (Hons) Degree or a Master's Degree. In addition to this, the School is registered with the independent regulator for Higher Education in England - Office for Students (OfS).

FRANCE

BA (Hons) Degrees and Master's Degrees are accredited by Regent's University London (UK). Additionally, France Compétence, the national governing body for vocational training and apprenticeships, awards the French National Framework for Professional Qualifications (RNCP, or "Répertoire National des Certifications Professionnelles") to:

- students who complete a three-year course, with a title equivalent to a full-time 3-year Higher Education program (level 6 RNCP);
- students who complete selected Cycles de Spécialisation, with a title corresponding to a full-time Master's Program (level 7 RNCP).

UNITED ARAB EMIRATES

Istituto Marangoni Dubai is accredited by the Commission for Academic Accreditation (CAA), under the UAE Ministry of Higher Education and Scientific Research. Participants who successfully complete selected Higher Education courses will be awarded with a Bachelor of Arts Degree or Master of Arts Degree accredited by CAA. Furthermore, Istituto Marangoni Dubai delivers Higher Education and Training programs covering Fashion and Design subjects, under Permit from the Dubai Knowledge and Human Development Authority (KHDA).

KINGDOM OF SAUDI ARABIA

Istituto Marangoni Riyadh Higher Training Institute is licensed by the Ministry of Culture to deliver both Advanced Training Diplomas (equivalent to Level 5) and Qualifying Awards, accredited by the Saudi Arabia Technical Vocational Training Cooperation (TVTC).

PEOPLES REPUBLIC OF CHINA

In China, Istituto Marangoni delivers validated Undergraduate courses through two recognized Sino-Foreign Cooperation Agreements with Chinese partners. "Istituto Marangoni Fashion Design Institute - Zhejiang Sci-Tech University" is a Sino-Foreign Cooperation Agreement accredited by the Chinese Ministry of Education. The 4-year Bachelor Degree courses are taught by faculties from both institutions. Graduates receive a Bachelor's Degree from Zhejiang Sci-Tech University and an RNCP Level 6 Certificate from Istituto Marangoni Paris. The 2-year Undergraduate course in "Fashion Design & Marketing", delivered in partnership with the Shanghai International Fashion Education Institute (SIFEC), is filed at the PRC Ministry of Education and it is validated by the Shanghai Municipal Education Commission, allowing students progressing to Istituto Marangoni London for a BA (Hons) Degree.

UNITED STATES OF AMERICA

In Miami, Florida (USA) the Istituto Marangoni School is licensed by the Florida Commission of Independent Education (FCIE) and the Florida Department of Education to award Associate of Applied Sciences (AAS), Bachelor of Fine Arts (BFA) and Masters of Arts (MA) Degrees.



FASHION STUDIES

All Istituto Marangoni courses are accredited, and the faculty includes international professors, tutors and industry professionals from the world's most prestigious luxury houses.

FASHION DESIGN

Study methods in Fashion Design are deeply focused on professionalism, industry demands, and achieving a balance between functionality and aesthetics. From day one, participants are immersed in the fashion system and fashion design methodology, which incorporates key trends, bicultural aesthetics and new consumer influences on style. Depending on their level of study, participants engage in projects that may include an in-depth analysis of clothing or accessories manufacturing, or exploring the differences between couture construction versus ready-to-wear. They progress through various stages of the design process from fashion illustration, pattern making, pattern cutting, construction or prototyping, and ultimately the finished garment or product. Pathways offer further options to specialize in a specific area or fashion design profession.

FASHION COMMUNICATION & IMAGE

Istituto Marangoni has made the strategic decision to transform the Fashion Styling area into a broader and more contemporary focus on Fashion Communication and Image. Key values of Istituto Marangoni's teaching methods include style, innovation, responsiveness to new consumer voices, and an understanding of the bicultural world we live in. All courses investigate how to connect with audiences through visuals, express stories and emotions through style, and present the most innovative ideas in fashion. Depending on their chosen level of study, participants will develop their own style portfolio, incorporating photography and a creative vision through visual methods of expression. They will investigate new trends in the industry such as artificial intelligence, extended intelligence, and new ways of communicating in a digital age. Additionally, they will learn about photoshoot preparation and management, photo editing, and multimedia video production.

FASHION BUSINESS

The business of fashion at Istituto Marangoni involves staying updated with industry developments, addressing current issues, and responding to the latest market demands. The Fashion Business courses combine essential business skills and knowledge with the most recent trends in the industry. Tailored to the ever-evolving fashion landscape, these courses help participants develop key competencies, including luxury brand management, buying and merchandising, marketing, promotion, and start-up strategies. Additionally, students learn about critical subjects such as "phygital" retail—which merges digital and in-store shopping experiences—algorithms that define style, and sustainability, all of which are vital for today's successful fashion business graduates. The program also offers pathways for students to specialize in specific areas or professions within the fashion business.



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Marta Aguinaco

DESIGN STUDIES

A complete education to form designers and encourage future entrepreneurs in design innovation via a complex mix of creativity, contemporary style and culture.

INTERIOR DESIGN

Interior Design at Istituto Marangoni is more than just crafting environments; it involves a creative and intricate blend of the latest trends, industry advancements, effective project management, functionality, and contemporary aesthetics. Depending on their chosen level of study, participants work on projects that may focus on residential, commercial or leisure sites, concentrating on either design or renovation. Students learn to coordinate furnishings, fixings, lighting and color, while also mastering the art of blending atmosphere, culture, and a creative vision. They explore contemporary global issues in design, such as wellbeing, user experience, and sustainability. Understanding client expectations and studying brand identity contribute to the creative process, helping to evoke emotional responses through thoughtfully designed spaces. Additionally, there are options for further specialization in Interior Design.

PRODUCT DESIGN

All Product Design courses at Istituto Marangoni combine a rich heritage of craftsmanship and creativity with essential manual, technical and digital design skills. Depending on their chosen academic level, participants focus on developing luxury furniture, bespoke items, or innovative products geared towards industrial design and commercialization. Alongside mastering technical drawing, 3D modeling, visualization, and prototype development using CAD, students explore the impact of Made in Italy on the design scene, as well as the use of sustainable materials and renewable resources, and emerging production methods and processes. Graduates can design and visualize products tailored to specific spaces, while thoroughly assessing their functional and ergonomic properties to create cutting-edge product designs. Additionally, there are options for further specialization in Product Design

VISUAL DESIGN

Istituto Marangoni study methods in Visual Design are carefully designed to meet industry demands and provide participants with real-world project experiences in a technologically advanced and emotionally engaging design environment. Depending on their chosen level of study, participants may work on video, animation, interaction, and motion graphics, all of which are essential for communicating, promoting, or selling a vision, product, or event in today's visual landscape. Students analyze emerging consumer habits and their impact on communication. They also explore the latest visual approaches and expression tools in the digital age, including web design, blogs, and social media platforms, to engage today's "bicultural consumers." Additionally, they examine the influence of phygital retail, which blends digital features with innovative in-store experiences.

DESIGN INNOVATION

This area of study explores the integration of advanced technologies such as AI, VR, AR, XR, 3D printing, and generative design into the creative process, transforming them into powerful tools for innovation. It emphasizes immersive experiences and interactive storytelling, leveraging human-machine interaction, robotics, AI, and UX design to create intelligent and engaging systems. This area combines digital and physical elements through an interdisciplinary and "phygital" approach, fostering a dynamic design ecosystem. By anticipating market trends, addressing complex challenges, and pushing the boundaries of creativity, this field shapes visionary professionals who redefine contemporary design in luxury, high-end experiences, and emerging industries, driving the evolution of technology-driven aesthetics and functionality.

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Agastya Kumar,
Ipek Sultan Aydin,
Liubov Sysoeva,
Surbhi Baldwa



ART STUDIES

Art studies encompass courses that blend various artistic contexts with business skills and real-world preparation to enhance creative expression and develop future leaders in the art world.

ARTS CURATING

Arts Curating courses are designed to educate and inspire the cultural practitioners of the future. These programs specialize in curating, exhibiting, writing, publishing, and managing cultural events in a constantly evolving creative landscape. Students in Arts Curating will explore the complex relationship between art and fashion, learn how to manage cultural events, and engage in contemporary art installations and exhibitions. They will gain a comprehensive understanding of the intricate art system, the art economy, and business practices. Additionally, students will have the opportunity to craft various career paths, including roles as curators, critics, gallerists, art advisors, journalists, editors, cultural managers, and more.

MULTIMEDIA ART

Istituto Marangoni has played a vital role in education for over 80 years, fostering dialogue among various disciplines. Multimedia Arts programs offer inspiring educational pathways that explore the diverse techniques and tools available to contemporary artists, while also emphasizing the importance of foundational skills in producing original works. Students learn about a wide range of mediums, including painting, 3D sculpting, drawing, videomaking, photography, and sound design. Depending on their specific course of study, Creative Multimedia students will develop advanced visual and creative communication skills that promote freedom of expression. This opens up a variety of career options, including roles as artists, photographers, videomakers, 3D artists, editors, and visual storytelling experts.



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BEAUTY STUDIES

A complete education plan to train and guide future professionals in communication and beauty-related businesses.

FRAGRANCES & COSMETICS

The school offers a Three-Year program, three Master’s Courses and an Intensive course for individuals interested in pursuing a career in the fragrance and cosmetics industries, or for those who are already in the business and looking to upskill. With educational paths designed to increase and strengthen the learners’ business acumen, participants will develop the proper skill set and confidence required to manage a Beauty Business. Graduates will be prepared to work as Marketing, Communication, Brand, Product, and Licensing Managers or become business owners in this field.

All Fragrance & Cosmetics programs at Istituto Marangoni are designed to align with the latest trends and developments in the beauty industry. They address current challenges in the luxury market and consistently emphasize the newest market demands.



Additionally, they focus on transferable knowledge and skills, including critical principles and practices for managing luxury Fragrance and Beauty products.

Considering various professional roles, these courses will teach participants how to effectively manage a beauty business. Through a series of strategies and business case studies, students will gain insight into the entire process, from the creative director’s vision to the production of perfumes. They will also learn how to market products both internationally and locally, as well as manage legal and contractual aspects. Furthermore, participants will explore financial management and control to ensure a return on investment (ROI), with particular attention to environmental, social, and governance (ESG) factors. From the perspective of a luxury organization, learners will examine the advantages and disadvantages of beauty brand management and extensions to protect a brand’s DNA and heritage.

The program will also cover how, in light of uncertain political and economic scenarios, brands need to explore new licensing opportunities in the beauty industry, which includes relying on technological innovations and digital solutions such as NFT and Metaverse environments. The curriculum alternates between theoretical lessons and practical laboratory work, enabling students to grasp the fundamentals of olfactory techniques, perfume composition and cosmetic formulas.

All courses are led by international experts and established professionals in the fragrance and cosmetic industry. Lecturers will share real business cases and experiences, helping students understand the skills and daily activities necessary for success in this exciting field.

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HOSPITALITY STUDIES

Istituto Marangoni is introducing a new multidisciplinary area of study focused on luxury hospitality, offering courses that merge management, design, communication, and customer experience across different campuses. This innovative approach explores the intersection of interior design, brand strategy, marketing and experiential hospitality, preparing students for careers in high-end hotels, cultural hubs, and lifestyle-driven spaces.

Through case studies of fashion brand extensions, boutique hotel concepts, and immersive luxury experiences, students will gain a contemporary perspective on hospitality, that is grounded in the institution’s heritage of creativity and business excellence. This expansion reinforces Istituto Marangoni’s commitment to shaping future leaders in the evolving world of luxury.



HIGHLY SPECIALISED PROGRAMMES

UNDERGRADUATE PROGRAMMES

Istituto Marangoni offers a variety of Higher Education programs at the undergraduate level, focusing on fashion, design, art, fragrances, and beauty, from introductory foundation courses to full-time Bachelor’s degrees that span 3 to 4 years.

Preparatory Courses

Foundation courses develop essential skills and practical abilities needed for pursuing undergraduate studies. Once participants successfully complete these courses, they gain the academic foundation required to apply for a Bachelor’s Degree.

One-Year Intensive Courses

These courses offer a thorough understanding of the technical and theoretical concepts related to fashion, design, styling, and business. They are particularly suited for individuals who have limited time or those who lack prior experience or relevant educational background.

Study Abroad • Semester Courses

Study abroad programs provide an opportunity to see the world, experience new cultures, learn a new language, visit neighboring countries, and make lasting friendships.

Undergraduate-level courses (lasting 4-5 months) allow participants to learn key skills from international experts in the field, and experience different learning styles.

BA (Hons) Degrees¹⁻²⁻³ • Bachelor of Arts⁴

These undergraduate programs are designed for individuals looking to enter the fashion, design, and art fields. They provide a comprehensive education at the undergraduate level, enabling participants to acquire the essential knowledge and skills needed to pursue a career in their chosen field. There are also various pathways available for students to specialize in a specific area or profession.

Advanced Training Diploma⁵

These 3-year undergraduate programs, equivalent to Level 5, provide a complete vocational education at the undergraduate level. Participants gain the necessary knowledge and skills to pursue a career in their chosen field through high-quality learning and teaching methods. A Cooperative Training internship, which is part of the curriculum, is included in the final year of study.

Undergraduate Progression Courses

These courses are organized into 1-2 distinct certificate levels. Participants can advance their skills and knowledge by progressing from one level to another, allowing them complete control over their own learning journey. Additionally, participants can start their studies at one school and complete them at another through the Cross School Study Options.⁶

POSTGRADUATE PROGRAMMES

Istituto Marangoni offers postgraduate courses that provide participants with advanced training in various fields, including fashion, design, art, fragrances, and beauty. These programs allow individuals to specialize and deepen their knowledge and expertise in specific subjects, ultimately enhancing their skills and abilities.

Preparatory Courses

Preparatory courses are designed to ensure that participants are fully prepared to meet the challenges of postgraduate-level training.

MA Master’s Degrees⁶ • Master’s Courses⁷ • Master of Arts⁸

Master’s courses, including the Master of Arts, are full-time postgraduate programs highly specialized to support participants’ careers in the fashion, luxury, creative design, and art industries. These courses are intended for individuals who have already developed specific skills at the undergraduate level or for industry professionals looking to deepen their knowledge in a particular area of fashion, design, or art.

Postgraduate Courses

Postgraduate courses offer advanced levels of study for individuals seeking professional training. They provide opportunities to upskill, change career path or broaden professional skillsets. These courses are available on weekdays and weekends.

Postgraduate Semester Courses

These full-time courses offer specialized activities for participants seeking study abroad opportunities at the postgraduate level or for professionals looking to upskill or take a career break to pursue subject-specific training in fashion and business. The courses aim to develop practical, creative, and business and management skills that will benefit future career development.

Professional Courses

These part-time courses are designed for professionals looking to broaden their skills and stay current with management practices in fashion and luxury. Participants will have the opportunity to explore a variety of learning methods suited to their fields of interest.

1) Paris - London: BA (Hons) Degree courses are accredited by Regent’s University London.

2) Milano - Firenze: The Ministry of University and Research awards Bachelor’s Degrees (AFAM First Level Academic Diploma). All Schools in Italy also comply with quality standards ISO 9001:2015.

3) Paris: France Compétence awards the RNCP Professional Certificate for all Three-Year programmes - equivalent to a full-time 3-year Higher Education program (level 6 RNCP).

4) Dubai: Bachelor of Arts Degree Courses are accredited by CAA (Commission for Academic Accreditation).

5) Istituto Marangoni Riyadh is authorized to offer an Advanced Training Diploma accredited by the Technical Vocational Training Cooperation (TVTC).

6) Cross-school experiences are only available on selected programmes and levels. For full details and entry requirements, please contact the school’s admissions office.

6) Paris - London: MA Master’s Degree courses are accredited by Regent’s University London.

7) Milano - Firenze: on selected courses in Italy, the Ministry of University & Research awards a Master Degree (AFAM First Level Academic Master Diploma). All Schools in Italy also comply with quality standards ISO 9001:2015.

Paris: France Compétence awards the RNCP Professional Certificate for all Master programmes - equivalent to a full-time one-year Higher Education program (level 7 RNCP).

8) Milano - Firenze: on selected courses in Italy, the Ministry of University & Research awards a 2-year Master Degree (AFAM Second Level Academic Diploma).

All Schools in Italy also comply with quality standards ISO 9001:2015.

Dubai: Master of Arts Degree Courses are accredited by CAA (Commission for Academic Accreditation).



ISTITUTO MARANGONI 12

“Alongside its physical expansion, Istituto Marangoni is pioneering a revolution in education with the launch of the **Immersive Virtual School**, its 12th campus. This innovative digital campus redefines the boundaries of learning, combining cutting-edge technology with a collaborative, experiential approach. Designed as an interactive, multiplayer space, the **Immersive Virtual School** enables students to connect, create, and learn in a dynamic digital environment that reflects the educational excellence of the international network while offering unique experiences only possible in the virtual world. The first immersive Foundation course has already begun, with students attending exclusively online.”

Stefania Valenti · Managing Director

The Immersive Virtual School

Istituto Marangoni 12 was created to provide students with a unique and exclusive space for hands-on experimentation in a fully 3D environment. It enables the creation of digital fashion and design collections and virtual exhibition spaces and teaches students how to conduct entirely digital photoshoots. Open to all Istituto Marangoni students, it also functions as a specialized school with its own dedicated academic offerings, currently hosting an online Foundation course the virtual space is thoughtfully designed to mirror the prestigious physical campuses of Istituto Marangoni while introducing transformative elements only possible in the virtual realm. Through a seamless blend of advanced technologies and creative methodologies, students can immerse themselves in a versatile environment tailored for personal growth, skill development, and collaboration. The virtual campus offers distinct, purpose-built spaces, each designed to enrich the learning experience:

The Hall

A vibrant central hub where students gather to socialize, collaborate, or hold one-on-one meetings. The hall is the heartbeat of the virtual campus, fostering meaningful connections and interactions among peers, mentors, and industry professionals.

3D Room

Perfect for aspiring furniture and accessory designers, this room allows students to explore the **design process in 3D**, analyzing forms, materials, and functionality in a fully immersive environment.

Theory Room

This is where theory meets immersion. The Theory Room empowers students to present their ideas and projects in a **3D, interactive format**, making abstract concepts tangible and allowing for in-depth exploration of academic subjects.

Retail/Exhibition Room

A space for creativity and innovation, the Retail/Exhibition Room is where students can:

- Set up **3D assets** for analysis or presentation.
- Deconstruct fashion items to understand their design and structure.
- Collaborate on **virtual exhibitions**, showcasing their work to an international audience.

Conference Room

Equipped with streaming capabilities and designed for **immersive and collaborative learning**, the conference room transforms traditional lectures into interactive experiences. Students can engage in real-time discussions, group activities, and live demonstrations with global experts.

Virtual Photo Labs

Two distinct labs cater to photography and lighting enthusiasts:

Collaborative Lighting Lab – Students work together to create lighting setups and grasp the fundamentals of photography.

Light Simulator Lab – A cutting-edge environment where students and teachers can test lighting effects and camera settings in real-time, enhancing their technical skills and artistic vision.

Styling Avatar Lab

In this unique lab, students can create and style virtual avatars, experimenting with mix-and-match fashion, beauty makeup, and hair styling. This immersive space encourages students to expand their personalization skills and develop their unique aesthetic sensibilities.

FASHION DESIGN & IMAGE STYLING · ONE-YEAR INTENSIVE COURSE

The immersive course in **Fashion Design & Image Styling** is a one-year comprehensive one-year program aimed at equipping students with essential skills in fashion design, image styling, and digital media. This course is divided into four virtual blocks over two semesters, followed by an onsite experiential week. Through a carefully structured curriculum, students engage with subjects that develop both creative and technical expertise in the fashion industry, preparing them for contemporary challenges and opportunities.

The **Fashion Design & Image Styling** course offers a blended learning experience:

- **Asynchronous Content on Demand:** Cultural and technical fundamentals are delivered through on-demand modules, allowing students to absorb essential knowledge at their own pace. This approach fosters a strong foundational understanding in areas like design principles and digital tools and serves as an audiovisual library to guide students in in project-based assessments.
- **Immersive Virtual Live Learning:** Live sessions are designed to encourage experimentation and style development. These interactive classes provide a dynamic space for students to test ideas, explore personal style, and receive immediate feedback, helping them to refine their creative direction.
- **Project Review and Coaching:** Personalized project reviews offer tailored mentorship, guiding each student in developing a unique creative formula and portfolio. These reviews ensure that students work aligns with creative academic guidance and showcases their distinct styles, preparing them for contemporary fashion projects, from fabric-designed garments to digital ones.

PROFESSIONAL INSIGHT COURSES (On Demand in 16 weeks)

Virtual Fashion Design

This dynamic course explores the creation of digital fashion, equipping students with the skills to design, visualize, and present virtual garments using advanced software and techniques.

Virtual Accessories Design

This program delves into the art of designing digital accessories, blending creativity with technology to craft virtual jewelry, bags, and footwear for the evolving digital landscape.

Virtual Space Design

This course focuses on conceptualizing and rendering immersive virtual environments by integrating aesthetics, functionality, and innovation in the design of digital spaces.

AI-Powered Image Generation

This advanced program harnesses artificial intelligence to revolutionize image creation, teaching students how to generate, manipulate, and enhance visuals for fashion, branding, and digital media.

CONTACTS

Istituto Marangoni Milano

Via Meravigli 7 • 20123 • Milano • Italy
t. +39 02 3858 5247

Istituto Marangoni Milano Design

Via Cerva 24 • 20122 • Milano • Italy
t. +39 02 3858 5247

Istituto Marangoni Firenze

Via de' Tornabuoni 17 • 50123 • Firenze • Italy
t. +39 055 0351 301

Istituto Marangoni Paris*

15 Rue Boissiere, Paris 75116
75008 • Paris • France
t. +33 (0)1 86 26 10 55
paris@istitutomarangoni.com

Istituto Marangoni London

30 Fashion Street
London E1 6PX • United Kingdom
t. +44 (0)20 3608 2401
london@istitutomarangoni.com

Istituto Marangoni Dubai

Gate Village 8 • Level 4
DIFC • Dubai, U.A.E.
t. +971 4 318 5170
dubai@istitutomarangoni.com

Istituto Marangoni Riyadh

King Abdullah Financial District (KAFD)
Building 4.10, Al Aqiq, Riyadh 13519
Kingdom of Saudi Arabia
Information Centre: t. +39 02 3858 5247
Riyadh@istitutomarangoni.com

Istituto Marangoni Mumbai

Ceejay House, F Block, Shivsagar Estate
Dr. Annie Besant Road • Worli, Mumbai 400018
t. +91 22 62613175
mumbai@istitutomarangoni.com

Istituto Marangoni Shanghai

Floor 7, No.458, Madang Road,
Huangpu District • Shanghai 200025
t. +86 (0)21 6288 0280
shanghai@istitutomarangoni.com

Istituto Marangoni Shenzhen

27th Floor, Tower B, Tairan City, 85 Tairan 4th Road,
Tian Community, Shatou Street, Futian District • Shenzhen
t. +86 400-0834-888
info@istitutomarangoni-shenzhen.cn

 Istituto Marangoni
 Istituto Marangoni
 Istituto Marangoni
 @istitutomarangoni
 istitutomarangoni.com



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For more details about our courses and programs, please visit www.istitutomarangoni.com or contact the admissions office at your selected school. This publication does not guarantee the availability of current programs and courses offered by Istituto Marangoni Institutes.

All information in this prospectus is accurate at the time of printing but may be subject to change. To provide the highest quality programmes, all courses are regularly reviewed to ensure a current curriculum. Some of the courses in this prospectus may not yet reflect these updates.

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THE MAGAZINE

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STUDENTS

ZE 35

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Maze35 is a digital editorial magazine to cross paths with all the international voices of the Istituto Marangoni Community. This place gives voice to top luxury Industry Players, students and Alumni.

