



**istitutomarangoni**



**SHORT COURSES  
FASHION IMAGE & BUSINESS**

Blended Option

### General Introduction

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

### General Information

#### 1. Certification Attained

Istituto Marangoni Certificate

### Course Information

#### 2. Short Course: Level / Category

- Undergraduate level course
- Blended Option (2 weeks online + 2 weeks in School)

#### 3. Short Course Description

This short course focuses on image and the development of style in fashion together with key business practices that work hand in hand to drive the success of luxury brands. By understanding both the role and influence of the fashion stylist within a business environment, participants gain a unique insight into the real influence and 'power' of image within the fashion industry.

The course begins by looking at the fashion system and some of its key business practices, in combination with the history of fashion and luxury in a contemporary context; for example highlighting and investigating creative imagery, and storytelling, in fashion and art today.

Participants will study future fashion trends and the elements that characterize and influence them, bringing together style research (the importance of colour, silhouette, accessories and their combination) in an individual fashion style concept or fashion shoot proposal, linked to a basic marketing plan for a product or brand. At the end of the course participants are able to collate all their work supported by key notions in branding and marketing in an individual stylebook.

Blended programmes offer an exciting mix of online classes, frontal lessons, and workshops combined with guest talks with the industry, and external visits, for example: how styling promotes the real 'customer experience' via a retail store 'safari' where participants are able to understand different merchandising tools and formats 'styled' for fashion and luxury both online, and in store. With support from tutors in class, participants are able to bring together a visual presentation of their digital work undertaken in the first two weeks, and compile their own basic fashion shoot plan, together with stylebook for a chosen brand, product or personality.

#### Course Duration

4 weeks | 30 lessons

(2 weeks online + 2 weeks in School)

#### Key Topics

- The contemporary fashion system & key business practices
- Creative imagery in contemporary fashion and art
- Marketing and distribution for fashion
- Contemporary fashion image
- The History of Fashion and Luxury in a contemporary context



## Week by Week Description

### Week 1

The first week begins with an overview of economic and social trends. Understanding economic and social evolution and how this influences fashion consumption is an important part of this course. Participants study and explore key periods in history that represent past and present styles, future fashion trends and the elements that characterize and influence them.

### Week 2

In the second week, in order to understand the role of the stylist participants will be guided in sourcing and collating information from research tools such as books and fashion magazines and through specific virtual domains relevant to fashion and luxury.

### Week 3

This week begins with an overview of the fashion & luxury industries including for example: textiles, clothing, accessories, cosmetics, eyewear and jewellery. At this point in the course participants also begin to bring together their research from the previous weeks to define a particular individual style as well as conducting iconographic research and understanding key notions in photo shoot planning and narrative.

### Week 4

In the last week participants are able to bring together their style research (the importance of colour, silhouette, accessories and their combination) and present an individual style concept linked to a basic marketing proposal, collating their work for presentation and feedback in a basic stylebook.

#### Subjects

Basic Principles of Fashion Business

Fashion Panorama and Styling

Contemporary Fashion Communication

Digital Campaign and Promotion Strategies

Digital Editing of Imagery

Trend Forecasting

## 4. Learning Activities

Blended Short Courses are taught via:

- Online lessons
- Online Seminars
- Industry talks (both online and offline)
- Frontal lessons
- Off-site visits (where relevant to specific course)
- Workshops (both online and offline)

### 5. Outcomes

Upon completion of this short course, participants will be equipped with the knowledge and skills to:  
An individual style concept with supporting materials, linked to a specific basic marketing proposal.  
Participants will be encouraged to collate their creative work in an individual stylebook for review and feedback.

### 6. Course materials

- Personal Laptop
- Adobe Creative Suite (temporary license provided by the School)

### 7. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:

- a. the use of the Library (where applicable), online resources (where available), and the school facilities help students to reach the skills and knowledge expected on the course;
- b. Tutors guide students during their studies.

### Student & Academic Services

Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.

The Student Support Officers help students in:

- finding their way around (when in School);
- managing their time;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.

### 8. Student Feedback

Student feedback is essential for future course development and improvement.

Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents. Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.