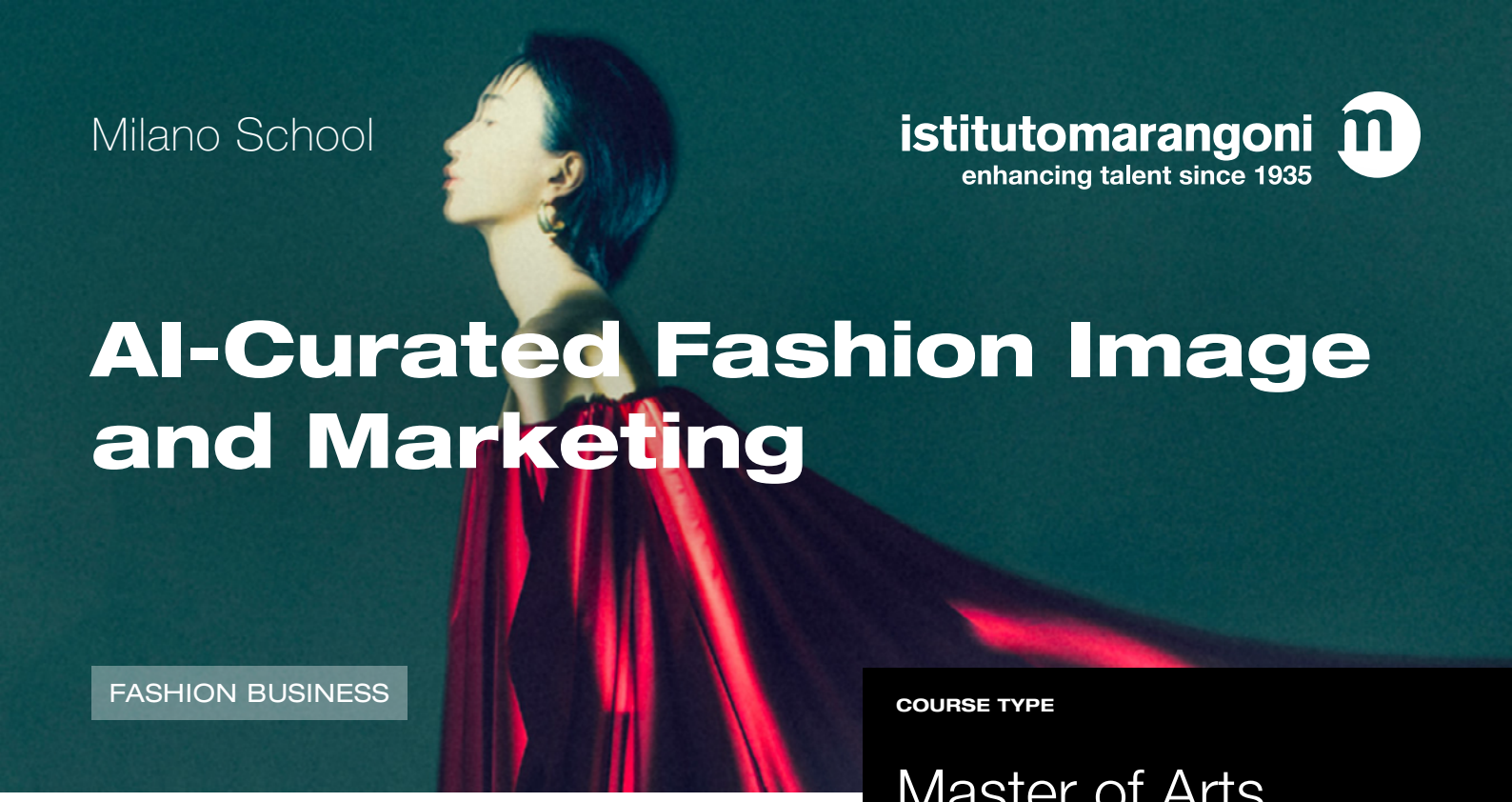


Milano School

istitutomarangoni
enhancing talent since 1935

AI-Curated Fashion Image and Marketing

FASHION BUSINESS

COURSE TYPE

Master of Arts

AFAM / 120 CFA equivalent to 120 ECTS credits.

Recognized by Italian Ministry of University and Research.

OVERVIEW

The AI-curated Fashion Image and Marketing course is an innovative postgraduate 2 year Master course **bridging emerging AI-mediated image cultures and next-generation luxury marketing strategies**. The program is structurally positioned to respond to a paradigm shift in the global fashion and luxury industries, where **visual communication**, **audience behaviour**, **retail performance** and **brand engagement** are increasingly **shaped by intelligent systems** — from multimodal generative AI to hyper-localized geo-profiling and predictive consumer modelling. Through concrete projects, collaborations with industry leaders and synergies with students from other study areas, students will be ready to present their works and visual concepts with a high level of professionalism and creativity.

The Master is articulated over **two progressive and interdependent years**, combining communication intelligence, creative authorship, and strategic market foresight — preparing graduates for both **executive leadership** and **doctoral-level research tracks**.

After the Master's degree in AI-curated Fashion Image and Marketing, students can pursue careers as:

- **AI FASHION IMAGE DIRECTORS AND SUPERVISORS**
- **AI-POWERED BRAND MANAGER AND STRATEGIST**
- **AI EDITORIAL & CONTENT INTELLIGENCE MANAGER**
- **LUXURY MARKETING & CONSUMER INTELLIGENCE STRATEGIST**

WHY MILAN?

Milan is the international Capital of fashion and accessories where key players in Fashion and Luxury converge. It is a trend-setting City, thanks also to the strong presence of buyers in the area.

Students can experience the creative process through Luxury Companies and Showrooms: therefore, Milan represents an **international centre of production and creativity** which is constantly evolving, and which makes real the idea of marketability season after season.

KEY OUTCOMES

— First Year

Students acquire strategic mastery over contemporary fashion media ecosystems, learning to build brand narratives across physical, digital and algorithmic environments.

The curriculum integrates: fashion media history and semiotics reinterpreted through AI mediation audience intelligence, data-driven campaign orchestration, AI market sensing AI-assisted editorial direction, fashion journalism, campaign storytelling media ethnography, consumer psychology, post-platform behaviour analysis.

The first year establishes strong theoretical, strategic and cultural positioning, enabling students to direct intelligent storytelling systems for luxury and fashion in a way that is innovative, ethically aware and culturally relevant.

— Second Year

The second year transitions from strategic command to creative authorship and AI-curated production.

Students lead advanced visual experiments across photo, film and interactive runway installations — where AI acts not as a replacement but as a creative multiplier.
Parallel to this: geo-contextual influence marketing, retail hyperlocal intelligence, AI-powered adaptive media placement and omnichannel luxury commerce, strategic immersion into spatial digital futures (AR fashion content, 3D avatars, digital product twins).

The final semester culminates in a publishable research-driven major project meeting the academic rigour required for direct progression into PhD programmes.

INDUSTRY COLLABORATIONS

Thanks to Istituto Marangoni's strong ties with leading luxury companies and its diverse international student community, Istituto Marangoni Milano offers a unique methodology that allows students to work on projects **under the supervision of the most prestigious fashion and beauty brands**, gaining valuable global perspectives.

PLAN OF STUDY

	SUBJECT	DESCRIPTION	ECTS
YEAR 01	**HISTORY OF APPLIED ARTS**	The course explores the evolution of art, painting, and writing as foundational systems of visual and symbolic expression. Students analyze artistic movements, aesthetic languages, and narrative forms that have shaped contemporary imagery, building a critical foundation for communication and visual culture in fashion.	**6**
	HISTORY AND CRITICISM OF CONTEMPORARY FASHION	The course examines the evolution of fashion photography as a critical language and a tool for constructing contemporary visual culture. Through connections with cinema and music, students explore how images define identities, aesthetics, and cultural narratives, understanding fashion's role within today's media and visual systems.	**3**
	SOCIOLOGY AND ANTHROPOLOGY OF COMMUNICATION	The course explores fashion as a social and cultural phenomenon. Students analyze dynamics of identity, belonging, and gender, understanding how fashion constructs collective meaning and reflects transformations in contemporary society.	**5**
	VISUAL COMMUNICATION TECHNIQUES I	The course introduces students to graphic design through generative AI tools. From developing storyboards to experimenting with prompts and synthetic images, students learn how to translate brand strategy into coherent visual outputs, integrating creativity with emerging technologies.	**11**
	COMMUNICATION DESIGN	The course deepens the study of communication strategies within the fashion system. Students develop media plans and integrated communication strategies, learning to define objectives, target audiences, channels, and metrics with a strategic approach.	**12**
	FASHION MARKETING	The course explores tech driven marketing strategies applied to fashion. Students analyze how data, digital platforms, artificial intelligence, and martech tools transform the customer journey, brand positioning, and consumer relationships, developing an innovation oriented and performance driven strategic mindset.	**7**
	BUSINESS ORGANIZATION	The course examines industry analysis in the fashion sector and key business strategies. Students learn to understand competitive dynamics, business models, and organizational structures, developing a strategic perspective focused on growth, positioning, and corporate sustainability in a global context.	**4**
YEAR 02	**DIGITAL IMAGE PROCESSING**	Development of 3D design and digital image processing skills for exhibition spaces and fashion collection presentations using advanced modeling software.	**2**
	IMAGE SEMIOTICS	Development of critical knowledge in image semiotics and the languages of new media, applied to the analysis of contemporary audiovisual and digital phenomena.	**2**
	VISUAL RESEARCH	Development of skills in visual research and perceptual analysis of imagery.	**8**
	VISUAL COMMUNICATION TECHNIQUES II	Project presentation and communication, with a focus on layout design and portfolio creation, aimed also at the professional presentation of the final thesis project. Includes the production of a visual artifact to enrich the thesis.	**5**
	MULTIMEDIA LANGUAGES AND APPLICATIONS	Development of advanced skills in video design and production for fashion, with two final outputs: a group production project and an individual mixed media, AI driven video asset.	**8**
	BRAND COMMUNICATION	Development of skills in fashion brand communication through the analysis of visual identity, content editing, and consistent management of digital assets.	**5**
	ART DIRECTION	Software and video editing techniques focused on fashion oriented content for communication purposes, including social media content creation and art direction for fashion shows.	**12**

The Faculty at Istituto Marangoni is recognised internationally for its academic excellence and strong Industry connections.

Lecturers and teachers are established professionals who bring real world expertise into the classroom, offering students direct insight into contemporary practices, emerging trends, and the dynamics of the global fashion, design, and luxury industries.

Carolina Guajana

Year 1

Carolina Guajana is the **Programme Leader** Fashion Business in *Istituto Marangoni* and **PhD candidate** in Strategic Technology Management with a dissertation on AI chatbot and AI ethics, is a former **marketing executive** (*Versace*, *Valentino*, *Bottega Veneta*).

Adriano Valerio

Year 2

Adriano Valerio is a **director** and **academic** whose films have been selected for and awarded at major international festivals, including Venice, Cannes, and Toronto. He is the recipient of a *David di Donatello* and a *Nastro d'Argento*. Since 2005, he has taught film-related disciplines at both Bachelor's and Master's level at institutions including *École Nationale Supérieure Louis Lumière* (Paris), *Scuola Holden* (Turin), and the *Lebanese Academy of Fine Arts* (Beirut).
At *Istituto Marangoni*, he teaches film direction, fashion film, visual storytelling, and the history of fashion photography, focusing on cinematic language, narrative construction, and authorship within contemporary creative industries.
