Firenze School

istitutomarangoni
enhancing talent since 1935



Embroidery & Pattern-Making

FASHION DESIGN AREA

COURSE TYPE

One-year Course

Istituto Marangoni Certificate

OVERVIEW

A fast-paced, hands-on course that blends embroidery and patternmaking, combining the excellence of Italian **craftsmanship** with the latest **digital tools**. Students build strong foundations in **manual and 3D patternmaking**—drafting, draping, construction, visualisation, and fit simulation—while exploring both traditional and contemporary embroidery techniques. Through continuous making and creative experimentation, participants learn to transform ideas into **fully realised fashion pieces**. Perfect for those aiming for technical, creative roles in today's fashion industry.

The course aims to meet the growing demand for professional figures as:

- **PATTERN MAKER**
- **EMBROIDERY DESIGNER**
- **DIGITAL FASHION DESIGNER**
  (3D GARMENTS IN BOTH EMBROIDERY AND PATTERNMAKING)
- **FASHION ENTREPRENEUR**
- **IMAGE CONSULTANT**
- **TEXTILE & SURFACE DESIGNER**

WHY FIRENZE?

Studying in Florence means immersing yourself in a city where **fashion**, **craftsmanship**, and **contemporary creativity meet** every day. Thanks to Istituto Marangoni's strong **industry connections**, students engage in workshops, collaborations, and talks with leading professionals who bring the latest trends and insights directly into the classroom. Florence becomes a creative laboratory where you can experiment with innovative forms, materials, and digital tools like CLO 3D, always with an eye on sustainability. Celebrating the **excellence of Made in Italy**, the program blends **local artisanal heritage** with **forward looking design approaches**. Alongside creative and technical skills, you will also develop essential competencies in marketing, personal branding, and strategic preparation—making Florence not just a place to study fashion, but a place to grow within its evolving global landscape.

KEY OUTCOMES

— Embroidery-focus Design

Translate visual references into original embroidery designs, using strong drawing fundamentals and a clear understanding of embellishment in fashion.

— Traditional & Digital Pattern making

Through historical foundations, hands-on techniques, and 3D tools like Clo3D, students gain the ability to develop patterns, test fit, and customise embroidery placements across materials.

— Experimental Garments and Draped Outfits

Innovative prototypes and toiles developed through pattern cutting, draping, and tailoring exercises, exploring new shapes and silhouettes.

— Digital Design Portfolios

Professionally curated digital documents presenting design projects, layouts, and visual storytelling through Adobe Creative Suite applications.

— Visual and Cultural Awareness

Exploring fashion's relationship with cinema, photography, art, and contemporary culture, students develop the ability to contextualise and enrich their design concepts.

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.

FACULTY

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.

PLAN OF STUDY

SUBJECT	DESCRIPTION
FASHION DRAWING FUNDAMENTALS FOR EMBROIDERY	Understanding how to create an embroidery design based on references or inspirations from past or contemporary fashion, design, or art. Drawing basics, primarily geared toward fashion design projects featuring embroidery and embellishments.
EMBROIDERY: HISTORY, TECHNIQUES AND FUNDAMENTALS	Exploration of clothing, embellishments, adornment, style, personal appearance, and costume and fashion. A study of the history of embroidery and a comparison of traditional and contemporary techniques.
PATTERNMAKING: HISTORY, TECHNIQUES AND FUNDAMENTALS	Introduction to the Patternmaking procedures related to the construction of a garment. Understand which type embroidery techniques and placement should be selected to a certain material.
DIGITAL IMAGE PROCESSING	Introduce students to the fundamentals of digital graphics tailored to the work of the Fashion Designer and Pattern Maker.
FABRICS AND MATERIALS	Recognition and application of fabric properties, fiber content, and textile technology in fashion products.
COLLECTION DESIGN	Focuses on collection design through advanced pattern-making and embroidery techniques, integrating craftsmanship with contemporary fashion principles.
EXPERIMENTAL EMBROIDERY	Exploration of clothing, embellishments, adornment, style, personal appearance, and costume and fashion.
EXPERIMENTAL PATTERNMAKING	Fundamentals of the digital processes related to the Patternmaking development through the use of Clo3d. Consolidation of the technical methods applied to the 3d product design. Customization of the different embroidery options provided by the software.
PORTFOLIO	Provides students with the knowledge and support for the digital processing of a Professional Portfolio and printing on an appropriate and creative paper support.
VISUAL CULTURE	Explores how fashion is influenced by and influences cinema, photography, theatre, applied art, comics, and design.