

Fashion Buying & Merchandising

FASHION BUSINESS AREA

OVERVIEW

The Master's course is designed for graduates with a **prior background in Fashion Management, Fashion Merchandising or Fashion Design.**

The course combines **technical skills** with **managerial capabilities** to address complex challenges in wholesale buying, retail buying and merchandising within both **physical and digital distribution formats** in Fashion.

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

- ✓ **WHOLESALE BUYER**
- ✓ **RETAIL BUYER**
- ✓ **RETAIL MERCHANDISER**
- ✓ **ASSORTMENT PLANNER**
- ✓ **OMNICHANNEL BUYER/MERCHANDISER**
- ✓ **E-COMMERCE BUYER/MERCHANDISE**

COURSE TYPE

Master's Degree

AFAM / 60 CFA equivalent
to 60 ECTS credits

**Recognized by the Italian Ministry
of University and Research.**

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

— Industry Project

Students work as consultants for leading fashion and luxury brands. They are assigned to a business case, run a market research, define a strategy and implement innovative solutions. The projects always involve professionals in Executives positions and Human Resources managers

— Buying Plans

Students create retail and wholesale buying plans, including assortment planning, market analysis, trend forecasting, merchandising, pricing, and financial strategies, applying buying cycles and project management tools.

— Brand Scouting Plans

Assigned to a physical or digital multibrand store, students team up to scout new talents among emerging brands and designers within a specific geographic market.

— Private Labels Development

Working in teams, students conceptualize, design, and develop a private label collection tailored to a specific multi-brand retail environment. They develop brand identity, market positioning, merchandising plan, technical charts, production strategy and distribution. Moreover, they learn to manage operations with project management tools as PERT, PBS, and risk management.

— Omnichannel and In-Store Activation Strategies

Students design and implement an omnichannel and in-store activation strategy for a fashion retailer, creating cohesive customer experiences that boost engagement, loyalty, and sales.

— Fabric Research Books

Students create a digital fabric book with fiber overview and more than 50 detailed fabric charts including swatches, images, and descriptions.

— Trend books

Students create a visually rich trend book analysing a socio-cultural phenomenon's past, present, and future impact on fashion, using trend boards, timelines, maps, and other forecasting tools.

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.

Some collaborations include:

STELLA MCCARTHNEY

DEVELOPMENT OF A BUYING PLAN INCLUDING A CURATED PRODUCT SELECTION STRATEGY FOR THE BRAND'S E-COMMERCE PLATFORM, A SEASONAL ASSORTMENT PLAN BASED ON TREND FORECASTING AND CONSUMER INSIGHTS AND VISUAL MERCHANDISING GUIDELINES FOR DIGITAL STOREFRONTS.

ANTONIA

EVALUATION OF A NEW GEOGRAPHIC MARKET TO ENTER THROUGH CONSUMER BEHAVIOUR, FUTURE TRENDS AND COMPETITIVE DYNAMICS. PROPOSALS FOR LOCATIONS, ASSORTMENTS AND GO TO MARKET STRATEGIES.



SUBJECT	DESCRIPTION	ECTS
PRODUCT DESIGN	The Course covers fabrics and sustainability, global fashion markets and distribution, and retail math for merchandising, equipping students to analyze materials, plan assortments, forecast sales, and optimize sourcing and distribution Strategies.	6
HISTORY OF FASHION	Students discover the evolution of the Fashion System from the late 19th century to the present day.	3
FASHION PRODUCT DEVELOPMENT: FROM CONCEPTION TO CONSUMER	The lessons integrate product development, supply chain, operations, project management, and data analytics, teaching students to manage fashion lifecycles, apply WBS and risk management, and analyze ready-to-wear collections for creative and commercial success.	4
FASHION TREND FORECASTING	The course teaches trend analysis and forecasting theories, tools, and AI applications, while developing analytical, data visualization, and Excel/Adobe skills for fashion forecasting, product management, and merchandising.	4
MANAGEMENT OF ENTERPRISE PERFORMANCE	The lessons focus on buying for e-commerce and financial planning, equipping students with skills to develop profitable omnichannel strategies and optimize inventory, pricing, and budgeting for digital and physical retail.	3
FASHION DESIGN	The Course prepares future Fashion Buyers with global market knowledge, brand scouting, and private label development, combining creative and commercial skills to analyze collections, plan assortments, and apply merchandising strategies for profitability.	6
CORPORATE ORGANIZATION	Lessons cover advanced merchandising, inventory management, and sales forecasting using traditional and AI-driven analytics, plus data interpretation for strategic decisions, preparing students for tech-enabled omnichannel fashion distribution.	3
SOCIOLOGY, ANTHROPOLOGY AND PSYCHOLOGY OF FASHION	Adopting the perspective of Sociology, Anthropology and Psychology of Fashion, the lessons trains future fashion buyers to design inclusive, adaptive assortments and omnichannel strategies, applying universal design principles and sustainability to create accessible fashion for diverse consumers, including those with special needs.	3
COMMUNICATION THEORY	The subject combines omnichannel and in-store activation strategies with AI-driven merchandise planning, inventory management, and advanced prompt design, empowering students to optimize retail performance through technology, data analytics, and innovative customer engagement solutions.	4
ORGANIZATION SKILLS AND ENTERPRISE PERFORMANCE MANAGEMENT	Core subject in the Master program covering wholesale and retail buying, economics, and advanced buying strategies, with industry projects and seminars to develop trend forecasting, assortment planning, pricing, and financial management skills for strategic fashion buying.	8
INTERNSHIP	Internship.	10
DISSERTATION	Final written thesis.	6



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.

Simona Ironico

Programme Leader

Simona Ironico joined the *Istituto Marangoni Milan* faculty in 2006. She has been **visiting professor** for the Shanghai Campus in 2014 and 2015. In 2016, she was appointed **Fashion Business Programme Leader**, in charge of the strategic direction of the undergraduate courses. Since 2023, she has also overseen the new academic courses in Fragrance and Cosmetics, as well as all the master courses in the Fashion Business Area.

Expert in fashion management, innovation and business planning, she regularly presents the results of her **research activities** in international **conferences, seminars, symposia** and **trend forums**. She is author of **several academic publications**, including the fashion management handbook *Fashion Management. Mercati, consumatori, tendenze e strategie di marca nel settore moda* (Franco Angeli, 2014).
