



# Fashion Design

## Womenswear / Menswear

FASHION DESIGN AREA

### OVERVIEW

The course develops **strategic** and **technical skills** to create innovative womenswear and menswear design proposals for the fashion industry. Students learn to critically **analyse consumer, market** and **trend requirements** for a chosen fashion brand and to conduct independent, in-depth **research** within the broader art and design context relevant to fashion.

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

- ✓ FASHION DESIGNER
- ✓ ACCESSORY DESIGNER
- ✓ FASHION ENTREPRENEUR
- ✓ BRANDING CONSULTANT
- ✓ CREATIVE DIRECTOR
- ✓ PRODUCT DEVELOPER
- ✓ FASHION ILLUSTRATOR
- ✓ TREND RESEARCHER AND FORECASTER
- ✓ IMAGE CONSULTANT

### COURSE TYPE

## Master Course

AFAM / 60 CFA equivalent  
to 60 ECTS credits

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

### 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

- **Collection Projects**  
visual and material research for the development of the creative concept of a collection, presentations of professional collection boards including colour, fabrics and material charts and technical drawings, for personal collection and Industry projects.
- **Clo 3D Projects**  
Create and animate 3D outfits using CLO3D, showcasing design quality, detailing, lighting, and visual storytelling.
- **Concept Book**  
Develop a personalized concept book with thematic research, visual references, methodology and contextual analysis linked to the personal collection.
- **Fashion Trend Book**  
Develop a printed and digital Trend Book showcasing a fashion theme with colors, materials, graphics, technical drawings, and references.
- **Personal Portfolio**  
Showcases projects developed during the academic year, highlighting personal creative identity, technical skills, and professional presentation.
- **Fashion Marketing Project**  
Prepare a business presentation analyzing a Fashion Brand's history, market positioning, competitors, and strategic marketing.
- **Product storytelling portfolios**  
Professional presenting products through AI generated contents, 3D simulations and immersive videos.
- **Buying and Visual Merchandising Plans**  
Developing assortment plans for multibrand environments, implementing VM techniques for physical and digital stores.
- **Contemporary Fashion Essey**  
Report critically assessing a chosen Fashion Industry topic, including history, case studies and contemporary analysis.

INDUSTRY COLLABORATIONS

Istituto Marangoni strongly invests in industry collaborations, offering Postgraduate students the opportunity to work on **high level projects** that add significant value to their professional development. Through partnerships with **leading creatives** and **global fashion brands**, students gain first hand experience in **real industry dynamics**.

**Some high-value collaborations include:**

**WOOLMARK**

FASHION COLLECTION AND MATERIALS PROPOSALS FOR INNOVATION WITH WOOL.

**STELLA MCCARTNEY**

FASHION COLLECTION WITH FOCUS ON SUSTAINABILITY AND ECO-DESIGN.

**MSGM**

CREATION OF PRODUCTS FOCUSING ON SELECTED HERITAGE ITEMS OF THE BRAND DNA.

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.



SUBJECT	DESCRIPTION	ECTS
<b>HISTORY AND CRITICISM OF CONTEMPORARY FASHION</b>	Critical exploration of fashion's cultural, social, and political influences, offering tools to understand its evolution, key figures, and diverse perspectives.	<b>3</b>
<b>VISUAL RESEARCH</b>	It explores visual research theories and methods, fostering independent study and creative project development through proactive, research-driven approaches.	<b>3</b>
<b>FASHION DESIGN</b>	The subject analyzes fashion design theory and methods, combining market research, cultural influences, and experimental approaches to develop a personal collection.	<b>4</b>
<b>IMAGE DIGITAL PROCESSING</b>	It explores digital technologies for fashion visual communication, combining graphic design, image manipulation, and AI-driven tools for innovative content creation.	<b>4</b>
<b>FASHION TREND FORECASTING</b>	It analyzes trend identification methods and socio-cultural influences to foster innovative, ethical, and sustainable approaches to fashion design.	<b>4</b>
<b>PRODUCT ENGINEERING</b>	Technical and scientific methods for fashion product engineering, integrating advanced digital tools.	<b>4</b>
<b>PRODUCTION PROCESSES</b>	The course strengthens fashion design skills by developing technical and commercial components of collections, including merchandising plans and product development strategies.	<b>3</b>
<b>FASHION MARKETING</b>	It provides structured understanding of fashion marketing processes, applying analytical and strategic models to fashion and luxury industries.	<b>3</b>
<b>DESIGN METHODS</b>	Understanding fashion design theory and techniques, integrating research with practical application and industry collaborations to develop collections using contemporary methodologies.	<b>8</b>
<b>FASHION PROJECT COMMUNICATION</b>	Strengthening visual communication skills through graphic design tools and layout techniques for professional print and digital project presentation.	<b>4</b>
<b>REALIZATION OF EXPERIMENTAL PROTOTYPES</b>	Studying technical-scientific methodologies for fashion product engineering, integrating material research, garment construction, and advanced 3D digital tools.	<b>4</b>
<b>INTERNSHIP</b>	Internship.	<b>10</b>
<b>DISSERTATION</b>	Final written thesis.	<b>6</b>