



Fashion Design & Accessories

FASHION DESIGN AREA

OVERVIEW

The course develops **creative and technical expertise** in the design of apparel and accessory collections, with a strong emphasis on the investigation of **contemporary aesthetics**, traditional and 3D **pattern-making**, and the utilisation of **cutting-edge technologies**.

The programme supports the conceptualisation and presentation of **individual collections**, prioritising the **development** of the main collection followed by the **staging** of fashion shows, all within a comprehensive framework of market dynamics.

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

- ✓ **FASHION DESIGNER**
- ✓ **CREATIVE DIRECTOR**
- ✓ **FASHION COORDINATOR**
- ✓ **CLO3D DESIGNER**

COURSE TYPE

3 Years Course Bachelor's Degree

AFAM / 180 CFA equivalent
to 180 ECTS credits

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

WHY FIRENZE ?

The **contamination** between the world of **art** and the **fashion industry** leads the students of the bachelor's degree courses at Istituto Marangoni Firenze to work and do research together, thus broadening their creative culture and cultural background through interdisciplinary projects, preparing them to face the world of work. Moreover, **the presence of several textile and manufacturing centres** in the Florentine industrial district is a key added value for students, as it allows them to develop greater knowledge in the research and experimentation with new materials and innovative fabrics, fully understanding the dynamics of the luxury industrial and manufacturing fabric.



KEY OUTCOMES

- **Development of a Professional Portfolio**
Ability to create a coherent and visually effective portfolio showcasing personal aesthetics and technical skills, ready for professional presentation.
- **Creation of Fashion Collections**
Skills to design and develop innovative and market-relevant collections reflecting current trends and personal creativity.
- **Trend Analysis and Forecasting**
Capability to research, interpret, and apply fashion trends and market insights to guide design decisions.
- **Garment Construction and Technical Skills**
Ability to translate design concepts into patterns and prototypes, ensuring quality and functionality.
- **Digital Design and 3D Modeling**
Competence in using digital Clo3D tools for virtual garment creation and presentation.
- **Research Book Development**
Ability to create a detailed research book demonstrating the skill to interpret personal aesthetics, documenting the development of fashion design with cultural references and integrating primary and secondary research to support and enrich the project.
- **Merchandising Planning**
Ability to develop an effective merchandising plan for the creation and management of a main collection, with particular attention to product selection, market positioning, and optimization of sales strategies.
- **Knitwear Design & Technical Development**
Ability to research, design, and develop contemporary knitwear through informed yarn selection, stitch experimentation, and garment construction, culminating in a professionally presented knitwear portfolio that demonstrates creative identity and technical proficiency.

INDUSTRY COLLABORATIONS

Istituto Marangoni strongly invests in industry collaborations, offering Undergraduate 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:

CHARGEURS PCC

USE OF INTERFACING AND CREATION OF INNOVATIVE SHIRTS.

MANTECO

REGENERATIVE DESIGN FOCUS WITH THE CREATION OF WOOL GARMENTS.

LOUIS VUITTON

ACCESSORIES DESIGN GRADUATES INITIATIVE.

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
YEAR 01	BASIC DESIGN	Fashion drawing and application of the most innovative manual and digital illustration techniques.	8
	MATERIAL SCIENCE AND TECHNOLOGY	Fabric research, textiles manipulations and materials innovation.	6
	FASHION DESIGN I	Fundamental knowledge of the composition of a research book, from trends to the complete collection.	4
	REPRESENTATION METHODS AND TOOLS	Personalized fashion collection design for Clothes and Accessories.	8
	FASHION DESIGN REALIZATION PATTERN I	Traditional Pattern Making, Garment Construction, and CLO 3D basic knowledge.	8
	IMAGE DIGITAL PROCESSING	Fundamental knowledge of Adobe Suite (InDesign, Photoshop, Illustrator) applied to fashion moodboards, technical drawings, digital illustrations and portfolio composition.	8
	FASHION AND COSTUME HISTORY	The evolution of fashion and costume across different historical periods, examining how style, culture, and society shape the aesthetics of each era.	4
	HISTORY OF APPLIED ARTS	Evolution of artistic practices and design techniques across different eras.	6
	FOREIGN LANGUAGE	Foreign language.	4
	FREE STUDY ACTIVITIES	Independent study activities.	4
YEAR 02	HISTORY AND CRITICISM OF CONTEMPORARY FASHION	It explores contemporary fashion aesthetics through historical perspectives and parallel developments.	6
	VISUALIZATION TECHNIQUES	It follows the student in the creation of allover and placed prints.	4
	FASHION DESIGN II	Personalized fashion collection design for Clothes and Accessories in the first semester, including a knitwear workshop.	8
	FASHION COLLECTION DESIGN I	Personalized fashion collection design for Clothes and Accessories in the second semester, including a manipulation workshop.	12
	FASHION DESIGN REALIZATION PATTERN II	Pattern Making and Garment Construction.	8
	PROTOTYPING	Creation of 3 outfits in real fabric from the student Fashion Collections.	6
	HISTORY AND CRITICISM OF CONTEMPORARY DESIGN	It explores contemporary design aesthetics through historical perspectives and parallel developments.	6
	VISUAL RESEARCH	Students will develop a Trend Forecasting Book in the first semester and a Styling proposal in the second, exploring different career opportunities.	5
		FREE STUDY ACTIVITIES	Independent study activities.



	SUBJECT	DESCRIPTION	ECTS
YEAR 03	SOCIOLOGY, ANTHROPOLOGY AND PSYCHOLOGY OF FASHION	Interpretation of the fashion phenomenon through its connections with the broader cultural context.	4
	COMMUNICATION TOOLS AND TECHNIQUES	Study and research of fashion for the creation of contemporary aesthetics, with an innovative vision and trend forecasting.	4
	FASHION PROJECT COMMUNICATION	Clo3D and AI involve creating digital collections with innovative and sustainable presentations.	8
	FASHION COLLECTION DESIGN II	Creation of clothing collections combining creativity, new trends, and textile innovation with specific technical skills.	4
	ECONOMICS AND FASHION MARKETING	Collection Merchandising and Supply Chain Management.	5
	PRODUCT DESIGN	Principles of product design within the fashion industry, focusing on materials, construction techniques.	6
	MODELLING	Modelling.	6
	REALIZATION OF EXPERIMENTAL PROTOTYPES	Creation of experimental prototypes within the design development process.	6
	INTERNSHIP	Professional workplace experience.	9
	DISSERTATION	Final written thesis.	8