



# 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 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

- **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.

### 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:

##### **IB KAMARA**

CREATION OF AN INNOVATIVE CONCEPT AND UPCYCLED OUTFITS.

##### **VOGUE ITALIA**

CELEBRATORY COLLABORATION FOR THE FUTURE ARCHIVES EXHIBITION.

##### **MASSIMO DUTTI**

CO-ED CAPSULE COLLECTION PROJECT.



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



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



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.

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## Irene Festa

### Programme Leader

Irene Festa is a **trends and fashion expert**. An Istituto Marangoni Alumna (Class of 2006), she began her career in Paris, working in leadership roles within the **Trend Forecasting industry** before founding her own **consultancy**, which advised major fashion and luxury groups.

Since 2015, Irene has been teaching Trend Forecasting and Portfolio Development, translating complex ideas about trends and innovation into clear, practical tools that empower students to anticipate change and shape the future of fashion.

Her mission is to “hack” complexity — turning abstract concepts into accessible insights that connect creativity, culture, and technology.

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