



Fashion Design & Innovation

FASHION DESIGN AREA

OVERVIEW

The course promotes **critical analysis** of new and alternative conscious approaches to fashion realization, integrating **emerging technologies** and **AI** into design processes. Students conduct **in-depth research** within the broader context of art, design, innovation and society as it relates to the fashion industry, while developing a **strong awareness** of key theories, debates and practices to inform responsible fashion value systems and future-oriented design strategies.

Small classes and **personalized mentoring** ensure students gain tailored guidance, effectively bridging academia and professional practice.

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

- ✓ FASHION DESIGNER
- ✓ INNOVATIVE FASHION DESIGNER
- ✓ SUSTAINABLE FASHION DESIGNER
- ✓ SUSTAINABILITY SPECIALIST
- ✓ FASHION ENTREPRENEUR
- ✓ CREATIVE DIRECTOR

COURSE TYPE

Master of Arts

AFAM / 120 CFA equivalent
to 120 ECTS credits

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

✓ FASHION ILLUSTRATOR

✓ TREND RESEARCHER
AND FORECASTER

✓ SUSTAINABLE FASHION
CONSULTANT

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 / FIRST YEAR

- **eBook**
A digital catalog of a hypothetical exhibition presenting visual and written content on course themes, including references and bibliography in academic format.
- **Innovative Materials Research Books**
Innovative material research, including manipulations, reflections and references aligned with sustainable design principles.
- **Collection Projects**
Development of innovative collections including AI-generated design, reflecting integration of AI in fashion projects and zero-waste principles for personal collection and Industry projects.
- **Reflective Journal**
Creation of a reflective journal documenting personal learning, creative development, and insights across both semesters.
- **Patternmaking Project**
Creation of a physical outfit using a technique explored in the course, such as upcycling, draping, moulage, or zero-waste.
- **Clo 3D Projects**
Create and animate 3D outfits using CLO3D, showcasing design quality, detailing, lighting, and visual storytelling.
- **Ethical Dimensions of AI in Design Report**
Analysis of AI ethics in design, including personal case studies, reflections and strategies for responsible innovation.
- **AI Surface and Garment Design Project**
AI-generated surfaces and garments supported by exploration and a contextual study.
- **Social Anthropology Essey**
A written and visual research critically exploring fashion and social anthropology, including analysis, context, and academic references.

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:

ROCCO IANNONE

REALISATION OF ONE OUTFIT FOR FERRARI FOCUS ON HERITAGE AND INNOVATION.

MANTECO

DESIGNING A GARMENT BASE ON ZERO-WASTE PATTERNMAKING.

THOM BROWNE

CREATIVE OUTPUT ALIGNED WITH THE BRAND'S STYLISTIC CODES AND CORE IDENTITY.

MARCO RAMBALDI

KNITWEAR CAPSULE COLLECTION FOCUSED ON INCLUSIVITY AND CONSCIOUS DESIGN, INTEGRATING ETHICAL PRINCIPLES AND INNOVATIVE APPROACHES.



KEY OUTCOMES / SECOND YEAR

- **Fashion Trend Book**
Fashion and trend forecasting research, integrating culture, technology, and sustainability to envision future design directions.
- **Innovative Manipulations Book**
A creative book presenting material innovations with visuals, technical details, design applications, process documentation and reflections.
- **Knitwear Collection**
Develop a conscious knitwear collection with concept, mood board, materials, illustrated outfits and flats for personal collection and Industry project.
- **Final Project**
Fashion collection project integrating creativity, sustainability, and technology, including visuals, product sheets and multimedia communication outcomes.
- **Creative Container**
Multimedia projects based on video mood and animated composition using 3D and graphic elements.
- **Reflective Journal**
Creation of a reflective journal documenting personal learning, creative development, and insights across both semesters.
- **Fashion psychology Essey**
A paper exploring a course topic through academic sources and personal reflection, analyzing its relevance to professional development.

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	HISTORY AND CRITICISM OF CONTEMPORARY DESIGN	Exploration of the fashion's cultural impact through aesthetics, criticism, semiotics and research, linking past, present, and future design perspectives.	6
	SOCIAL ANTHROPOLOGY	It examines fashion through social anthropology, exploring cultural, ethical and economic contexts to address future challenges with critical insight.	6
	GRAPHIC DESIGN	It explores AI-driven design in fashion, integrating ethics, technology and creativity through hands-on tools and critical discussions.	8
	FASHION DESIGN I	Developing responsible fashion design through sustainability, critical thinking and circular economy projects focused on waste reduction and resource efficiency.	14
	INNOVATIVE TECHNOLOGIES AND MATERIALS	Focusing on sustainable textile innovation, exploring technologies, materials and strategies to address industry challenges and reduce environmental impact.	8
	PRODUCT ENGINEERING	Combining fashion engineering and sustainable pattern-making using digital tools to develop innovative, responsible garments through hands-on experimentation.	8
	BUSINESS ENGLISH	The subject enhances advanced English for fashion, focusing on business communication, professional writing, speaking, and mastering industry-specific terminology.	4
	FREE STUDY ACTIVITIES	Self-study project compiling works with written contents, images and personal elaborations.	6
YEAR 02	FASHION PSYCHOLOGY	It explores fashion psychology, consumer behavior, and neuroscience to design inclusive, emotionally resonant and ethically conscious fashion experiences.	6
	FASHION DESIGN II	It expands creativity and innovation in fashion and knitwear through research, analysis and trend-focused portfolio development and experimentation.	12
	FASHION PROJECT COMMUNICATION	The subject enhances visual communication through multimedia, graphic design and avatar creation to craft impactful, professional narratives in fashion contexts.	8
	FASHION TREND FORECASTING	Exploring trend forecasting, virtual fashion and sustainability, cultivating critical insight into cultural shifts and future design innovations.	6
	TECHNOLOGICAL INNOVATION	Exploring innovative materials and techniques, blending craft and technology to redefine fashion through sustainable, experimental design practices.	6
	INTERNSHIP	Internship.	12
	DISSERTATION	Final written thesis.	10