Milano School

istitutomarangoni
enhancing talent since 1935

Fashion Luxury Branding & Innovation

FASHION BUSINESS AREA

COURSE TYPE

Master of Arts

AFAM / 120 CFA equivalent to 120 ECTS credits.

Recognized by Italian Ministry of University and Research.

OVERVIEW

The two-year course focuses on **managerial skills for branding and innovation processes** within Luxury Conglomerates and Companies operating in various sectors as High-End Fashion, Jewellery, Hotellerie, Beauty and many others.

Career opportunities:

- CHIEF BRAND OFFICER
- CHIEF MARKETING OFFICER
- BRAND MANAGER
- MARKETING MANAGER
- INNOVATION MANAGER
- CRM MANAGER
- OPERATIONS MANAGER
- SUSTAINABILITY MANAGER

Differently from First Level master's Degrees, the **Second Level master's Degree** in Fashion Luxury and Branding Innovation **also prepares students for academic career opportunities**, providing the necessary knowledge and skills for accessing a Ph.D. programme.

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 Projects

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

— Research Reports and Academic Papers

Students learn to manage a research process and to effectively spread the findings to the professional and academic community through symposia presentations, conference proceedings and academic papers.

— Marketing Plans

Students carry out market and industry research to define strategies and implement innovative plans in the domain of marketing, branding, and communication.

— Business Plans

Students carry out market and industry research to identify new market opportunities and launch new brands and business ventures. Within the plans students master project management tools as PERT and WBS, define KPIs, budgets and run financial projections.

— Merchandise Plans

Brand Managers frequently work with Product Managers. As a result, students need to understand their professional practices and tools, learning how new products are developed and managed trough range plans, collection boards, technical charts and cost sheets.

— Trendbooks

Students professionally present trend research and forecasts through trend boards, timelines, trend curves and trend maps. Future trends and scenarios are investigated in the domain of socio-cultural and aesthetics phenomena, consumer behaviours, industry practices, sustainability and technology.

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 high-value collaborations include:

TIFFANY

STARTING FROM REAL CONSUMERS CLUSTERS DATA PROVIDED BY THE COMPANY, STUDENTS DEVELOP AN ACTIVATION PLAN TO ENGAGE WITH YOUNG CONSUMERS IN KEY GEOGRAPHIC MARKETS.

MARNI

STUDENTS CARRY OUT AN INDUSTRY ANALYSIS TO EVALUATE NEW BUSINESS OPPORTUNITIES. THEY IDENTIFY A NEW CATEGORY TO ENTER AND DEFINE A NEW PRODUCT TO DEVELOP, TOGETHER WITH THE GO TO MARKET STRATEGY.

PLAN OF STUDY

	SUBJECT	DESCRIPTION	ECTS
YEAR 01	**SOCIOLOGY, ANTHROPOLOGY AND PSYCHOLOGY OF FASHION**	Interpretation of the fashion phenomenon through its connections with the broader cultural context.	**5**
	THEORY OF COMMUNICATION	With a focus on Branding and Communication, students cultivate their creative problem-solving skills and learn disruptive techniques to design and implement innovative brand strategies.	**6**
	ADVERTISING AND CONSUMING PSYCHOLOGY	A journey into global luxury consumers psychology and behaviours, to design compelling and effective brand narratives.	**4**
	FASHION PRODUCT DEVELOPMENT: FROM CONCEPTION TO CONSUME	Understanding collection merchandising, product development is essential to Brand Managers. Advanced strategic skills are provided by deepening Project Management tools and techniques.	**4**
	ORGANIZATION SKILLS AND ENTERPRISE PERFORMANCE MANAGEMENT	A deep dive from the essential principles to advanced practices that underpin successful management. The subject covers Fashion and Luxury Financial System, Accounting & Budgeting, Brand Development & Business Planning, Licensing, Intellectual Property and Trademark protection.	**8**
	FASHION PROJECT COMMUNICATION	Effective communication is approached from several perspective: brand design, digital and engagement marketing, omnichannel strategies, advanced virtual production.	**8**
	ECONOMICS AND BUSINESS MANAGEMENT	It provides the economic and strategic foundations of the beauty industry, covering business models, market structures and financial principles driving brand growth.	**8**
	DESIGN RENDERING AND COMMUNICATION	Designed to equip students with the advanced skills and knowledge necessary to drive innovation and communicate effectively in the fast-paced fashion industry, the course covers Innovation Management and Advanced Communication Design.	**4**
	BUSINESS ENGLISH	Business English.	**6**
	FREE STUDY ACTIVITIES	Independent study activities.	**7**
YEAR 02	**MATEMATICS FOR DESIGN**	Advanced Math, Statistics & Business Intelligence.	**6**
	FASHION BUSINESS ORGANIZATION	Advanced Finance, Management Control and Corporate Organization for innovative Fashion & Luxury Companies.	**10**
	PRODUCTION PROCESSES	Supply chain & Operation Management, Advanced Project Management, Research Innovation & Sustainability.	**8**
	BRAND COMMUNICATION	Exploration of fundamental theories and methodologies of Brand Management, strategic issues related to brand image, brand identity, brand equity, and brand experience.	**6**
	BREAKEVEN ANALYSIS	Focusing on cost structures, pricing strategies, and financial evaluation to support decision-making in fashion and creative industries.	**6**
	FASHION TREND FORECASTING	Trend Forecasting, Foresight and Scenario Analysis for Innovation.	**6**
	INTERNSHIP	Internship.	**9**
	DISSERTATION	Final written thesis.	**9**

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).