



Fashion Product Management

FASHION BUSINESS AREA

OVERVIEW

The Master's course in Fashion Product Management is designed **for graduates with a prior background in Fashion Management, Fashion Merchandising or Fashion Design.**

The course combines **technical skills** with **managerial capabilities** to address complex challenges in product management, collection merchandising and operations within an evolving industry landscape.

This course covers the **techniques, organization and economics** of the production process of fashion items, learning at how to manage technical problems, responding to technological changes and product innovation, as well as new influences in the industry such as sustainability and 3D printing.

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

- ✓ **PRODUCT MANAGER**
- ✓ **MERCHANDISER**
- ✓ **SUPPLY CHAIN MANAGER**
- ✓ **SUSTAINABILITY MANAGER**

COURSE TYPE

Master's Degree

AFAM / 60 CFA equivalent
to 60 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

- **Industry Project**
Students work as consultants for leading fashion and luxury brands. They are assigned to a business case, run a market research, define a strategy and implement innovative solutions. The projects always involve professionals in Executives positions and Human Resources managers.
- **Trend books**
Students create a visually rich trend book analysing a socio-cultural phenomenon's past, present, and future impact on fashion, using trend boards, timelines, maps, and other forecasting tools.
- **Materials Research Books**
Students analyse textile, leather, and knitwear supply chains with case studies and trends.
- **Materials Manipulation Books**
Portfolios featuring brand analysis, fabric manipulations with technical sheets, sustainability reflections, and application on a zero-waste garment, supported by visuals and detailed process documentation.
- **Collection Plans**
Students work in teams to design a ready-to-wear capsule collection, including brand analysis, trend research, concept development, garment design, merchandising strategy, and patternmaking for key pieces.
- **Sourcing and Operations Plans**
Students collaborate in teams to create a sourcing and operations plan for a fashion product, integrating market research, sustainability, and project management tools as PERT and WBS.
- **Marketing Plans**
Students collaborate in teams to analyse industry and competitors, assess market dynamics, and develop a consistent marketing strategy for a new ready-to-wear collection.
- **Inclusive Fashion Collections**
Students work in teams to design an inclusive, adaptive fashion collection for an existing brand and develop a comprehensive omnichannel marketing strategy, integrating accessibility features and digital tools for diverse audiences.
- **Digital Fashion Portfolios**
Students design from 3 to 5 pieces digital fashion collection using CLO3D and AI tools, document design and supply chain strategies, and present a professional report showcasing trend integration and technological application.

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 collaborations include:

THOM BROWNE

DEVELOPMENT OF A SUSTAINABLE CAPSULE COLLECTION THROUGH BRAND AND MARKET ANALYSIS, STRATEGY DEFINITION, CREATIVE CONCEPT, TECHNICAL CHARTS, AND CLO3DPROTOTYPES, APPLYING UPCYCLING, ZERO-WASTE, ADAPTIVE FASHION, AND AI-ASSISTED DESIGN PRINCIPLES.

LVMH METIERS D'ARTS

MANIPULATIONS AND OTHER CREATIVE SOLUTIONS TO VALORISE LOWER-GRADE EXOTIC LEATHERS, AIMING FOR FULL MATERIAL USAGE AND SUSTAINABILITY.



SUBJECT	DESCRIPTION	ECTS
PRODUCT ENGINEERING	The course focuses on advanced digital product design using CLO3D and AI tools, enabling students to create 3D prototypes, predict trends, and apply skills in real-world projects for digital supply chain management.	4
HISTORY OF FASHION	Students discover the evolution of the Fashion System from the late 19 th century to the present day.	3
FASHION PRODUCT DEVELOPMENT: FROM CONCEPTION TO CONSUMER	A comprehensive course on textile and fashion supply chains, material manipulation, and zero-waste design, combining theory and practice to develop sustainable strategies and innovative solutions for fashion product management.	8
FASHION TREND FORECASTING	The course teaches trend analysis and forecasting theories, tools, and AI applications, while developing analytical, data visualization, and Excel/Adobe skills for fashion forecasting, product management, and merchandising.	4
MANAGEMENT OF ENTERPRISE PERFORMANCE	The course develops financial planning and data-driven merchandising skills, teaching costing, pricing, budgeting, forecasting, and performance analysis to align creativity with strategic, profitable, and sustainable fashion product management.	4
FASHION COLLECTION DESIGN	The course includes advanced fashion design and merchandising lessons, plus a pattern making lab from fundamentals to advanced techniques, preparing students for leadership roles and future challenges like 3D design, virtual supply chain management and sustainable design.	4
CORPORATE ORGANIZATION	A course combining Digital Supply Chain Management strategies with an Advanced Business Intelligence laboratory, empowering students to optimize operations, leverage data analytics, and enhance merchandising performance through technology-driven, sustainable, and competitive fashion business solutions.	3
SOCIOLOGY, ANTHROPOLOGY AND PSYCHOLOGY OF FASHION	Adopting the perspective of Sociology, Anthropology and Psychology of Fashion, the lessons trains future fashion buyers to design inclusive, adaptive assortments and omnichannel strategies, applying universal design principles and sustainability to create accessible fashion for diverse consumers, including those with special needs.	3
MARKETING	The course teaches fashion marketing strategies through hands-on projects, covering industry analysis, business models, market research, brand positioning, sales strategies, and CRM to design effective marketing plans for ready-to-wear collections.	3
ORGANIZATION SKILLS AND ENTERPRISE PERFORMANCE MANAGEMENT	Annual course on fashion supply chain and project management, combining operational strategies, sourcing, lifecycle management, and EPM systems with industry projects and seminars to build practical skills, strategic thinking, and professional networks for high-performing fashion enterprises.	8
INTERNSHIP	Internship.	10
DISSERTATION	Final written thesis.	6



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).
