



Fashion Product

FASHION BUSINESS AREA

OVERVIEW

The course provides **strategic** and **technical skills** in the various domains of fashion products and their supply chains, as **ready to wear, menswear, accessories, sportswear, swimwear, textiles, knitwear, leather** and its **sustainable surrogates**, and many other.

A particular attention is paid to **innovation, digital transformation** and **sustainability**.

The program is deeply connected to the **Tuscan territory**, internationally renowned for its excellence in **leather goods** and **accessories manufacturing**, as well as for hosting a dense network of **high-end and luxury companies** that represent a benchmark for quality, craftsmanship, and advanced industrial production.

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

- ✓ **PRODUCT MANAGERS**
- ✓ **PRODUCT DEVELOPMENT AND SUPPLY CHAIN MANAGERS**
- ✓ **OPERATIONS MANAGERS**

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.

- ✓ **COLLECTION MERCHANDISERS**
- ✓ **RETAIL MERCHANDISERS**
- ✓ **FASHION BUYERS**

WHY FIRENZE?

Famous worldwide for its **artistic heritage**, Firenze masterfully combines traditional Italian **craftsmanship and excellence** with contemporary **innovation and modernity**.

Students who choose Istituto Marangoni Firenze are passionate about creating, curating and promoting art and fashion, learning to make the most of the **wealth of materials and textiles offered by the city**.



KEY OUTCOMES

- **Collection Portfolios**
Visual and material research for the development of the creative concept of a collection, presentations of professional collection boards including colour, fabrics and material charts, vector technical drawings, 2D, 3D and physical patterns.
- **Collection Plans**
Strategic research for product development, presentation of professional merchandise and range plans, technical sheets, bills of materials.
- **Fabric and Materials Research Books**
Material and visual research on various materials and their application in different sectors of the Fashion Industry.
- **Fabric and Materials Manipulations Books**
Research and experimentation with numerous techniques on textiles, leather, fur and their sustainable surrogates including rouching, shirring, gathering, patchwork, fringing, block printing, 3D applications and many others.
- **Operations Plans**
Managing supply chain and operations for sourcing, developing, pricing, manufacturing and distributing fashion products in various categories and market segments
- **Marketing and Communication Plans**
Market and competitive research, development and implementations of marketing and communication strategies, including budgets and projects breakdown structures, with a particular focus on product and pricing.
- **Product storytelling portfolios**
Professional presenting products through AI generated contents, 3D simulations and immersive videos.
- **Buying and Visual Merchandising Plans**
developing assortment plans for multibrand environments, implementing VM techniques for physical and digital stores.

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:

MANTECO

INNOVATIVE STRATEGIES FOR THE BRAND DEVELOPMENT AND SUSTAINABLE PROMOTION.

THE CUBE ARCHIVE

PHYGITAL STRATEGIES.

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 OF APPLIED ARTS	Evolution of artistic practices and design techniques across different eras.	6
	SOCIOLOGY, ANTHROPOLOGY AND PSYCHOLOGY OF FASHION	The course integrates sociological, anthropological, and psychological perspectives to analyse consumer motivations and the deeper meanings behind fashion choices.	6
	MATERIALS SCIENCE AND TECHNOLOGY	Fabric and materials fundamentals, textiles manipulations.	6
	BASIC DESIGN	Understanding the role of fashion designers, creative research and collection development.	8
	FASHION DESIGN	Understanding the Fashion System, Marketing Fundamentals, Collection Merchandising, introducing Supply Chain Management.	12
	IMAGE DIGITAL PROCESSING	Information Technology Fundamentals, Graphic Design, Adobe Lab, Technical Drawing.	8
	TECHNIQUES OF VISUAL COMMUNICATION	Pattern Making and Garment Construction, Introducing Clo3D.	5
	FOREIGN LANGUAGE	Foreign language.	4
	FREE STUDY ACTIVITIES	Independent study activities.	5
YEAR 02	HISTORY AND CRITICISM OF CONTEMPORARY FASHION	Analysis of the evolution of contemporary fashion from the late 20th century to today, exploring key designers, movements, and cultural dynamics. The course develops critical thinking skills to interpret fashion as a creative language and a reflection of social change.	8
	COMMUNICATION SCIENCE	The fundamental theories and processes of human and media communication, examining how messages are created, transmitted, and interpreted across different contexts and platforms.	4
	PRODUCTION PROCESSES	Fashion Supply Chains Management (textiles, knitwear, leather and its substitutes), Leather and surrogates manipulation, Innovation and sustainability, Digital Transformation Management.	12
	FASHION PRODUCT DEVELOPMENT: FROM CONCEPTION TO CONSUMER	Fashion Marketing Strategies.	8
	FASHION TECHNOLOGIES	3D And AI Assisted Design, Clo3D and AI labs.	6
	INTEGRATED PRODUCT DESIGN	The process of designing products through a multidisciplinary approach, combining creativity, functionality, and technological awareness. The course focuses on integrating form, materials, and production methods to develop coherent and innovative design solutions.	4
	COMMUNICATION STRATEGIES	Design thinking & visionary strategies for digital worlds.	8
	FASHION BUSINESS ORGANIZATION	Finance and Economics Fundamentals, cost control and budgeting.	6
	FREE STUDY ACTIVITIES	Independent study activities.	4
YEAR 03	IMAGE SEMIOTICS	Advanced Prompt Design & virtual Production.	5
	PRODUCT DESIGN	Design for All, adaptive Fashion, developing and prototyping an inclusive product range.	8
	DESIGN MANAGEMENT	Fashion Buying Fundamentals, Sales Analysis and Retail Merchandising Fundamentals.	10
	ECONOMICS AND FASHION MARKETING	Fashion Financial Planning.	6
	CORPORATE COMMUNICATION	Fashion Distribution and Communication, Global Fashion Distribution Panorama, Visual Merchandising Fundamentals.	6
	BRAND COMMUNICATION	Brand Design, Brand Management Fundamentals, Consumer Journey Management, introducing Omnichannel strategies and in-store activation strategies.	8
	INTERNSHIP	Professional workplace experience.	9
	DISSERTATION	Final written thesis.	8