

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

- ✓ **PRODUCT MANAGERS**
- ✓ **PRODUCT DEVELOPMENT AND SUPPLY CHAIN MANAGERS**
- ✓ **OPERATIONS MANAGERS**
- ✓ **COLLECTION MERCHANDISERS**
- ✓ **RETAIL MERCHANDISERS**
- ✓ **FASHION BUYERS**

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?

Recognized among the **Big Four** as the throbbing heart **of Italian excellence**, Milan is the place to be for those aspiring to study fashion and its business.

Students who choose Istituto Marangoni Milano will have the opportunity to **collaborate with fashion industry players**, working on projects with **top brands** and **international managers** who have chosen this City as a key core for their businesses.



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:

MISSONI

NEW PRODUCT CONCEPT PROPOSAL.

MANTECO

INNOVATIVE TRANSFORMATIVE PIECE OF CLOTHING DESIGN AND PROTOTYPE.

IM CONSCIOUS

SUSTAINABLE CAPSULE COLLECTION DEVELOPMENT AND MARKET LAUNCH.



	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



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).
