



Fashion Start up

FASHION BUSINESS AREA

OVERVIEW

The Master is designed for **future entrepreneurs** and intrapreneurs **with a prior background in economics and management**. It equips students with strategic tools to identify new business opportunities in Fashion, designing innovative business concepts and gaining an advanced understanding of the procedures involved in setting up and operating a new company.

The programme is ideal for those aiming to **launch a startup or develop new businesses** within an established firm. By the end of the course, the participants will be able to **create a professional business plan**, including scenario analysis and financial projections, ready for real-world implementation.

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

- ✓ **ENTREPRENEUR**
- ✓ **BUSINESS DEVELOPER**
- ✓ **INNOVATION MANAGER**
- ✓ **BUSINESS STRATEGIST**

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 run strategic research and propose business solutions for startups with the support of Accelerators and Consultancy Companies.
- **Business Plan**
Students work on the development of a detailed business plan for an innovative and scalable startup for the entire length of the course.
- **Entrepreneurial Development Plan**
Students develop their personal entrepreneurial vision, strategically identify a market gap and design the Business Model for their Startup.
- **Industry Analysis**
Students professionally assess competitive dynamics and business opportunities within the various luxury industries through KPIs as market value, profitability, strategic groups, value chain, concentration and barriers to entry.
- **Marketing Plan**
Students carry out market and industry research to define strategies and implement innovative plans in the domain of marketing, branding, and communication for both established and emerging companies.
- **Operations Plan**
Students critically assess fashion companies supply chains and learn to manage complex operations through project management tools as PERT and WBS.
- **Sourcing Plan**
Students develop a sourcing plan for their startup strategically assessing suppliers and integrating sustainable and responsible practices within their supply and value chain.
- **Financial Plan**
Students develop a comprehensive financial plan for their fashion start-up including budget, risk management plan and performance evaluation plan.
- **Pitch Sessions**
Students participate to engaging Elevator Pitch session with a commission of Companies and Alumni to get ready to present their business idea to potential investors.

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:

FTA

STUDENTS SUPPORTED FOUR STARTUPS (MUST HAD, PENGUINPASS, MISS LUXURY HAIR, PENGUINPASS) IN ENTERING NEW MARKETS, ASSESS CORPORATE COMMUNICATION, AND DEFINE OMNICHANNEL B2B STRATEGIES.

LIMITLESS INNOVATION

SUPPORT IN THE ORGANIZATION OF LIMITLESS SIMPOSIA, WITH THE OPPORTUNITY TO CONNECT WITH INNOVATIVE FASHION TECH STARTUPS AND ACCELERATORS.



SUBJECT	DESCRIPTION	ECTS
ADVERTISING AND CONSUMING PSYCHOLOGY	Marketing Management and Consumer Behaviour Theory under the lens of Fashion Startups. How to engage consumers and relevant stakeholders through Corporate Storytelling.	4
BUSINESS LAW	Students critically evaluate the legal issues related to the setting of a new business venture, deepening relevant aspects in the Fashion Industry as Intellectual Property and Licensing Agreements.	4
CORPORATE ORGANIZATION	Organizational Culture, Corporate Values, Internal Communication and Human Resources Management.	3
EXPERIMENTAL PROTOTYPE CREATION	Through MVP Development & Advanced Prompt Design Workshops, students develop mockups and digital prototypes to include in their Business Plans and Pitch Presentations.	3
FASHION DESIGN	The aspiring Entrepreneurs are introduced to the Fashion System discovering key industries, players, professional roles, supply chains, and distribution strategies. Inspired by Fashion Designers, they explore the contaminations between Management and Creativity, nurturing their Creative Problem Solving skills. The development of a new and innovative business concept is encouraged through Design Thinking & Disruptive Thinking workshops.	4
FASHION PRODUCT DEVELOPMENT: FROM CONCEPTION TO CONSUMER	The rigorous methodology of Project Management is applied to Fashion Product Development and Operations. Adopting a Lean Approach, Students also learn fundamental market research methods to test their business concept.	4
FASHION PROJECT COMMUNICATION	Students are coached by Senior Executives working in Accelerators and Venture Capitals firms to finalize their business plans. They participate to Scenario Analysis workshops and Future Fashion Landscapes seminars to critically evaluate the impact of Technology and emerging trends on the Fashion Industry of the Future.	4
HISTORY OF FASHION	Students discover the evolution of the Fashion System from the late 19 th century to the present day.	3
INNOVATIVE TECHNOLOGIES AND CONSTRUCTION MATERIALS	With a strong orientation towards innovation, the future Entrepreneurs develop the operation plan of their Startup.	3
ORGANIZATION SKILLS AND ENTERPRISE PERFORMANCE MANAGEMENT	A comprehensive subject including focused modules on Contemporary Fashion Start Ups Panorama, Industry Analysis, Fashion Financial System, Finance & Management Control, Financial Planning, Strategies For Raising Capitals & Pitching To Investors, Leadership & Negotiation Techniques.	8
THEORY OF COMMUNICATION	Students apply the fundamental Business Planning tools to identify a business opportunity and develop an innovative business concept. A special attention is paid to the relationship between communication, innovation and technology.	4
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).
