



Fashion & Luxury Brand Management

FASHION BUSINESS AREA

OVERVIEW

The Master focuses on Marketing and Brand Management strategies Luxury Conglomerates and Companies operating in various sectors as High-End Fashion, Jewellery, Hotellerie, Beauty and many others. Participants learn to adapt communication, marketing, and promotional techniques to achieve sales objectives and effectively apply the core strategies of luxury businesses. Alongside examining intangible factors—such as customer relationships, the influence of social media, and the overall consumer experience—the course also provides a critical analysis of tangible branding elements, including product attributes (quality, features, and design), the distinction between brand image and brand identity, as well as packaging and labelling.

At the end of the year, students have the option to further progress their career accessing the second year of the Masters of Arts in Fashion Luxury Branding & Innovation.

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

✓ **CBO - CHIEF BRAND OFFICER**

✓ **CMO - CHIEF MARKETING OFFICER**

✓ **DIGITAL MARKETING MANAGER**

✓ **BRAND MANAGER**

✓ **MARKETING MANAGER**

✓ **LICENSING MANAGER**

✓ **CRM MANAGER**

COURSE TYPE

Master's Degree

AFAM / 60 CFA equivalent
to 60 ECTS credits

**Recognized by the Italian Ministry
of University and Research.**

WHY FIRENZE?

Studying Fashion Business at Istituto Marangoni Firenze offers a remarkable opportunity, as the city's prestigious **Pitti Immagine** trade fairs, nearby **production centers**, and rich heritage in **craftmanship** create an inspiring and practical environment for learning innovation.



KEY OUTCOMES

— Industry Projects

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 involves professionals in Executive positions and Human Resources managers.

— 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 Plans

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

— Media Plans

Students learn to design and implement a cohesive campaign that integrates multiple communication tools and channels for maximum impact, ensuring consistency across all communication touchpoints.

— 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 through range plans, collection boards, technical charts and cost sheets.

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:

FERRAGAMO

RETAIL STRATEGIES FOR THE PHYGITAL EXPERIENCE.

TOD'S

COMMUNICATION PLAN FOR THE LAUNCH OF A NEW SUSTAINABLE PRODUCT LINE.

BULGARI

OMNICHANNEL STRATEGY DEVELOPMENT FOR THE RETAIL EXPERIENCE IN EUROPE AND ASIA .

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 |
|--|--|-----------|
| COMMUNICATION DESIGN | The course delves into the core principles of Communication Strategy and Media Planning, also approaching the fundamentals of Graphic Design and Visual Communication. | 3 |
| HISTORY OF FASHION | Students discover the evolution of Fashion & Luxury System from the late 19 th century to the present day. | 3 |
| 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. | 4 |
| FASHION PRODUCT DEVELOPMENT: FROM CONCEPTION TO CONSUMER | Understanding Collection Merchandising and Product Development is essential to Brand Managers. Advanced strategic skills are provided by deepening Project Management tools and techniques. | 4 |
| FASHION MARKETING | Students are provided with a complete understanding of Marketing Strategies and competitive dynamics within luxury industries. They gain an in-depth knowledge of the main Luxury Groups and Companies, becoming aware of the different business models, competitive dynamics and managerial approaches. | 4 |
| FASHION PROJECT COMMUNICATION | Effective communication is approached from the perspectives of Brand Storytelling and Digital & Engagement Marketing. | 4 |
| CORPORATE ORGANIZATION | The subject equips students with quantitative and analytical skills to support data-driven decision-making. Through practical exercises and case studies, students learn how to interpret data, build dashboards, and apply Business Intelligence tools to luxury brand management. | 3 |
| SOCIOLOGY, ANTHROPOLOGY AND PSYCHOLOGY OF FASHION | Students adopt the interpretative framework of Anthropology, Sociology and Psychology to understand contemporary fashion phenomena in relation to their socio-cultural context. | 3 |
| ADVERTISING AND CONSUMING PSYCHOLOGY | A journey into global luxury consumers psychology and behaviours, to design compelling and effective brand narratives. | 4 |
| 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 |
| 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 |
| INTERNSHIP | Internship. | 10 |
| DISSERTATION | Final written thesis. | 6 |