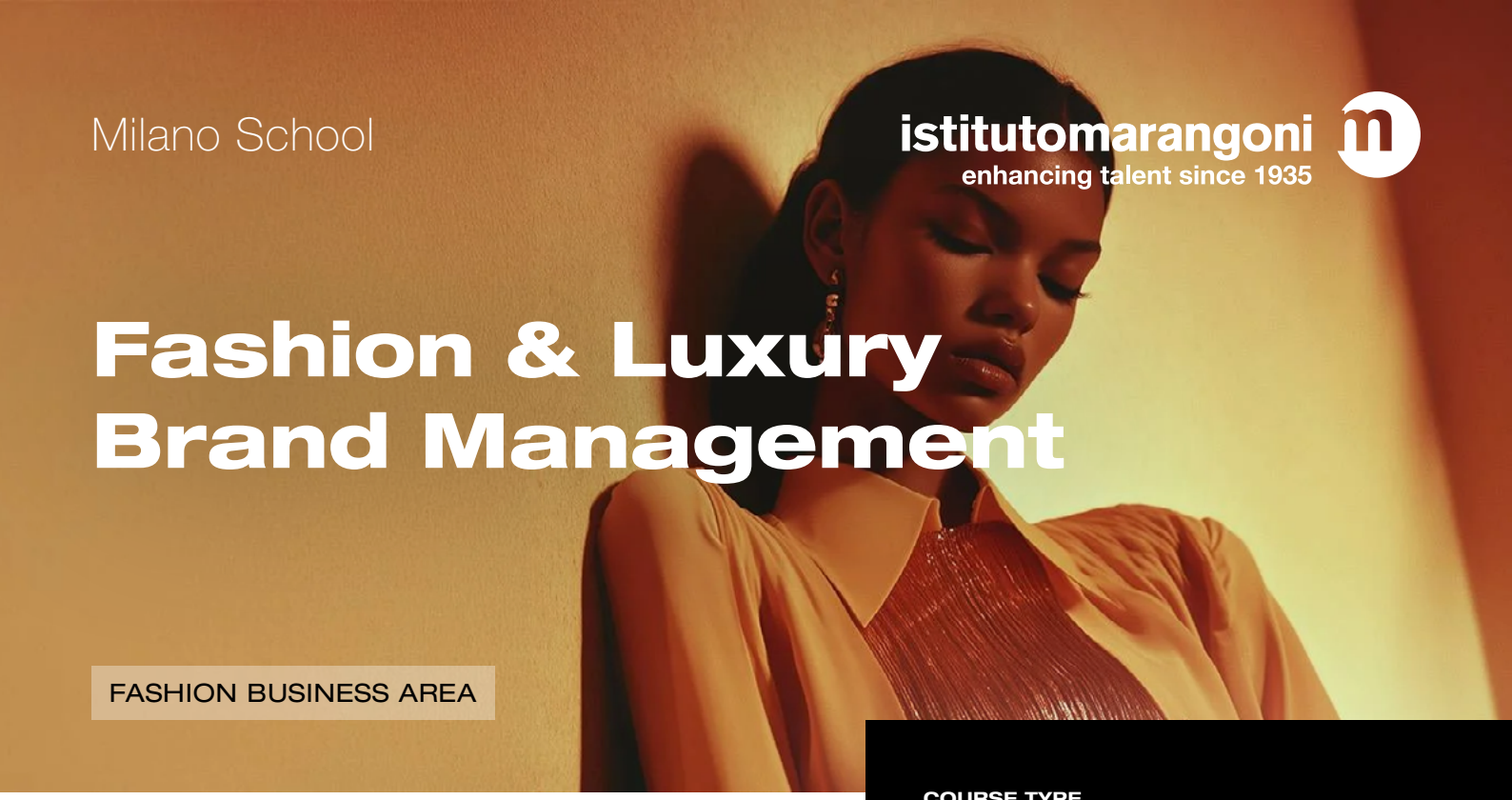
Milano School

istitutomarangoni
enhancing talent since 1935



Fashion & Luxury Brand Management

FASHION BUSINESS AREA

COURSE TYPE

Master's Degree

AFAM / 60 CFA equivalent to 60 ECTS credits

Recognized by the Italian Ministry of University and Research.

OVERVIEW

The Master focuses on Marketing and Brand Management strategies for Luxury Conglomerates and Companies operating in various sectors as High-End Fashion, Jewellery, Luxury Goods 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**

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 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 trough 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:

TIFFANY

STARTING FROM REAL CONSUMERS CLUSTERS DATA PROVIDED BY THE COMPANY, STUDENTS DEVELOP AN ACTIVATION PLAN TO ENGAGE WITH YOUNG CONSUMERS IN KEY GEOGRAPHIC MARKETS.

MARNI

STUDENTS CARRY OUT AN INDUSTRY ANALYSIS TO EVALUATE NEW BUSINESS OPPORTUNITIES. THEY IDENTIFY A NEW CATEGORY TO ENTER AND DEFINE A NEW PRODUCT TO DEVELOP, TOGETHER WITH THE GO TO MARKET STRATEGY.

PLAN OF STUDY

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 19th 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**

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).
