

Luxury Accessories Design & Management

FASHION DESIGN AREA

COURSE TYPE

Master Course

AFAM / 60 CFA equivalent
to 60 ECTS credits

OVERVIEW

The course is designed **for graduates or professionals** in fashion and design who wish to **deepen their expertise in accessories collection design, planning, and management**, with a strong focus on Italian craftsmanship and manufacturing excellence. Through **Industry projects, Company visits**, and hands-on **collection development**, participants explore materials, production techniques, and the balance between functionality and sophisticated aesthetics. The course equips students with the creative, technical, and strategic skills needed to design and communicate high-end accessory collections for the luxury market.

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

- ✓ **BAG DESIGNER**
- ✓ **SHOES DESIGNER**
- ✓ **FASHION ENTREPRENEUR**
- ✓ **CREATIVE DIRECTOR**
- ✓ **ACCESSORIES FASHION ILLUSTRATOR**
- ✓ **FASHION CONSULTANT**

WHY FIRENZE?

Studying in Florence means immersing yourself in a city where **fashion, craftsmanship, and contemporary creativity meet every day**.

Thanks to Istituto Marangoni's strong industry connections, students engage in **workshops, collaborations, and talks** with leading professionals who bring the latest trends and insights directly into the classroom. Florence becomes a creative laboratory where you can experiment with innovative forms, materials, and digital tools like CLO 3D, always with an eye on sustainability. Celebrating the **excellence of Made in Italy**, the program blends local artisanal heritage with forward looking design approaches. Alongside creative and technical skills, you will also develop essential competencies in marketing, personal branding, and strategic preparation—making Florence not just a place to study fashion, but **a place to grow** within its evolving global landscape.



KEY OUTCOMES

- **Accessories Collection Development**
Design and development of a complete luxury accessories collection, managing all stages from research and concept creation to final product definition.
- **Material & Manufacturing Expertise**
Selection, test, and application of materials and manufacturing techniques with a strong understanding of Italian craftsmanship, production processes, and quality standards.
- **Project & Production Management**
Planning and management of accessories projects effectively, overseeing timelines, costs, workflows, and coordination between design and production.
- **Professional Design Communication**
Communication of creative ideas through advanced digital tools, presentations, and industry ready portfolios.
- **Market & Brand Awareness**
Interpretation of fashion trends, consumer behaviour, and brand positioning to create accessories projects aligned with the luxury market.

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:

LOUIS VUITTON

ACCESSORIES DESIGN
GRADUATES INITIATIVE.

AMINA MUADDI

CAPSULE COLLECTION
AND MENTORING FROM
THE DESIGNER AND HER TEAM.

SERGIO ROSSI

MENTORING PROGRAMME AND
PROJECT FOCUSED ON SHOES.

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
HISTORY AND CRITICISM OF CONTEMPORARY FASHION	Critical exploration of fashion's cultural, social, and political influences, offering tools to understand its evolution, key figures, and diverse perspectives.	3
VISUAL RESEARCH	Explores visual research theories and methods, fostering independent study and creative project development through proactive, research-driven approaches.	3
IMAGE DIGITAL PROCESSING	Explores digital technologies for fashion visual communication, combining graphic design, image manipulation, and AI-driven tools for innovative content creation.	2
COMMUNICATION STRATEGIES	It focuses on advanced communication frameworks for the beauty industry, including SEO-based content strategies, corporate communication, PR dynamics and cross-cultural messaging.	4
FASHION TREND FORECASTING	Analyzes trend identification methods and socio-cultural influences to foster innovative, ethical, and sustainable approaches to fashion design.	4
PRODUCT ENGINEERING	Technical and scientific methods for fashion accessories product engineering, integrating advanced digital tools focused on shoes and bags.	6
PROJECT MANAGEMENT	Focuses on the planning, development, and coordination of accessories collections, from concept to production.	3
DESIGN METHODOLOGY	Understanding fashion design theory and techniques, integrating research with practical application and industry collaborations to develop collections using contemporary methodologies.	8
FASHION PROJECT COMMUNICATION	Exploration of the theories and practices of contemporary communication, with a focus on how digital innovation reshapes methods and tools in the fashion industry.	6
EXPERIMENTAL PROTOTYPE REALIZATION	The subject focuses on the practical and experimental development of fashion prototypes. The course enables students to translate creative concepts into tangible outcomes through hands-on exploration of materials, construction techniques, and iterative design processes.	6
FASHION DESIGN	Analyzes fashion accessories design theory and methods, combining market research, cultural influences, and experimental approaches to develop a personal collection.	7
INTERNSHIP	Internship.	10
DISSERTATION	Final written thesis.	6