



Milano School

AI Strategies for Luxury, Fashion Business & Marketing

OVERVIEW

This advanced executive program explores how **Artificial Intelligence (AI)** is redefining the global luxury and fashion business ecosystem.

The course bridges creative direction, data analytics, supply chain intelligence, and strategic leadership, guiding participants to **implement AI ethically and effectively** across the luxury value chain, from design development and demand forecasting to retail, brand positioning, and corporate governance.

Through **lectures**, applied **workshops**, **industry collaborations**, and **two intensive experiential weeks in Milan**, participants will master how AI enhances creative vision, operational excellence, and strategic decision-making within fashion and luxury companies.

VIRTUAL LEARNING EXPERIENCE

From Virtual Labs to interactive classes, every **learning moment** is designed to be **dynamic and engaging**: concise, targeted content alternates with virtual experiences that faithfully replicate real creative environments, ensuring **total immersive experience**.

PRICING

1000 €

ENROLLMENT FEE

8500 €

TUITION FEE

For course dates and further detailed description of the study modules, kindly refer to www.istitutomarangoni.com

Upon completion of the course, participants will receive an **Istituto Marangoni Certificate**.



COURSE STRUCTURE

DURATION

16 Weeks

HOURS

130

14 weeks online
2 Experiential Weeks

EXPERIENTIAL LOCATIONS

Milano

FORMAT

Hybrid

Online
+ Onsite Production

CORE FOCUS

Implementation of AI across the luxury value chain, from design development and demand forecasting to retail, brand positioning, and corporate governance.

LEVEL

**Professional
Postgraduate
Executive**

SOFTWARE INSIGHTS

Predictive CRM and clienteling systems, AR/VR fashion experiences and digital showrooms, Predictive intelligence for trend forecasting and demand analysis

PROFESSIONAL OUTCOMES

By completing this course, participants will have developed:

- A dual strategic portfolio: one AI-driven creative proposal and one AI-enabled business strategy
- Advanced proficiency in AI tools for forecasting, marketing, and retail analytics
- A governance and leadership framework for AI adoption in luxury organizations
- A professional network connecting Milan's fashion, technology, and innovation ecosystem

DESIGNED FOR

- Postgraduate students and professionals in fashion and luxury
- Brand managers, Product Managers and Retail managers working on AI-enabled supply chain transformation
- Executives and consultants overseeing digital and AI transformation in global luxury groups



MILAN

WEEK 8 / 30 HOURS

Industry immersion & Strategic Innovation

THEME

Predictive Insight, Heritage Intelligence and Brand Experimentation.

Participants engage with Milan's luxury ecosystem through visits, workshops, and masterclasses focused on strategic innovation and AI-enabled decision-making.

ACTIVITIES INCLUDE

- Visits to luxury fashion houses and digital innovation hubs in Milan
- Workshop on predictive demand scenarios, AI-driven pricing simulation, CRM personalisation modelling, and sustainability data modelling
- Masterclass: “From Archive to Algorithm: The Digital Archive”
- Collaboration with Valextra, Ann Demeulemeester, Coperni, Gucci, Ferragamo

OUTPUT

An AI-augmented capsule collection concept integrating predictive insights and heritage data.

WEEK 9 / 30 HOURS

Industry immersion & Sustainable Innovation

THEME

Retail Transformation and Responsible Luxury Growth.

Participants engage with the ecosystem of Italian luxury innovation, focusing on retail transformation and sustainability.

ACTIVITIES INCLUDE

- Visits to innovation labs, tech partners, and sustainable manufacturing hubs
- Workshops on AI-driven ESG and circular supply chain strategies
- Industry roundtables with executives from luxury groups
- Final executive presentation: “AI as Catalyst for Intelligent Luxury Growth”

OUTPUT

A comprehensive AI-powered luxury business portfolio integrating an AI Maturity Strategy and a Sustainability Strategy.



FACULTY

PROGRAMME LEADER / MILANO

Carolina Guajana

Carolina Guajana is Programme Leader in Fashion Business at *Istituto Marangoni Milano* and luxury brand management Expert.

She brings over 15 years of industry experience with key marketing roles in luxury brands such as *Bottega Veneta* and *Versace*, and 10 years of teaching experience as lecturer for the Fashion Business division.

Guajana is currently pursuing a PhD in Strategic Technology Management at *International School of Management* in Paris with a research focus on AI Ethics and creative intelligence.

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