



Firenze School

AI for Accessories Designers

OVERVIEW

This professional program explores **how Artificial Intelligence is transforming the design and development of fashion accessories**, enabling designers to accelerate research, generate innovative concepts, visualize products faster, and optimize development workflows.

Participants will learn how AI can support the entire accessories design process, from trend forecasting and concept creation to sketch development, material exploration, prototyping, and product communication.

Through a combination of **theoretical learning, practical workshops, and industry engagement**, the course provides both a strategic and creative understanding of AI as a tool for innovation within the luxury accessories sector.

Special attention is given to **handbags, footwear, small leather goods, jewelry, and fashion accessories**, while maintaining a strong focus on authorship, sustainability, and responsible AI implementation.

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

Firenze

FORMAT

Hybrid

Online
+ Onsite Production

CORE FOCUS

Develop accessories concepts through AI-assisted creative processes.

LEVEL

**Professional
Postgraduate
Executive**

DESIGNED FOR

- Accessories designers seeking to integrate AI into their creative workflow.
- Footwear, handbag, leather goods, and jewelry professionals interested in future-oriented design methodologies.
- Creative directors and product developers looking to improve efficiency through AI-assisted processes.
- Graduates and professionals in fashion, luxury accessories, and product design.

PROFESSIONAL OUTCOMES

Upon completion, participants will have developed:

- An AI-assisted accessories design portfolio
- A complete accessories mini collection from concept to presentation
- Professional proficiency in AI tools used for design, visualization, and communication
- Strategic understanding of AI integration across accessories development workflows
- Industry knowledge of emerging technologies shaping the future of luxury accessories

Participants should possess a basic understanding of fashion or accessories design.



FIRENZE

EXPERIMENTAL WEEK

Industry immersion

THEME

Innovation, Craftsmanship, and Luxury Accessories

Participants experience first-hand how AI and innovation are being integrated within the luxury accessories industry through field visits, workshops, and professional networking opportunities.

EXPERIENTIAL ACTIVITIES

- Visits to luxury accessories manufacturers and ateliers
- Meetings with footwear, leather goods, and jewelry professionals
- Workshops on craftsmanship and digital innovation
- Presentations from AI technology providers and creative leaders
- Case studies from leading luxury brands

LEARNING OUTPUT

An industry insights report connecting AI innovation with contemporary accessories development practices.



FACULTY

PROGRAMME LEADER / FIRENZE

Miguel Garcia Abad

Miguel García is a fashion designer graduated in Fashion Design from *Istituto Marangoni* in 2010, studying between London and Milan. During his academic journey, he won the *Swarovski Elements Competition 2010*, distinguishing himself through his innovative approach to materials and construction techniques. For his graduation show, he introduced an innovative material made from optical fiber.

Garcia began his career collaborating with luxury brands such as *Loewe*, where he further developed his expertise in leather goods and accessories design, and with *Emilio de la Morena*, known for his womenswear tailoring and textile research. In 2012, he founded his brand *Miguel Alex*, presenting his collections at *Milano Fashion Week* and *Samsung Ego Mercedes-Benz Fashion Week Madrid*. His work is characterized by material experimentation, the integration of artisanal techniques, and a strong commitment to sustainability. In 2018, the *Victoria and Albert Museum* selected his creations for the exhibition *Fashioned from Nature*, dedicated to exploring the relationship between fashion, nature, and textile innovation.

Alongside his career as a designer, Miguel has developed solid academic experience. After teaching in London, he joined *Istituto Marangoni Firenze*, where he currently serves as Programme Leader for the Fashion Design course.

His teaching focuses on design, product development, and materials, with particular attention to textiles. Drawing on his experience with luxury brands and emerging labels, he guides students in developing innovative collections that combine tradition and technology. His mission is to educate the next generation of designers, inspiring them to explore materials and techniques for a more sustainable and conscious future in fashion.

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