



London / Paris School

AI-Curated Fashion Image & Film Production

OVERVIEW

Given your background in Fashion Styling, we would like to introduce AI-Curated Fashion Image & Film Production, a course exploring how **AI transforms high-end fashion image-making and film production** while preserving the essence of human creativity and artistic authorship. Through a combination of **theoretical lectures, practical workshops, and immersive production experiences**, participants will master AI-assisted workflows that enhance — rather than replace — the craftsmanship behind fashion photography, styling, casting, and film direction.

Indeed, participants will have the opportunity to conceptualize, produce, and present **two professional-level projects either in Paris or London** that will emphasize collaboration with real models, real garments, and authentic production teams.

In this course participant will have an exclusive access to **Kive.ai**, a web-based creative workspace that combines AI content generation, lightweight post-production, and digital asset management (DAM) in one place—so teams can create, refine, and organize visual content without splitting work across multiple tools. By the end of the program, you will have produced two professional fashion communication campaigns—photo and video—that demonstrate the integration of AI within real model and garment production, while building a fully curated digital portfolio ready for professional publication or agency presentation. You will develop a strategic workflow toolkit for embedding AI into visual production and creative direction, and gain the professional competencies to lead AI enhanced creative projects across fashion

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**.

communication, luxury branding, and media production. The experience is further enriched by access to a **targeted international network** of creative directors, photographers, stylists, and brand managers in Paris and London, supporting your growth as a freelance professional.

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**.



COURSE STRUCTURE

DURATION

16 Weeks

HOURS

130

14 weeks online
2 Experiential Weeks

EXPERIENTIAL LOCATIONS

London / Paris

FORMAT

Hybrid

Online
+ Onsite Production

CORE FOCUS

Exploring how AI transforms high-end fashion image-making and film production while preserving the essence of human creativity and artistic authorship.

LEVEL

**Professional
Postgraduate
Executive**

SOFTWARE INSIGHTS

Generative AI for moodboard and collection ideation, Virtual garment prototyping and 3D sampling, In-store AI systems, heat mapping, and customer analytics

PROFESSIONAL OUTCOMES

By completing this course, participants will have developed:

- Two professional fashion campaigns (photo + video) demonstrating AI integration with real model and garment production.
- A fully curated digital portfolio suitable for professional publication or agency presentation.
- A strategic workflow toolkit integrating AI into visual production and creative direction.
- A network of industry contacts in Paris and London, including creative directors, photographers, stylists, and brand managers.
- Professional competencies to lead AI-enhanced creative projects in fashion communication, luxury branding, and media production.

DESIGNED FOR

- Fashion professionals and merchandisers seeking to integrate AI into decision-making and product strategy.
- Product developers, creative directors, and brand managers aiming to lead innovation and efficiency in design pipelines.
- Digital transformation specialists, data strategists, and supply-chain analysts working in luxury or premium fashion.
- Postgraduate Graduates and Managers in fashion management, merchandising, and digital innovation.
- Freelancers

Participants should have foundational knowledge of product development or merchandising and an interest in data-driven fashion management.



LONDON OR PARIS

WEEK 15 / 30 HOURS

Paris Immersive Production Week

LOCATION

Paris Fashion District, Studio & On-Site Shoot

THEME

AI-Curated Photo & Film Production with Real Models and Garments

ACTIVITIES

- Professional fashion shoot and short film direction using AI-enhanced production planning tools
- Integration of real models, fashion stylists, hair & makeup teams, and lighting designers
- Workshop on mixed-media production — blending AI imagery, real footage, and in-camera artistry
- Daily review sessions with Paris-based fashion photographers and film directors
- AI-assisted on-site post-production using Runway ML and Adobe Firefly

OUTPUT

A completed photo and film project demonstrating concept-to-capture integration of AI curation with human-led creative production.

WEEK 16 / 30 HOURS

London Immersive Production & Presentation Week

LOCATION

London Studios & Presentation Venue

THEME

AI-Enhanced Editing, Post-Production & Executive Presentation

ACTIVITIES

- Editing and grading workshops with AI-powered editing software
- Sound design, voice-over integration, and video branding
- Portfolio refinement with London-based image curators and luxury brand film producers
- Final industry presentation and jury evaluation
- Panel discussion: “The Future of AI in Fashion Image Authorship” with luxury executives and media directors

OUTPUT

A final mixed-media portfolio and fashion film presentation integrating AI in post-production, visual enhancement, and narrative sequencing.



FACULTY

PROGRAMME LEADER / LONDON

Nicola Favaron

Nicola Favaron has worked as photographer, creative consultant, content creator and educator for 15 years.

Over the past few years, he focused on educational and consultancy roles, working as Lecturer and managing workshops and visiting contributions for other UK HE institutions and companies.

He has been working at *Istituto Marangoni London* since 2011, combining industry practice with academic formation and a growing interest for shared knowledge, aimed to form conscious and leading industry professionals.

He's currently Programme Leader at *Istituto Marangoni London* for the courses in Fashion Communication & Image Bachelor's Degree (Hons) and Fashion Styling, Creative Direction and Digital Content Master's Degree.

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