



London and 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 and London** that will emphasize collaboration with real models, real garments, and authentic production teams.

In this course participants 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](http://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

**Kive.ai, a web-based creative workspace that combines AI content generation, lightweight post-production, and digital asset management (DAM) in one place—so to create, refine, and organize visual content without splitting work across multiple tools.**

**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 and beauty image professionals seeking to integrate AI tools into editorial and campaign production.
- Fashion photographers, film directors, and stylists who aim to elevate their creative process with digital innovation.
- Art directors, brand content managers, and digital creatives within luxury, fashion, or media industries.
- Entrepreneurs and creative producers aspiring to adopt AI-powered creative direction for brand storytelling.
- Postgraduate students and emerging professionals in fashion communication, media, and visual design seeking advanced specialization.

Participants are expected to have foundational experience in fashion image-making, visual communication, or media production.



## **LONDON AND 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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## **ISTITUTO MARANGONI MILANO**

### **The School of Fashion**

+39 02 38585247  
+39 02 7631 6680  
[milano@istitutomarangoni.com](mailto:milano@istitutomarangoni.com)

### **The School of Design**

+39 02 38585247  
+39 02 7631 6680  
[design@istitutomarangoni.com](mailto:design@istitutomarangoni.com)

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## **ISTITUTO MARANGONI FIRENZE**

+39 055 03 51 301  
+39 05 50350340  
[firenze@istitutomarangoni.com](mailto:firenze@istitutomarangoni.com)

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## **ISTITUTO MARANGONI PARIS**

+33 (0)1 47 20 08 44  
+33 (0)1 86 26 10 55  
[paris@istitutomarangoni.com](mailto:paris@istitutomarangoni.com)

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## **ISTITUTO MARANGONI LONDON**

+44 (0)20 3608 2401  
+44 (0)20 7377 9347  
[london@istitutomarangoni.com](mailto:london@istitutomarangoni.com)

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[istitutomarangoni.com](http://istitutomarangoni.com)