Firenze School

AI-Driven Fashion Product Development & Merchandising

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**.

OVERVIEW

The course AI-Driven Fashion Product Development & Merchandising explores **how AI is transforming fashion product development and merchandising**, enabling brands to accelerate design cycles, optimize assortments, personalize retail experiences, and strengthen operational agility. Participants will learn to **integrate AI across the entire product lifecycle** — from trend forecasting and creative direction to virtual sampling, pricing intelligence, and global retail operations.

The course is delivered with ***The Fabricant***, a leading fashion technology partner in digital fashion creation. Through AI-powered intelligent tools, The Fabricant supports more efficient workflows, enabling designers and brands to experiment, innovate, and reduce complexity across design, production, and marketing.

Another main tech partner is ***Heuritech***, a cutting-edge fashion technology company leveraging advanced artificial intelligence to deliver predictive analytics on trends and products. Founded in 2013 by PhDs, it transforms social media imagery into actionable insights, enabling fashion brands to forecast demand, enhance sustainability and gain a strong competitive advantage.

By the end of the program, you will have developed a **comprehensive AI-driven product strategy portfolio** alongside technical proficiency in fashion AI platforms such as Heuritech, Edited, Clo3D, and Style3D. You will gain a **predictive merchandising and retail simulation model**, develop a **strategic final project** integrating creative direction, virtual sampling, and retail intelligence, and connect with an international network of luxury, data, and digital innovation 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**.

AI-DRIVEN FASHION PRODUCT DEVELOPMENT & MERCHANDISING

COURSE STRUCTURE

DURATION
16 Weeks

HOURS
130

14 weeks online
2 Experiential Weeks

EXPERIENTIAL LOCATIONS
Firenze

FORMAT
Hybrid

Online
+ Onsite Production

CORE FOCUS
Exploring how AI is transforming fashion product development and merchandising, enabling brands to accelerate design cycles, optimize assortments, personalize retail experiences, and strengthen operational agility.

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

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.

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

PROFESSIONAL OUTCOMES

By completing this course, participants will have developed:

— A comprehensive AI-driven product strategy portfolio, covering ideation, development, and merchandising.

— Technical proficiency in fashion AI platforms such as Heuritech, Edited, Clo3D, and Style3D.

— A merchandising and retail simulation model with predictive capabilities.

— A strategic final project aligning creative direction, virtual sampling, and retail intelligence.

— A professional network of luxury executives, data scientists, and digital innovation experts from major global fashion markets.

FIRENZE

EXPERIMENTAL WEEK

Industry immersion

THEME

Global Field Engagement & Luxury Industry Networking.

The Experiential Weeks offer direct exposure to global fashion innovation centers such as Paris, London, Milan, and Florence.
Participants engage in field visits, masterclasses, and executive roundtables to witness AI's real-world application in luxury production, merchandising, and retail ecosystems.

LEARNING OUTPUT

Field journal and industry insights report connecting theory to practice in AI-driven fashion business models.

ACTIVITIES INCLUDE

— Visits to digital innovation labs, flagship stores, and AI retail labs
— Roundtables with executives from LVMH, Kering, Prada, and digital fashion startups
— Workshops on sustainability and data-driven production cycles

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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FOR PROFESSIONALS

ADVANCED UPSKILLING
FOR A CHANGING INDUSTRY