

COURSE DETAILS



Milano / Paris School

Generative AI for Fashion Designers

OVERVIEW

This course explores **how generative AI is reshaping the design process**—from ideation to virtual garment simulation—while maintaining a strong focus on ethics, sustainability, innovation, and artistic authorship. The learning experience combines **lectures, workshops, and immersive moments** to help you adopt AI creatively and responsibly within contemporary fashion practice.

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.

By the end of the program, you will have developed a **professional digital portfolio** (concept boards, 3D garments, and animated visuals) alongside **industry-ready technical outputs** such as digital patterns, specification sheets, and production-oriented documentation. You will gain practical fluency in tools including *Clo3D*, *Krea.ai*, and *Firefly*, and build a clearer strategic understanding of AI's creative, cultural, and technical implications, supported by networking opportunities with innovators and professionals through field visits and jury panels.

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**.

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

Milano or Paris

FORMAT

Hybrid

Online
+ Onsite Production

CORE FOCUS

Utilizing generative AI to conceptualize and prototype fashion collections; translating ideas into 3D digital garments through advanced simulation tools; creating dynamic imagery and video via AI-enhanced storytelling; preparing production-ready outputs with technical accuracy.

LEVEL

**Professional
Postgraduate
Executive**

SOFTWARE INSIGHTS

Clo3D, Krea.ai, and Firefly

DESIGNED FOR

- Fashion designers, digital creators, and pattern technologists exploring AI-driven workflows
- Clo3D/Style3D users seeking to integrate generative AI into their design pipeline
- Creative directors, concept designers, and technical developers within fashion and apparel companies
- Postgraduate students or professionals in digital fashion, 3D simulation, or fashion innovation
- Freelancers

Participants are expected to have a basic understanding of fashion design or digital visualization workflows.

PROFESSIONAL OUTCOMES

By completing this course, participants will have developed:

- A professional digital portfolio including AI-driven concept boards, 3D garments, and animated visuals.
- Industry-ready technical documentation, including digital patterns and specification sheets.
- Practical fluency in tools like Clo3D, Krea.ai, and Firefly for integrated design workflows.
- Ethical and strategic understanding of AI's creative, cultural, and technical implications in fashion.
- A global network of innovators, AI developers, and fashion design professionals through field visits and jury panels.



MILAN OR PARIS

THEME

Production Process, Industry Field Immersion
& Final Presentation

WEEK 9 / 30 HOURS

Onsite Production & Collaboration

- In-person workshops with digital fashion labs and AI design studios.
- Field visits to technology-driven production facilities or luxury maisons.
- Collaborative creation of AI-enhanced fashion prototypes integrating real materials and 3D workflows.

WEEK 10 / 30 HOURS

Final Presentation & Exhibition

- Refinement of garments, imagery, and documentation for final presentation.
- Showcase of projects before an international jury of designers, technologists, and fashion executives.
- Culminating symposium: “The Future of AI in Fashion Design and Manufacture.”

FINAL OUTPUTS

- Production-ready pattern set
- Rendered fashion imagery and short video campaign
- Complete AI-Human Hybrid Portfolio integrating concept, 3D garment, and narrative storytelling



FACULTY

PROGRAMME LEADER / MILANO

Irene Festa

Irene Festa is a trends and fashion expert. An *Istituto Marangoni* Alumna (Class of 2006), she began her career in Paris, working in leadership roles within the Trend Forecasting industry before founding her own consultancy, which advised major fashion and luxury groups.

Since 2015, Irene has been teaching Trend Forecasting and Portfolio Development, translating complex ideas about trends and innovation into clear, practical tools that empower students to anticipate change and shape the future of fashion.

PROGRAMME LEADER / PARIS

Gianni Nembrini

Gianni Nembrini is a Fashion Design Alumnus from *Istituto Marangoni*.

Nembrini started his professional life as an illustrator first and designer soon after, offering free-lance services to a variety of brands, experiencing different levels of fashion industry practices across several professional experiences such as *Christian Dior* men's studio from 1992 to 1997 as the AD assistant, *Jean Paul Gaultier* assistant for women's and men's ready-to-wear, *Valentino* men's studio head designer in Milan.

Since 2013, he leads the Fashion Design department at *Istituto Marangoni Paris* as Programme Leader.

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