

# Shoes & Accessories Design

FASHION DESIGN AREA

COURSE TYPE

## One-year Course

Istituto Marangoni  
Certificate

### OVERVIEW

Shoes and Accessories are the true expression of the concept of 'craftsmanship': during the course participants learn about **Italian style and quality**, discovering how these aspects influence and play an important role in the global luxury fashion market.

Accessories and Shoes represent more and more a consistent element within fashion brands' collections, with sales and market share increasing year by year. Home to many world-famous luxury brands, Firenze is a hub of creativity and has long been recognized as the **world capital for leather and luxury accessories production** - upholding the 'Made in Italy' ideal, renowned for style, quality and top-class manufacturing techniques.

**The course aims to meet the growing demand for professional figures as:**

- ✓ **SHOE DESIGNER**
- ✓ **BAG DESIGNER**
- ✓ **ACCESSORIES ILLUSTRATOR**
- ✓ **TREND AND RESEARCH CONSULTANT**

✓ **FASHION ENTREPRENEUR**

✓ **IMAGE CONSULTANT**

✓ **DIGITAL DESIGN SPECIALIST**

### WHY FIRENZE ?

The **contamination** between the world of **art** and the **fashion industry** leads the students of the bachelor's degree courses at Istituto Marangoni Firenze to work and do research together, thus broadening their creative culture and cultural background through interdisciplinary projects, preparing them to face the world of work. Moreover, **the presence of several textile and manufacturing centres** in the Florentine industrial district is a key added value for students, as it allows them to develop greater knowledge in the research and experimentation with new materials and innovative fabrics, fully understanding the dynamics of the luxury industrial and manufacturing fabric.



### KEY OUTCOMES

#### — Fashion Illustration Books and Research Journals

Visual and material research collections showcasing drawing techniques, material renderings, and conceptual exploration through creative illustration.

#### — Capsule Collection Portfolios

Complete presentation of an accessories collection including moodboards, color palettes, technical drawings, line-ups, and material selections.

#### — Experimental Patternmaking and Digital Shoes

Innovative patterns developed through pattern making and 3D software exercises, exploring new shapes and silhouettes.

#### — Digital Design Portfolios

Professionally curated digital documents presenting design projects, layouts, and visual storytelling through Adobe Creative Suite applications.

#### — Trend Analysis Reports and Visual Moodboards

Analytical and visual summaries of fashion trends, combining forecasting methods with creative imagery to support design direction.

### INDUSTRY COLLABORATIONS

Istituto Marangoni strongly invests in industry collaborations, offering Undergraduate students the opportunity to work on high level projects that add significant value to their professional development.

Through partnerships with leading creatives and global fashion brands, students gain first hand experience in real industry dynamics.

### FACULTY

The Faculty at Istituto Marangoni is recognised internationally for its academic excellence and strong Industry connections. Lecturers and teachers are established professionals who bring real world expertise into the classroom, offering students direct insight into contemporary practices, emerging trends, and the dynamics of the global fashion, design, and luxury industries.



SUBJECT	DESCRIPTION
<b>FASHION ACCESSORIES DRAWING FUNDAMENTALS</b>	Introduction to black and white fashion illustration, rendering of fabrics, textures, and accessories details through technical drawings.
<b>INTRODUCTION TO FASHION ACCESSORIES COLLECTION</b>	Research and creative development of a capsule collection, exploring themes, materials, and forms for accessories.
<b>MODEL MAKING (ACCESSORIES)</b>	Basic techniques of digital and traditional shoe pattern making.
<b>DIGITAL DESIGN</b>	Graphic communication and portfolio development using Adobe Photoshop, Illustrator and InDesign.
<b>STYLE ANALYSIS</b>	Style Analysis.
<b>FABRICS AND MATERIALS</b>	Recognition and application of fabric properties, fiber content, and textile technology in fashion products.
<b>EXPERIMENTAL ILLUSTRATION</b>	Development of a personal visual language through creative and digital experimentation.
<b>ACCESSORIES COLLECTION DESIGN</b>	Development of a cohesive accessories collection, from initial concept and research to final design proposals, focusing on creativity, consistency, and storytelling.
<b>EXPERIMENTAL MODEL MAKING</b>	Application of advanced digital and traditional techniques to shoes.
<b>DIGITAL DESIGN II</b>	Graphic communication and portfolio development using Adobe Photoshop, Illustrator and InDesign.
<b>PRODUCTION PROCESSES</b>	Understanding fashion manufacturing, production charts, and cost analysis.