

Short Courses 2026



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STUDY

THE METHOD

EXPLORE

THE CITY

EXPERIENCE

THE LIFE

More than short courses, these programmes are an invitation to experience creativity firsthand.

Over a few inspiring weeks, students are introduced to the world of fashion, design, beauty, business and art while living an authentic international experience, exploring museums, creative districts and cultural landmarks, and discovering what it truly means to study at the prestigious locations in Milan, Florence, London, Paris and Dubai at Istituto Marangoni.

These short courses have been created for curious and motivated students who wish to explore what creative disciplines truly involve, understand the meaning of practices such as fashion communication or design thinking, and engage with the distinctive **Istituto Marangoni Method** for the first time.



Milano / Firenze School

Fashion Business

DURATION

3 Weeks

HOURS

60

CERTIFICATE

Istituto Marangoni Certificate

Certificate released upon the completion of the short course.

PRICING

Course fee € 4300

LOCATION

Istituto Marangoni Milano
Istituto Marangoni Firenze

[Palazzo Turati, Via Meravigli, 7, 20123 Milano MI](#)

[Via De Tornabuoni, 17, 50123 Firenze FI](#)



LOCATIONS

Why Milan?

Milan is the international **Capital of Fashion, Accessories, Design** and **Beauty** where key players in Luxury converge. It is a trend-setting city, driven in part by the strong concentration of buyers in the area. Students can experience the creative process through Luxury Companies and Showrooms: therefore, **Milan represents an international centre of production and creativity** which is constantly evolving, and which makes real the idea of marketability season after season.



Why Firenze?

In Florence, **art and culture** influence the design of luxury jewelry and accessories, provide an exclusive backdrop for the fashion shows where tomorrow's collections make their debut, and celebrate Italian tailoring traditions and innovation in menswear, addressing a **refined and contemporary audience**.

Students not only study the creation, practice, care, and promotion of art and fashion, but also the new languages of visual, multimedia, and artistic communication, exploring the intersections between digital arts, media, and modern technologies. At the same time, they learn to make the most of the city's **rich variety of materials and textiles**, enhancing them through new concepts of craftsmanship and drawing inspiration from them for the development of future collections.





For whom?

TARGET

This short course is designed for participants willing to **explore fashion brand and collection positioning**, management skills for a fashion business plan, competitor analysis, luxury brand structure and sales capacity.

A STUDY EXPERIENCE

The Short Courses offer the chance to **meet the faculty**, experience Istituto Marangoni **method** and **atmosphere**, and get a first taste of life at the School.

For many students, they serve as a **practical orientation step**, helping them decide more confidently whether to pursue an *Undergraduate* or *Master's course*.

OUTCOMES

Implement marketing and brand strategies for luxury and life-style companies

Understand the critical factors for successfully operate in the fashion industry

Understand the fashion business

Define marketing, understand its relevance within fashion and identify the different elements of the marketing process

Analyse the key stages in formulating marketing strategies and plans



Discover the world of Fashion Business

Week 1

Participants begin with an analysis of economic and social trends: understanding economic and social evolution and how this influences fashion consumption.

The week also includes new markets and how fashion can evolve in them through expansion strategies: new brands, luxury brands and distribution chain stores, as well as style comparison.

Week 2

This week covers an overview of fashion: textiles, clothing, accessories, cosmetics, eyewear and jewelry.

Participants will look at critical factors defining the success of some leading Italian brands such as *Prada*, *Gucci*, *Dolce & Gabbana*, including commercial international distribution chain stores such as *Zara* and *H&M*, and sportswear chain stores for example *Nike*. Product placement via competitor analysis is also explored.

Week 3

The objective of week 3 is to understand and identify the different distribution channels, together with a focus on e-commerce in fashion.

Participants look at key marketing practices including product life cycle, function and definition of price points. Integrated communication investigates key notions in brand identity, brand image and brand equity, licensing and the importance of branding.

Participants use their knowledge gained in the previous weeks, via a vocational learning approach, to work on an individual marketing plan for a chosen designer or collection.



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