

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 School

Fashion Business

for teenagers

DURATION

3 Weeks

HOURS

60

CERTIFICATE

Istituto Marangoni Certificate

Certificate released upon the completion of the short course.

PRICING

Course fee
€ 5900

(with accommodation in families for minor students)

LOCATION

Istituto Marangoni Milano

Palazzo Turati
Via Meravigli, 3, 20123 Milano MI



Why Milan?

LOCATION

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.

FACULTY

Faculty at Istituto Marangoni brings together leading **industry experts** and **seasoned professionals**, offering participants a unique blend of academic excellence and real-world insight.



For whom?

TARGET

The course combines marketing and communication strategies with knowledge of leading lifestyle, streetwear and emerging brands within the fashion system.

It is designed **for teenagers** who are **still in high school** and already **have a strong passion for fashion** or are **curious to learn more** about this fascinating world.

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

Throughout the course, participants will explore the cultural and social significance of these brands, understanding how they shape and reflect youth identity and trends. The course content will also include **interviews** and **lectures** with **young entrepreneurs/designers** who have launched their brands and **in-store observations**.

Understand the segmentation of the luxury fashion industry, distinguishing the different sectors and strategic groups within it.

Understand the marketing and communication strategies of lifestyle, streetwear and emerging brands.

Understand the cultural and social meaning of lifestyle, streetwear and emerging brands.

Understanding how trends are born and what are the main sources of inspiration behind a fashion collection.

Learn how to conduct an in-depth analysis of a brand, including primary research as in-store observation.



Week 1

Understanding the foundations of fashion

The first week introduces participants to the cultural, social, and strategic foundations of the fashion system.

Through subjects such as History of Contemporary Fashion and Sociology of Fashion, students gain insight into how fashion reflects and shapes society.

This is complemented by an introduction to Fashion Marketing and Fashion Promotion, providing an understanding of how brands position themselves and communicate with their audience.

Week 2

Exploring the fashion business ecosystem

In the second week, the focus shifts to the structure and dynamics of the fashion industry. Participants explore different business models, from established fashion companies to lifestyle, streetstyle, and emerging brands.

This comparative analysis helps them understand how brands are organised, how they evolve, and how they respond to changing market demands.

Week 3

From analysis to application

The final week brings together knowledge and practice. Students explore how trends emerge through Fashion Trend Forecasting and engage directly with industry insights through talks with founders of emerging brands.

They then apply their learning to a project, developing observational and analytical skills through in-store research.

The course culminates in the presentation of a final project, where participants showcase their ability to interpret, analyse, and communicate fashion in a structured and professional way.



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