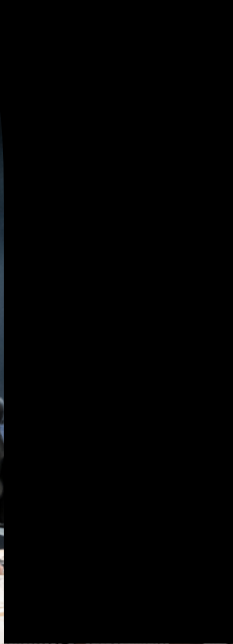


# Short Courses 2026



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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

# Luxury Fashion & Beauty Experience

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DURATION

**3 Weeks**

HOURS

**60**

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CERTIFICATE

**Istituto Marangoni Certificate**

Certificate released upon the completion of the short course.

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PRICING

**Course fee**  
**€ 4300**

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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.



**TARGET**

Designed for **students with no prior background** in the field, the lessons offer a thorough exploration of how these industries are evolving in the digital age.

**Short courses combine learning with cultural discovery.**

Visits and extra-curricular activities are an integral part of the program: each week includes a planned activity.

**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*.

**LUXURY, FASHION AND BEAUTY INDUSTRIES ANALYSIS**

Gain a comprehensive understanding of the synergies among these sectors, including key players, business models, and strategic approaches that define the industry.

**BRAND STORYTELLING**

Learn the art of crafting compelling brand narratives that resonate with consumers and enhance brand identity.

**BRAND EXPERIENCE MANAGEMENT**

Explore strategies for creating memorable and personalized consumer experiences that foster brand loyalty and engagement.

**DIGITAL MARKETING**

Delve into the fundamentals of digital marketing, including social media strategies, influencer collaborations, and content creation to effectively reach and engage with your target audience.

**DIGITAL TRANSFORMATION MANAGEMENT**

Understand the impact of emerging technologies on the luxury, fashion, and beauty industries, and learn how to leverage these tools to drive innovation and sustainability.



# **Step into the captivating world of luxury, fashion, and beauty, and discover the role of emerging technologies in shaping consumer experiences.**

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## **Week 1**

**Our expert Faculty will guide you through the foundational concepts of luxury, ready-to-wear, accessories, fragrances and cosmetics, ensuring you gain a solid understanding of the core principles of these industries.**

You will discover the synergies between luxury, fashion, and beauty, unveiling the key players, business models, and strategic approaches. You will explore the dominance of luxury groups operating in multiple industries, understanding the importance of licensing agreements in expanding brand reach and maintaining exclusivity. You will delve into the dynamics of ready-to-wear, examining key concepts such as fashion cycles, supply chains, and the pivotal role of fashion capitals and fashion weeks.

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## **Week 2**

**The second week will deepen the main sectors of beauty in the premium and luxury segments: fragrances, makeup, skincare, hair care and styling, and wellness.**

You will approach brand storytelling, digital marketing, and consumer experience management. At the end of the week, you will be ready for being assigned to a new challenge: designing a customer experience journey for a brand of your choice in fashion, luxury or beauty.

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## **Week 3**

**You will master consumer experiences by learning how new technologies are transforming global markets, creating new brand narratives and reshaping consumer journeys.**

You will discover how AI is used to analyse consumer data, predict trends, personalize shopping, and reduce waste in production processes. You will deepen the role of data analytics in understanding consumer behaviour and preferences, how blockchain is revolutionizing supply chain transparency and authenticity, and how augmented and virtual reality are creating immersive consumer landscapes. The integration of gaming, fashion, and beauty will be another exciting development, opening up new revenue streams and engaging younger, tech-savvy consumers. Throughout your personal project, you will learn how to design innovative, engaging, and responsible consumer experiences, leveraging technology to succeed in contemporary global markets.

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