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enhancing talent since 1935

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THE BEAUTY OF IMPERFECTION

Fashion, Art, Memories & Imperfections

What makes you unique?

Our memories, emotions and imperfections shape who we are. In a culture obsessed with perfection, the aesthetic of error turns mistakes, irregularities and unfinished details into acts of creative freedom. Imperfection is not failure: it is a way to resist uniformity and express what makes each story unique.

THE BRIEF

Think of a memory that has shaped you. It could be a person, a place, an object, a smell, a photograph, a gesture or even a mistake. How could you transform that memory—and its imperfections—into fashion or art?

Use your personal experiences and emotions to create a moodboard or visual story. Explore how an imperfect detail can become a colour, texture, material, silhouette, styling choice or image. Be personal, experiment and celebrate what feels authentic, spontaneous or unconventional.

You can take inspiration from the references below as a starting point for your project.

MOODBOARD INSPIRATION

- Personal memories: Old photographs, Polaroids, childhood memories and meaningful objects.
- The human touch: Hands, skin, body details, handwriting and personal marks.
- Beauty in imperfection: Irregular features, smudges, blurred images and unexpected details.
- Worn and lived-in: Aged or repaired garments, faded colours and traces of time.
- Craft and texture: Raw fabrics, irregular stitching, frayed edges and handmade details.
- Memory fragments: Out-of-focus photographs, movement, letters, souvenirs and memorabilia.
- Past meets future: Analogue photography combined with digital or AI-generated imagery.

FASHION REFERENCES: THE AESTHETIC OF ERROR

- Miu Miu — The imperfect manicure: Smudged red nail polish becomes a playful statement against perfectionism. Think marks, irregular colour and spontaneity.
- Maison Margiela — Raw edges and deconstruction: Exposed construction, unfinished edges, repairs and distressed surfaces reveal the process and history of a garment.
- Vivienne Westwood and punk — DIY and rebellion: Safety pins, reworked garments, visible interventions and unconventional combinations turn imperfection into identity.
- Smudged make-up and lived-in beauty: Blurred eyeliner, faded colour and spontaneous beauty looks can evoke emotion, movement and memories.

These references are starting points, not looks to copy. Choose a detail, texture or attitude that resonates with your own memory and reinterpret it in a personal way.

YOUR CREATIVE CHALLENGE

What makes this memory meaningful to you? Which imperfection expresses it best? How could you translate it into fashion or art? The aim is not to reproduce a runway look, but to tell your own story through fashion—embracing what is unexpected, imperfect and uniquely yours.

1. Subject

Istituto Marangoni Firenze in partnership with VOGUE Italia, in order to support and foster new talents, has launched a Scholarship contest dedicated to its undergraduate and postgraduate courses in Fashion Design, Fashion Communication & Image, Fashion Business, Fragrances & Cosmetics, Hospitality, and Art.

The new contest created by Istituto Marangoni Firenze with the creative support of Vogue Italia invites young talents to explore the beauty of imperfection.

Istituto Marangoni offers to the best talents the opportunity to benefit from a deduction on the tuition fee (enrollment fee is always due) for the chosen course starting in January 2027 or September 2027 at Istituto Marangoni Firenze, as follows:

- Up to 15.000€ (5.000€ per each year of the course) for Three-year Bachelor's Degree courses
- Up to 5.000€ for Foundation course
- Up to 10.000€ for One-Year courses and Master courses

The deduction can be applied to courses at Undergraduate and Postgraduate level offered by Istituto Marangoni Firenze starting in January 2027 or September 2027 and it is not transferable to subsequent intakes or other Campuses.

In order to participate in the contest, students will have to present the required documents (see section 3) along with the special project, according to the brief indicated above.

2. Criteria of participation

Students may apply for a scholarship for one of the following courses:

COURSES STARTING IN JANUARY 2027
Foundation in Fashion Course**

Three-Year Bachelor's Degree Courses
Fashion Design & Accessories (Womenswear / Menswear)*
Fashion Communication & Image*
Fashion Management & Brand Strategies*
Fashion Product*

Multimedia Arts*

One-Year Courses

Fashion Design**
Shoes & Accessories Design**

Master courses

Master Fashion & Luxury Brand Management***
Master Luxury Accessories Design & Management***

COURSES STARTING IN SEPTEMBER 2027

Foundation in Fashion Course**

Three-Year Bachelor's Degree Courses

Fashion Design & Accessories (Womenswear / Menswear)*
Fashion Communication & Image*
Fashion Management, Digital Communication & Media*
Fashion Management & Brand Strategies*
Fashion Product*
Multimedia Arts*
Arts Curating*

One-Year Courses

Fashion Design**
Shoes & Accessories Design**
Fashion Styling & Multimedia**
Fashion Business & Digital Marketing**
Embroidery & Pattern-Making**
Product Management for Fragrances & Cosmetics**

Master Courses

Master Fashion Design (Womenswear / Menswear)***
Master Fashion Textiles: Knitwear & Leatherwear Design***
Master Luxury Accessories Design & Management***
Master Fashion Styling, Creative Direction & Digital Content***
Master Fashion & Luxury Brand Management***
Master Fashion Buying & Merchandising***
Master Fashion & Luxury Brand Management for Hospitality ***
Master Olfactory Experience Management for the Luxury Industry
Master Creative Digital Media***
Master Art Management**
Master Curating Art & Fashion**

* Participants who comply with the Ministerial requirements and successfully complete these three-year courses will be awarded with a First Level Academic Diploma, equivalent to a Bachelor's Degree. Recognised by MUR (Italian Ministry of University and Research) as an academic diploma equivalent to a university undergraduate level degree, participants will obtain 180 CFA (crediti formativi accademici) equivalent to 180 ECTS credits.
** Students who successfully complete these programmes will be awarded with an Istituto Marangoni certificate.
***Participants who comply with the Ministerial requirements and successfully complete this Master programme will be awarded with a First Level Academic Master Diploma. Recognised by MUR (Italian Ministry of University and Research) as an academic diploma equivalent to a university postgraduate level Master degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

Multiple requests shall not be considered. Participation in the selection is free of charge. No extra costs will be charged other than those deriving from the candidate's internet network connection for accessing the service, which are the responsibility of the user.

Istituto Marangoni assumes no responsibility for events beyond its reasonable control including, without limitation: the access, bar to access, the malfunction and difficulties relating to the technical instruments, the software and the hardware, the transmission and the connection, the data which can bar the candidate from participating in the selection. A mandatory requisite for the participation in this selection is the candidates' explicit consent to the processing of his/her personal data.

3. How to participate

Participants are invited to submit:

- a moodboard or a visual story (also a video)

and

- a written text (max. 500 words) explaining the meaning of your project, the vision behind it, and why you chose it.

For Foundation Course, Three-year Bachelor's Degree Courses, and One-Year Courses, please upload also the following documents in addition to the project file:

- *High School Diploma*: if you haven't graduated from high school yet, you can upload a certificate of enrolment confirming that you are attending your final year or a copy of the Transcript / Scoreboard;
- *Letter of motivation (Personal Statement)*: we suggest you explain why you wish to participate in the initiative and the selected course as well as explaining your personal and aspirational goals (about 100 words);
- *Copy of your ID / Passport*

For Master Courses, in addition to the project file, please upload also the following documents:

- *Copy of University Degree certificate*: if you haven't graduated yet, you can upload a certificate confirming your expected graduation date;
- *Copy of University Transcript*;
- *Letter of motivation (Personal Statement)*: we suggest you explain why you wish to participate in the initiative and the selected course as well as explaining your personal and aspirational goals (about 300 words);
- *Copy of your ID / Passport;*
- *Curriculum Vitae;*
- *1 Reference Letter*;
- *Portfolio* (where requested)*

* Portfolio to be admitted to the following programmes: Master Fashion Design (Womenswear/Menswear), Master Fashion Textiles: Knitwear & Leatherwear Design, Master Luxury Accessories Design & Management, Master Fashion Styling, Creative Direction & Digital Content, Master Creative Digital Media. It is necessary to submit a portfolio of 10-12 drawings, photographs and/or slides. The portfolio must demonstrate your creative abilities and technical skills.

For further information on how to apply, feel free to contact:
admissions.firenze@istitutomarangoni.com

4. Calendar

- Deadline for scholarship applications related to courses starting in January 2027: December 14th, 2026

- Deadline for scholarship applications related to courses starting in September 2027: February 22nd, 2027

5. Jury and evaluation criteria

Projects will be evaluated by a specialized jury composed by Istituto Marangoni admissions team, Faculty Committee and Vogue representatives (hereinafter the "Jury") and will be evaluated on the basis of the following criteria:

- Coherence of objective;
- Level of Innovation;
- Project effectiveness from a functional and aesthetic point of view;
- Overall quality of the project;
- Ability to synthesize information and clarity of the project.

Winners will be selected at the Jury own discretion.

6. Award

Scholarships consist in a deduction on the tuition fee for the selected courses starting in January 2027 or September 2027 as follows (enrollment fee is always due):

- Up to 15.000€ (5.000€ per each year of the course) for Three-year Bachelor's Degree courses
- Up to 5.000€ for Foundation course
- Up to 10.000€ for One-Year courses and Master courses

Please note that the scholarship obtained is valid only for the chosen course and is not transferable to subsequent intakes or other Campuses.

7. Results and publication

At the end of the selection made by the Jury, the winners of the call shall be informed by e-mail or by a phone call.

The selected participant for the scholarship shall confirm his/her interest in the scholarship within 3 working days from the date of the first communication by email. After that period without receiving any communication from the winner, the scholarship shall be considered as expired and shall be reassigned.

The acceptance of the scholarship implies the obligation for the winner to submit the application for the selected course and pay the residual quote of the application and tuition fee.

8. Rights and use of the delivered outputs

The participants (hereinafter the "Participants") agree to transfer to Istituto Marangoni S.r.l., in Milan, Via Meravigli 7 (Tax Number 09447270159) (hereafter "Istituto Marangoni") the right to use the creative projects (hereinafter the "Project") and the products that will be, where applicable, implemented as a consequence of the project; the right to use any output delivered for the participation to the contest for ideas "The Beauty of Imperfection", as well as all the materials connected to the projects and delivered, including the drawing of the Project, the sketches, the samples, the models, the texts and the video and photo materials.

Istituto Marangoni reserves the right to use, publish and exploit the Projects in the form and manner deemed most appropriate: the Participants shall also authorize Istituto Marangoni S.r.l. to use the documents received for promotional purposes and in the manner deemed most appropriate. The Participants, joining the contest for ideas "The Beauty of Imperfection", declare that Istituto Marangoni cannot be subject to any claim resulting from such use. In any case, the participants agree to indemnify and hold Istituto Marangoni and its successors harmless from any liability toward third parties.

9. Declarations and warranties

The Participant declares and guarantees:

(i) to be the author of the Project, to own and to be fully, legitimately and autonomously entitled to

grant, without limitation, all the rights granted herein, including but not limited to intellectual property rights anyhow related to the Project;

(ii) that the Project is original and shall not, directly or indirectly, infringe any third parties' right, including copyrights and intellectual property rights;

(iii) that the Project shall not contain any obscene, violent, defamatory, blaspheme, upsetting elements and that the it shall not infringe any third party personal and patrimonial right (including moral rights, image rights, honor and/or reputation and/or confidentiality rights, copyrights, data protection, publishing and/or others rights) or any applicable law;

(iv)In the event the Project contains elements and/or parts from third parties works, the Participant guarantee to have obtained in advance and/or to obtain all necessary consents, releases and/or authorizations, as well as all usage rights of the Project granted herein;

(v) that there are no rights or agreement with any third party which shall interfere with the rights granted herein and with the full and free usage and arrangement of the Project by Istituto Marangoni and its successors.

In any case, the Participant undertakes to indemnify and hold Istituto Marangoni and its successors harmless with respect to every demand, claim, contestation or request, whether made or brought before the courts or otherwise, by third parties related to the Project and/or to the rights granted pursuant the article 8 and/or that are inconsistent with the representations, warranties and obligations that the Participant has provided herein or by law and/or may interfere with the full and free exploitation by Istituto Marangoni and its successors of the rights granted herein.

10. Information on the treatment of personal data

Personal data collected as a result of the participation to the call will be used for the following purposes: execution of the operations of the call and for the thereto related purposes: the processing of personal data will be executed using manual, electronic and telematics tools closely related to the purposes for which they were provided; they could be disseminated through websites and social networks connected to the Istituto Marangoni S.r.l. In case of refusal to provide the data requested for the call participation the application form will be rejected and the potential participant excluded. In case of refusal to provide the data, as indicated, in order to transfer the advertising material, there will be no consequences. Personal data collected as a result of the call participation will be registered in the Istituto Marangoni database, holder of the treatment;

People to whom the data collected as a result of the participation to the call refer to are considered the holders, pursuant to article 7 of the Legislative Decree 196/2003, of the related rights, among them, the confirmation of the existence of their personal data and their provision in an intelligible form, the cancellation, the transformation into anonymous form or blocking of data processed unlawfully, as well as the updating, rectification, integration and to oppose the treatment for any legitimate reason. By participating in the call, the participants give their consent to the aforementioned treatment of data.

11. Consent to the use of personal data

The participants authorize the Istituto Marangoni S.r.l. to use their personal data and their image, as

well as to take videos, photos, registrations and to consign their image through third parties and with any tools, video, photo and television and the activity related to the call. They grant Istituto Marangoni S.r.l. the right to use the said “material” in the context of the publishing products directed by the Istituto Marangoni S.r.l. and in the context of the institutional website and social networks.

12. Applicable law and jurisdiction

The Italian law will govern the call and the relations between the participants. Any dispute that may arise between the promoters and the participants will be of exclusive jurisdiction of the Court of Milan.

13. Exemption from the ministerial validation

Pursuant to the article 6, D.P.R. 430, dated 26/10/2001, this call is not a prize competition or lottery: as a result, no ministerial authorization is needed.

Istituto Marangoni
Via Meravigli, 7 · 20123 Milano · Italy · t +39 (0)2 7631 6680 · f +39 (0)2 7600 9658 · milano@istitutomarangoni.com
Istituto Marangoni srl · Capitale Sociale € 120.000,00 · iscr. rea 1298170 · iscr. reg. imprese di milano e C.F. 09447270159 P.Iva. 10542860969