

Istituto Marangoni Filson Scholarship Contest

Terms & Conditions

1. Subject

We are launching a brand new scholarship contest in collaboration with Filson aimed at supporting and enhancing your unique talent in Fashion. You have the incredible opportunity to choose a project brief for the undergraduate or postgraduate programme you are applying to, which will showcase your best talent. Your work will be reviewed by a panel of Fashion Industry experts, enabling you to secure your future place at Istituto Marangoni London.

We invite you to participate by completing your chosen brief below and following the guidelines for the chance to receive up to **50% deduction** and up to **30%** off your tuition fee for Undergraduate and Postgraduate programmes.

The scholarship is applicable to the following programmes at Istituto Marangoni London, starting in September 2026:

- BA (Hons) Fashion Design
- BA (Hons) Fashion Design & Marketing (Pathway)
- BA (Hons) Design & Accessories (Pathway)
- BA (Hons) Fashion Business
- BA (Hons) Fashion Business & Buying (Pathway)
- BA (Hons) Fashion Communication & Image

2. Project Brief

Filson tells the story of exploration, resilience, and craftsmanship. Established in 1897, the brand was built to serve those who ventured into the unknown—and it continues to do so today. From city streets to remote landscapes, Filson's apparel is made for people who demand durability, authenticity, and character in everything they wear.

In recent years, **streetwear has evolved beyond trend-led fashion** into a cultural language—one rooted in utility, identity, craftsmanship, and community. This assignment invites you to explore how Filson's legacy of rugged functionality can be reinterpreted through a contemporary streetwear lens, creating designs that feel both timeless and culturally relevant.

For the following programmes:

- BA (Hons) Fashion Design
- BA (Hons) Fashion Design & Marketing (Pathway)
- BA (Hons) Design & Accessories (Pathway)

You are required to design a capsule collection for Filson that reimagines the brand's core values through Utility and Streetwear Innovation.

Your collection should demonstrate a clear understanding of:

- Filson's heritage, materials, and construction principles
- The evolution of streetwear as a cultural and functional movement
- How utility can be elevated into modern, wearable design

You should take a creative and forward-thinking approach to defining a concept and design a capsule collection that addresses your chosen area of focus.

Submit a digital portfolio including the following:

- A clearly articulated concept or theme
- Research visuals that demonstrate your inspiration and thought process
- Design development through sketches, illustrations, or digital renderings
- A final capsule collection of 6 menswear looks

The portfolio can be up to a maximum of 20 pages and submitted in pdf format.

Submissions will be evaluated based on:

- Creativity and originality of concept
- Understanding of contemporary menswear design
- Execution of tailoring and craftsmanship
- Cultural awareness and relevance
- Quality of research and presentation

For the following programmes:

- BA (Hons) Fashion Communication & Image

This project invites you to develop a creative editorial pitch that demonstrates a strong understanding of Filson's fashion storytelling, values, and visual language.

Filson's narrative has always been rooted in authenticity, functionality, and lived experience—from outfitting prospectors and outdoorsmen to equipping contemporary explorers navigating both urban and natural environments. Your task is to translate this heritage into a contemporary editorial concept that feels culturally relevant, visually compelling, and true to the brand.

You are asked to propose an editorial submission for a platform of your choice (print or digital), using fashion narrative as your primary storytelling tool.

Create a portfolio developing a creative editorial pitch, highlighting a proper understanding of Filson's fashion storytelling and developed over:

- 6 (minimum) to 10 (maximum) slides in PDF Format

and including a minimum of

- 3 moodboards
- 1 written rationale explaining the pitch in no more than 5 lines,
- 1 atmosphere (Visual)
- 1 technical - Styling

You are welcome to use any kind of visual media (still/moving image, 3D, XR, , mixed media, illustration, collage...) and develop any kind of theme into a contemporary visual outcome, using fashion narrative as language of election.

For the following programmes:

- BA (Hons) Fashion Business

- BA (Hons) Fashion Business & Buying (Pathway)

Project brief: marketing strategy for Filson
developing an integrated online & offline marketing strategy

Objective:

The aim of this project is to craft a marketing strategy that combines both online and offline approaches. You will develop a campaign that effectively reaches Filson's target audience through digital and traditional marketing channels.

A. Analysis

1. market research:

- identify the target audience
- analyze competitors
- determine key market trends

B. Campaign development

1. offline marketing strategy:

- print media (posters, flyers, brochures)
- events, sponsorships, or activations
- word-of-mouth and networking tactics

• online marketing strategy:

- social media campaigns (facebook, instagram, etc.)
- paid advertising (google ads, facebook ads)
- email marketing and influencer collaborations

• execution plan

- develop a step-by-step execution plan for 6 months

• expected outcomes:

- define success metrics (e.g., engagement rates, conversions, footfall in stores)

Deliverables:

- marketing plan document: a detailed report covering all aspects

3. How to participate

Participation in the Initiative is free: each candidate can submit only one application by uploading the required documents on the Scholarship platform.

For further information on how to apply, please contact: admissions.london@istitutomarangoni.com

Candidates will receive a confirmation email for the application submitted.

If you do not receive a confirmation email, please contact the above email address no later than 24 hours after submission of the application.

To participate in the Initiative, applicants are requested to upload a list of documents, according to their course of interest, in addition to the project itself.

Whether candidates have more than 1 file per the type of document, a compressed file (.zip or .rar) can be uploaded.

Maximum file size per upload is set to 2 MB.

Maximum size allowed for the upload of the Special Project is 10MB.

BA Programmes (UG)

Participants who wish to apply for a bachelor's degree are requested to upload in a single .zip or .rar folder:

- Signed personal statement
- Project (go to 2. *Project Brief*)
- 80 UCAS points or minimum marks in one of the following most common qualifications:
 - GCE with two A level at grade BB

- BTEC National Extended Diploma with MMP
- Foundation Diploma with Pass
- Access to Higher Education Diploma with Pass Overall
- International Baccalaureate with 24 IB total points
- Scottish Qualification with three Higher at grade B
- Irish Leaving Certificate with four Higher at grade 4
- American High School Diploma with GPA 2.5 plus

SAT score of 1200 in total or

ACT score of 25 or

Two AP at grade 4 or

Completed 1st year of University/Junior College

• I/GCSE with 4/C in English or equivalent. Applicants are required to provide proof of their English language ability. The English test score should be at least B2 on the CEFR level (e.g. IELTS Academic 6.0 overall, no less than 5.5 for each element)

The normal minimum age for entry shall be 18 years.

The Admissions team may accept other qualifications as are deemed to be acceptable in lieu of the specified in this document, we may use UK ENIC and UCAS calculator for the evaluation.

4. Timeline and Deadlines

- **20th January 2026** > Launch of the scholarship
- **6th March 2026** > Deadline to submit applications
- **Starting from 16th March 2026** > Winner's announcement

5. Jury and evaluation criteria

Projects will be evaluated by a specialised jury (hereby called the “Jury”) and ranked on the basis of the following criteria:

- Coherence of objective;
- Level of Innovation;
- Project feasibility and aesthetic approach;
- Overall quality;
- Ability to synthesise information and clarity of the project.

The Jury is composed of renowned Italian and international fashion professionals, Media Partners as well as Istituto Marangoni representatives.

One winner will be chosen at the incontestable discretion of the Jury.

6. Award

A maximum of 2 scholarships 1 per programme pathway consisting of a 50% deduction and additional 1 scholarship up to 30% reduction on the tuition fee (enrolment fee is always due) valid for one of the programmes offered by Istituto Marangoni London for the September 2026 intake.

For participants applying to a BA (Hons) course: the deduction of tuition fee is applied per year of the three-year course.

At the sole discretion of Istituto Marangoni, economic facilitations may also be granted for enrolment in courses starting in September 2026 to participants in the Initiative who are not winners, but who have developed projects worthy of interest for the same.

7. Results and publication

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

The selected participant for the scholarship shall confirm his/her interest in the scholarship within 10 (ten) days from the date of the first communication by email. After that period has elapsed 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 file an application for the selected course and pay the residual quote of the tuition fee.

8. Rights and use of the delivered outputs

The participants (hereinafter the "Participants") agree to transfer free of charge to Istituto Marangoni and its successors the right to use the special projects (hereinafter the "Projects" or, in the singular, "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 Initiative for ideas 'Innovating Local Heritage Craft In Fashion', 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 tests 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: Participants also authorise Istituto Marangoni to use the documents received for promotional purposes and in the manner deemed most appropriate. The Participants, joining the Initiative for ideas 'Innovating Local Heritage Craft In Fashion' declare that Istituto Marangoni and its successors 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

Each 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, blasphemy, upsetting elements and that 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; 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;
- (iv) 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 notice on personal data processing

Personal data ("Data") collected in relation to participation in the Initiative will be registered in the database of Istituto Marangoni, controller of the treatment ("Data Controller"), pursuant to of the General European Data Protection Regulation (Regulation (EU) 2016/679 of the European Parliament and of the Council, of 27 April 2016 and related implementing legislation (hereinafter, jointly, the "Regulation").

Data of the Participants collected in relation to the their participation in the Initiative will be processed by Data Controller for the following purposes:

- (i) to enable Participants to submit their application and, if necessary, to subsequently provide further information useful and/or necessary for the assessment of their application;
- (ii) for purposes related with and instrumental to the process of evaluating, reviewing and selecting of the validly submitted applications;
- (iii) for the management of the participation in the Initiative, including sending requests for integration of the application, information materials, updates, communications and/or changes to the programme related to the Initiative itself; as well as for deciding and announcing winners;
- (iv) to fulfil any obligation provided for by laws, regulations, Community rules, orders, prescriptions and/or requests made by the Judicial Authority or by any person authorised to do so under legal provisions and secondary legislation;
- (v) to exercise the rights and protect the legitimate interests of the Data Controller, such as the right the right to legal defence.

The processing of the Data for the purposes indicated in points (i), (ii) and (iii) above shall be carried out by Data Controller for the purpose of execute Participants' application, for the assessment and possible selection of the projects and - in the event of effective selection and confirmation - for announcing and proclaiming the winners and therefore does not require Participants' express consent (pursuant to article 6.1 letter (b) of the Regulations). For such uses, the release of the data requested by Istituto Marangoni is indispensable and, therefore, failure to provide such Data will prevent Participants' application from being examined and, consequently, their participation in the Initiative (pursuant to article 6.1, letter (b) of the GDPR).

Data processing for the purposes specified in points (iv) and (v) above is carried out to fulfil legal obligations, and therefore does not require Participants' express consent (pursuant to article 6.1, letter (c) of the GDPR).

Participants' Data shall be processed by means of manual, computer and electronic tools, in any case able to guarantee the security thereof and to avoid unauthorised access to the Data.

Participants' Data and projects shall be communicated by Istituto Marangoni to third parties for the purposes of selecting and evaluating Projects within the scope of the Initiative. The release of Data for this purpose is necessary to participate in the Initiative.

Pursuant to the Regulation, those whose Data are collected as a result of the participation in the Initiative are entitled to: a) obtain information on the existence of the data and the purpose for which the Data is processed, the storage period and the persons to whom the Data is disclosed; b) obtain disclosure of the Data in a format in common use, readable by any automatic, interoperable device; c) object to some or all of the processing; d) obtain the update, correction, integration, limitation, deletion, blocking or transformation of the Data to an anonymous form. Istituto Marangoni also remind that Participants are entitled to contact the Data Protection Authority (Piazza di Monte Citorio, 121 – 00186 Rome RM) to assert Participants' rights regarding the processing of the Data.

Participants may exercise the rights set forth above by means of a written request to be sent to the Data Protection Officer (so called DPO) Frareg S.r.l. - Viale Jenner 38, 20159 Milano MI – Italy, appointed by Data Controller, on email address dpo@frareg.com who has been appointed by the Data Controller.

11. Use of personal data

Participants authorise Istituto Marangoni to use their Data and images, as well as to realise and acquire videos, photos, registrations and to consign their image through third parties and by any means and activity related to the Initiative within six months starting from the expiry of the Initiative.

. They grant to Istituto Marangoni the right of use the said "material" in the context of the publishing products under the direction of Istituto Marangoni and in the context of the institutional website and social networks of Istituto Marangoni and its successors.

12. Applicable law and jurisdiction

The Italian law will govern the Initiative 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 (Italy).

13. Exemption from the ministerial validation

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