

ISTITUTO MARANGONI RIYADH

SPECIAL TALENT CONTEST in partnership with HIA MAGAZINE · May 2025

Terms & Conditions

1. Subject

Istituto Marangoni will open in August 2025 its new Higher Training Institute in the city of Riyadh, Saudi Arabia, in a project partnered with the Ministry of Culture's Fashion Commission.

As the first global institute specializing in fashion to open its doors in the Kingdom, Istituto Marangoni Riyadh has the aim to prepare students for the job market, in line with Saudi Vision 2030.

Istituto Marangoni Higher Training Institute in Saudi Arabia, strategically located in Riyadh, aims to cater to offer an array of specialized programs, blending KSA heritage, inclusive education and technical skills to foster creativity and empower future fashion industry leaders, under the accreditation of Technical and Vocational Training Corporation (TVTC), the government agency concerned with technical and vocational training in the Kingdom of Saudi Arabia.

This initiative launched in partnership with HIA Magazine offers to students the opportunity to win a scholarship to partially cover the 3-year undergraduate Advanced Training Diploma programmes, One-year Qualifying programmes and Professional programmes at Istituto Marangoni Riyadh.

Scholarships are intended as a deduction on the Tuition Fees (Enrolment Fee is always due).

Young trainees can apply for a scholarship in one of the following courses:

ADVANCED TRAINING DIPLOMA

- Fashion Design & Accessories
- Fashion Communication & Image
- Fashion Management, Digital Communication & Media
- Fashion Product
- Fragrances & Cosmetics Management

ONE-YEAR QUALIFYING PROGRAMMES

- Luxury Fashion Business and Marketing
- Management and Marketing for Fragrances & Cosmetics

PROFESSIONAL PROGRAMMES

- Retail Management, Buying & Visual Merchandising
- Digital Design for Fashion
- Advanced Pattern Cutting & Draping

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a Limited Liability Company (Single Shareholder) incorporated and registered in the Kingdom of Saudi Arabia.
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2. Project Brief

In order to participate in the initiative, candidates are required to produce a special project. Participants should develop their projects by taking an imaginative, problem-solving approach.

Please choose one of the following briefs for your project – based on your Study Area of interest:

ADVANCED TRAINING DIPLOMA

Project presentation: the document should include both iconographic/visual research (images) and written text (comments). It must contain a cover and a minimum of 5 slides. The presentation should be submitted as a PDF file. Please note that the text will be checked through Turnitin, a plagiarism detection software. Texts copied from the internet or generated by artificial intelligence will be automatically excluded.

- Advanced Training Diploma in Fashion Design & Accessories**
 The presentation should focus on the style (shape/structure of the garments, tailoring techniques, color palette, materials, etc.) of a luxury fashion brand (either international or local)
- Advanced Training Diploma in Fashion Communication & Image**
 The presentation should focus on the communication (message, tone of voice, use of media, images/visual language, celebrity and influencer endorsements, storytelling etc.) of a luxury brand (either international or local).
- Advanced Training Diploma in Fashion Management, Digital Communication & Media**
 The presentation should focus on the image (identity, values, heritage, visual language, use of media, tone of voice, customer experience etc.) of a luxury brand (either international or local).
- Advanced Training Diploma in Fashion Product**
 The presentation should focus on iconic luxury products (such as the Hermès Birkin bag, Margiela Tabi shoes, the Cartier Love bracelet, the Chanel 2.55 bag) analyzing the design (colors, shape, materials etc.), the values and the cultural symbolism/meaning.
- Advanced Training Diploma in Fragrances & Cosmetics Management**
 The presentation should focus on a luxury cosmetics or fragrance brand (either international or local) analyzing the product (offer, packaging design, olfactory or sensory signature etc.) and the communication (message, tone of voice, use of media, visual language, celebrity and influencer endorsements etc.).

ONE-YEAR QUALIFYING PROGRAMMES

Presentation: the document should include both iconographic/visual research (images) and written text (comments). It must contain a cover and a minimum of 5 slides. The presentation should be submitted as a PDF file. Please note that the text will be checked through Turnitin, a plagiarism detection software. Texts copied from the internet or generated by artificial intelligence will be automatically excluded.

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- **Luxury Fashion Business & Marketing**

The presentation should focus on the image (identity, values, heritage, visual language, use of media, tone of voice, customer experience etc.) of a luxury brand (either international or local).

- **Management & Marketing for Fragrances and Cosmetics**

The presentation should focus on a luxury cosmetics or fragrance brand (either international or local), analyzing the product (offer, packaging design, olfactory or sensory signature etc.) and the communication (message, tone of voice, use of media, visual language, celebrity and influencer endorsements etc.).

PROFESSIONAL PROGRAMMES

Presentation: the document should include both iconographic/visual research (images) and written text (comments). It must contain a cover and a minimum of 5 slides. The presentation should be submitted as a PDF file. Please note that the text will be checked through Turnitin, a plagiarism detection software. Texts copied from the internet or generated by artificial intelligence will be automatically excluded.

- **Retail Management, Buying & Visual Merchandising**

The presentation should focus on a multibrand store (location, range of products offered, selection of brands, overall store layout, shop windows, customer experience, in store events etc.) located in KSA (e.g. Avanti, Blank Boutique, Rubaiyat).

- **Digital Design for Fashion**

The presentation should focus on a case study of fashion innovation in the metaverse (e.g. Balenciaga and Fortnite, Dolce & Gabbana at Metaverse Fashion Week, Nike and Nikeland), analyzing the experience created (virtual environment, user interaction, emotional and sensory engagement etc.) and the overall impact on the brand image.

- **Advanced Pattern Cutting & Draping**

The presentation should focus on the style (shape/structure of the garments, tailoring techniques, color palette, materials, etc.) of a luxury fashion brand (either international or local)

3. How to participate

Participation in the initiative is free: each candidate can submit only one application by uploading the required documents on the dedicated Scholarship platform. Multiple requests shall not be considered.

Candidates are required to meet specific entry requirements and to submit the following documents to apply for the Scholarship:

ADVANCED TRAINING DIPLOMA

- Signed Personal Statement in English, outlining the applicant's interest and motivation to attend the course

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- Copy of the most recent academic certificate (High School Diploma) or its equivalent, translated into English (in case high school final year is not completed yet, a certificate of attendance or transcript of the current final year can be submitted)
- Special Project: please refer to the above section **2. Project Brief** for all detailed information
- CV/resume outlining the applicant's educational background and professional experience (when applicable)
- Language level proficiency: students are required to prove a language proficiency of at least level B1 CEFR (or equivalent) of Common European Framework of Reference with specific requirements (e.g. IELTS 4.5 without elements below 4.0)*
- Copy of Saudi ID/passport for international students

**Candidate students who would like to apply for Advanced Training Diploma programmes will need to present a certificate of English language proficiency, obtained no earlier than 2 years before the start of the chosen programme. In particular, students are required to prove a language proficiency of at least level B1 CEFR (or equivalent) of Common European Framework of Reference with specific requirements (e.g. IELTS 4.5 without elements below 4.0).*

Applicants interested in applying to Istituto Marangoni Riyadh Advanced Training Diploma scholarship should be at least 17 years old upon graduation.

ONE-YEAR QUALIFYING PROGRAMMES

- Signed Personal Statement in English, outlining the applicant's interest and motivation to attend the course
- Copy of the most recent academic certificate (High School Diploma) or its equivalent, translated into English (in case high school final year is not completed yet, a certificate of attendance or transcript of the current final year can be submitted)
- Special Project: please refer to the above section **2. Project Brief** for all detailed information
- CV/resume outlining the applicant's educational background and professional experience (when applicable)
- Language level proficiency: students are required to prove a language proficiency of at least level B1 CEFR (or equivalent) of Common European Framework of Reference with specific requirements (e.g. IELTS 4.5 without elements below 4.0)*
- Copy of Saudi ID/passport for international students

PROFESSIONAL PROGRAMMES

- Signed Personal Statement in English, outlining the applicant's interest and motivation to attend the course
- Educational Credential: copy of the latest academic title obtained
- Special Project: please refer to the above section **2. Project Brief** for all detailed information
- CV/resume outlining the applicant's educational background and professional experience (when applicable)
- Copy of Saudi ID/passport for international students

It is envisaged to have a minimum language knowledge equal to Level B1 of CEFR.

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If candidates have more than 1 file per the type of document, compressed file (.zip or .rar) can be uploaded. Maximum file size per upload is set to 2 MB for the documents, and 10 MB for the Project.

All accompanying texts and documents submitted shall be in English. Content in any other language will not be made visible. Istituto Marangoni reserves the right to exclude from participation candidates who submit materials which do not comply with the Regulation.

Istituto Marangoni offers a specialized consulting service for those who wish to get further details about application process and English certificates that can be accepted.

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

Candidates will receive a confirmation e-mail 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.

4. Timeline and Deadlines

- 15th May, 2025 > Launch of the scholarship campaign.
- 12th June, 2025 > deadline to submit applications.
- by 29th June 2025 > Communication of victory to selected participants.

5. Committee and evaluation criteria

The Scholarship Committee will select the winners based on the materials provided by the candidates. To evaluate the applications, the following criteria will be taken into account:

- Coherence of the Project with the chosen Diploma;
- Level of innovation;
- Project effectiveness from a functional and aesthetic and/or business-related point of view;
- Overall quality of the project;
- Ability to synthesize information and clarity of the project.

Candidatures for the scholarships delivered by Istituto Marangoni Riyadh will be evaluated by a specialized Committee composed by both Istituto Marangoni, HIA and Fashion Commission representatives and Ingie Chalhoub.

Winners will be selected at the Committee's own discretion.

6. Awards

For 3-year Advanced Training Diploma programmes:

- 1 scholarship consisting of a 50% deduction on the first year for the winner of the talent contest (enrolment fee is always due)
- 15 scholarships up to 22.500 SAR on the tuition fee (enrolment fee is always due)

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For One-year Qualifying programmes:

- 1 scholarship consisting of a 50% deduction for the winner of the talent contest (enrolment fee is always due)
- 8 scholarships up to 20.500 SAR on the tuition fee (enrolment fee is always due)

For Professional Programmes:

- 1 scholarship consisting of a 50% deduction for the winner of the talent contest (enrolment fee is always due)
- 10 scholarships up to 12.000 SAR on the tuition fee (enrolment fee is always due)

7. Results and publication

At the end of the selection made by the Committee, the winners 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 (three) working days from the date of the first communication. 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 partial scholarship implies the obligation for the winner to submit the 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 ‘Bridging Cultural Heritage and Innovation 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 authorize Istituto Marangoni to use the documents received for promotional purposes and in the manner deemed most appropriate. The Participants, joining the Initiative for ideas ‘Bridging Cultural Heritage and Innovation 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;

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(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 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.

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