

Scholarship Award for the Undergraduate Three-Year Course in Art Direction for Beauty & Fashion

Istituto Marangoni invites talented and motivated young creatives to apply for a Scholarship Award to enroll in the **Undergraduate Three-Year Course in Art Direction for Beauty & Fashion**.

This scholarship opportunity is addressed to candidates who wish to develop a contemporary creative profile at the intersection of **fashion imagery, beauty culture, hairstyling, makeup art, visual storytelling, styling, and art direction**. The course is designed for students who aim to build a professional future in the creative industries, working across editorial, commercial, digital, and experiential contexts connected to fashion and beauty.

The Partnership

A key strength of the Three-Year course lies in its **unique partnership model**, bringing together **Istituto Marangoni, L'Oréal Professionnel, L'Oréal Luxe**, and the mentorship of **Rossano Ferretti**. This collaboration creates a highly distinctive learning environment where academic insight, industry expertise, and premium creative practice converge.

Students benefit from direct exposure to professional standards in hair and make-up, gaining an advanced understanding of beauty as both a technical discipline and a cultural, visual, and strategic language. Through this integrated approach, they explore areas such as product innovation, brand identity, and storytelling within the luxury beauty sector.

The mentorship of **Rossano Ferretti** further elevates the programme, offering an authoritative industry perspective rooted in excellence, craftsmanship, and personalized luxury experience.

Together, **these collaborations transform the course into a dynamic ecosystem that bridges education and Industry, preparing students to enter the global beauty and luxury landscape with a strong, contemporary, and professionally aligned profile.**

Course Overview

The Undergraduate Three-Year Course in **Art Direction for Beauty & Fashion** offers a multidisciplinary educational path that combines visual culture, beauty aesthetics, fashion styling, image-making, creative research, communication strategies, and project development. Students will be encouraged to explore the role of beauty and fashion as powerful languages of identity, transformation, cultural expression, and contemporary visual communication.

Through theoretical learning, creative workshops, visual research, and applied projects, students will develop the ability to conceive, direct, and communicate beauty and fashion concepts across different media and professional formats, including editorial images, campaigns, lookbooks, digital content, visual narratives, immersive experiences, and brand-oriented projects.

Eligible Applicants

The Scholarship Award is open to applicants from different educational and creative backgrounds, including:

- **High school graduates from general education pathways, including students with a background or strong interest in art, science, humanities, business, management, or communication.**
- **Graduates from K12 Hairstyle and Makeup Art high schools, with a specific focus on hairstyling, makeup, beauty practice, image creation, or applied artistic disciplines.**
- **Young hairstylists and makeup artists who have completed a one-year professional school, and who wish to expand their technical skills into a broader creative, visual, and art-directional perspective.**

Applicants should demonstrate curiosity, visual sensitivity, creative potential, and a strong interest in the relationship between beauty, fashion, image-making, and contemporary culture.

Scholarship Objective

The scholarship aims to support emerging creative talents who show the potential to become innovative professionals in the field of beauty and fashion art direction. The award is intended for candidates capable of expressing a personal vision through visual research, styling, hairstyling, makeup experimentation, image composition, and/or creative storytelling.

The selection committee will evaluate not only technical skills, but also the candidate's creative attitude, originality, cultural curiosity, visual awareness, and motivation to undertake a three-year academic journey.

Award

This scholarship Award includes:

5 scholarships valued at €5,000 per year for three academic years (each year, the student will receive a €5,000 deduction on tuition fees).

Following the award of the main winners, additional participants may be granted a *lower scholarship amount* based on the Jury's selection.

Note: The deduction can be applied to the **Undergraduate Three-Year Course in Art Direction for Beauty & Fashion** starting in September 2026 at the Milano school and cannot be transferred to subsequent intakes.

Kindly note that the enrolment fee is required for every academic year.

Deadline

July 17th 2026.

Submission Requirements

Applicants are required to submit the following materials:

1. Visual Portfolio in Styling & Beauty

The portfolio should present the applicant's creative identity, aesthetic sensibility, and visual research interests. It may include one or more of the following elements:

Moodboards of research

Applicants should include visual research boards that communicate inspirations, references, colours, textures, beauty concepts, fashion atmospheres, cultural themes, or creative directions.

Photoshooting project — optional

Applicants may include original photoshooting projects, editorial experiments, fashion or beauty images, styling exercises, visual narratives, or collaborative image-making projects.

Hairstyle portfolio — optional

Applicants with a hairstyling background may submit documentation of hairstyle projects, hair

design experiments, colour studies, technical work, creative looks, or photographic documentation of their practice.

Makeup art portfolio – optional

Applicants with a makeup background may submit beauty looks, makeup experiments, face charts, artistic makeup proposals, editorial makeup concepts, or photographic documentation of their work.

The portfolio does not need to be fully professional. It should demonstrate the applicant's potential, creativity, visual culture, and willingness to experiment.

2. Personal Statement Letter – 500 Words

Applicants must submit a personal statement of approximately 500 words explaining:

Their motivation for applying to the scholarship;
Their interest in Art Direction for Beauty & Fashion;
Their educational or creative background;
Their personal vision of beauty, fashion, and image-making;
Their future aspirations within the creative industries.

The letter should be personal, sincere, and well-structured. It should help the selection committee understand the candidate's ambitions, creative personality, and reasons for choosing this academic pathway.

Besides the documents above, applicants should include the following:

- passport scan
- high school diploma
- english language certificate

How to apply

To submit the application, candidates will need to:

- Go the dedicated web page (<https://www.istitutomarangoni.com/en/admission/scholarships>)
- Fill out all fields with their personal data;
- Select the school/programme they wish to apply for;
- Submit all the required documents;
- Read and accept the privacy terms and conditions;
- Click on submit.

Candidates will receive a confirmation e-mail for the application submitted.

Applications are evaluated on a rolling basis.

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.

Evaluation Criteria

Applications will be assessed according to the following criteria:

- Creative potential and originality;
- Quality and coherence of the visual portfolio;
- Strength of visual research and moodboard development;
- Interest in beauty, fashion, styling, hairstyling, makeup, or image-making;
- Motivation and clarity of the personal statement;
- Potential for academic growth within a three-year undergraduate programme;
- Ability to communicate a personal aesthetic direction.

Selection and Assignment Criteria

The Istituto Marangoni Scholarship Committee will select the winners based on the materials provided by the candidate. Materials submitted may not contain images and/or contents which are or could be considered offensive, illegal and/or immoral, nor sexually suggestive materials which promote, also potentially, offensive, profane, violent, obscene, or hate speech based upon the race and/or sex of an individual or group.

The rights of use for iconographic materials are considered property of the Candidate. All accompanying texts and documents submitted shall be written 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.

Application Format

Applicants should submit their materials in digital format. The visual portfolio may be presented as a PDF document containing images, moodboards, photographs, sketches, visual references, and short explanatory captions where relevant.

The personal statement should be submitted as a separate written document or included at the beginning of the portfolio file.

Final Invitation

This Scholarship Award represents an opportunity for young creatives to transform their passion for beauty and fashion into a structured academic and professional journey. Candidates from both general education and specialised beauty-related backgrounds are encouraged to apply, especially those who wish to expand their creative practice beyond technique and move toward a broader vision of art direction, visual communication, and contemporary image culture.

Terms of Assignment and Acceptance

Please note that all applications received will be evaluated on a rolling basis.

Awarded candidates will be asked to confirm the acceptance of the offered deduction within 3 working days and to pay the due enrolment fee within 5 working days from the acceptance day. Lacking feedback and the payment of the enrolment fee from the applicant's side, the awarded candidate will be removed from the list of recipients and a place shall not be guaranteed after this time. By accepting the deduction and enrolling into an Istituto Marangoni programme, the candidate implicitly accepts to become an Istituto Marangoni Scholarship testimonial for the following Campaigns, where requested.

The regular attendance of the course as well as the maximum commitment on the part of the deduction recipient will be a binding requisite to obtain the final certificate.

The possible decision on the part of the participant to postpone their participation to the Course will automatically lead to the cancellation of the deduction assigned.

Property rights

The candidate assures that all intellectual property rights used in the material provided are owned by the candidate or the candidate has a consent to use materials, texts or images of third parties.

The candidate will keep Istituto Marangoni exempt, without limitation, from any claim, liability, costs, expenses, damages, injuries, direct and indirect losses, loss of business, that may raise to Istituto Marangoni as a consequence of direct or indirect use of third-party materials, texts or images.

Candidates agree to allow Istituto Marangoni to use, severally or jointly, texts and images of their own dream; property rights of all images and texts shall be exclusively and definitively transferred to Istituto Marangoni, free of charge and without time limitation.