

ISTITUTO MARANGONI TALENT CONTEST IN PARTNERSHIP WITH ALTAGAMMA · OCTOBER 2026 INTAKE AND FEBRUARY 2027 INTAKE

LUXURY & AI: ARTIGIANAL INTELLIGENCE - CREATIVE SOPHISTICATION

What is the best way to understand the future of luxury?

By looking beyond seasonal trends, and exploring the insights that reveal how consumer behaviours, technologies, values, and expectations are reshaping the industry. Because the future of luxury is being shaped by changing consumer behaviours, digital innovation, artificial intelligence, sustainability, and the growing importance of experiences over products.

Who has been defining the conversation around luxury excellence in Italy for more than three decades?

Fondazione Altagamma.

Founded in 1992, Fondazione Altagamma is the leading association of Italy's high-end cultural and creative industries, bringing together the brands and companies that define the excellence of Made in Italy around the world. Through its commitment to promoting creativity, craftsmanship, innovation, and cultural value, Altagamma has become one of the most influential voices in the global luxury sector.

Its longstanding collaboration with Bain & Company has resulted in some of the most respected analyses of the global luxury market, identifying the forces driving the industry's evolution (from changing consumer behaviours and emerging technologies to new definitions of value, experience, and contemporary luxury).

For students aspiring to build a career in luxury, fashion, design, hospitality, or brand management, the message is clear: the industry is entering a new era shaped by innovation, experience-driven business models, and a rapidly evolving global audience.

What better way to begin a career in luxury than with the support of those who help define its future?

Through this scholarship initiative, Istituto Marangoni and Fondazione Altagamma come together to recognise emerging talent and encourage the next generation of creative professionals.

Beyond a fee deduction, this scholarship offers students the opportunity to gain recognition from an institution that has played a leading role in promoting Italian luxury excellence worldwide for over thirty years.

Scholarships are intended as a deduction on the tuition fees (enrolment fee is always due).

This Regulation refers to the Scholarship Campaign dedicated to courses starting in the October 2026 and January 2027 for:

- Milano School of Fashion and Fragrances & Cosmetics;
- Milano School of Design;
- Firenze School of Fashion, Art and Fragrances & Cosmetics;
- Paris School of Fashion and Fragrances & Cosmetics;
- London School of Fashion & Design;
- Dubai School of Fashion, Design and Fragrances & Cosmetics.

Deduction opportunities

For One-Year courses:

- Deductions up to € 7.000.

For Bachelor's Degrees:

- Up to 5 scholarships of € 5.000 each, valid for every year of the three-year courses
- Further deductions: up to € 5.000.

For Master's Degrees:

- 1 scholarship up to 50% on the tuition fee
- Further deductions up to € 7.000.

Scholarships are intended as a deduction on the tuition fees.

The deduction can be applied to courses at Undergraduate and Postgraduate level offered by Istituto Marangoni.

Specifications about each course are available at: www.istitutomarangoni.com

Please refer to the dedicated website pages to learn more about courses available at each School.

The Contest

There is a beautiful tension at the heart of luxury right now. On one side: the human hand, the unrepeatable gesture, the years it takes to learn how silk falls or how a fragrance unfolds on skin. On the other: artificial intelligence, generative, fast, seemingly limitless.

This contest is about the highest narrative — where AI becomes Artigianal Intelligence: not a replacement for craft, but an amplifier of it. A new atelier tool. A creative collaborator that lets the maker dream bigger, see further, and still sign the work with their own hand.

We are inviting you to show us what that looks like. **Pick your category, read your brief, and surprise us.** We are not looking for the most technically complex use of AI — we are looking for the most intelligent one. The most sophisticated, the most human, the most you.

Two tracks run throughout: one for Undergraduate (UG) candidates and one for Postgraduate (PG) candidates. Same spirit, different altitude. UG briefs reward instinct, freshness, and a strong point of view. PG briefs reward strategic depth, conceptual rigour, and a vision that could actually move an industry.

The Categories

1. Fashion Design

UG brief — The Co-Designed Collection

Design a capsule of 3–5 looks where AI played a real role in your process — mood, pattern, silhouette exploration, textile innovation — but where your hand made the final call every time. Show us the conversation between you and the machine. We want to see the dead ends, the surprises, the moment the algorithm suggested something you'd never have drawn yourself. Craft remains king; AI is the unexpected apprentice.

PG brief — The Atelier of 2030

Propose a design methodology, not just a collection. How does AI reshape the creative workflow of a luxury house without flattening its identity? Consider provenance, signature, and the irreplaceable value of the human gesture. Deliver a conceptual collection plus a framework that a maison could genuinely adopt — one that protects the soul of the brand while opening new creative territory.

2. Fashion Communication & Image

UG brief — The Story the Brand Couldn't Tell Before

Build a campaign concept for a luxury fashion brand (real or imagined) that uses AI to tell a story impossible by traditional means — a narrative that bends time, scale, or reality, yet feels unmistakably crafted and emotionally true. Sophistication over spectacle. Make us feel something, then show us how AI made the feeling possible.

PG brief — Curating Desire in the Age of Infinite Image

When everyone can generate a beautiful picture, what makes an image valuable? Develop a communication strategy that uses AI to deepen — not dilute — a luxury brand's image equity. Address authenticity, taste-making, and the new role of the creative director as editor of an infinite stream. Your deliverable: a strategic image platform with a clear philosophy of restraint.

3. Fashion & Luxury Business

UG brief — The Invisible Concierge

Identify one friction point in the luxury customer journey and design an AI-powered solution that feels personal, discreet, and elevated — never cold or automated. The test: would a client of a great maison actually want this? Pitch it like you're presenting to a board that values elegance as much as efficiency.

PG brief — The Business Case for Intelligent Craft

Build a strategic and financial argument for how a luxury brand can integrate AI across the value chain — sourcing, clienteling, sustainability, demand forecasting — while strengthening, not eroding, its perception of exclusivity and craftsmanship. Numbers and narrative both. Show us a model that a CFO and a creative director could agree on.

4. Product Design

UG brief — The Object That Designed Itself (Almost)

Create a luxury object — a piece of furniture, an accessory, a desirable everyday thing — using AI in generative form-finding, material exploration, or personalisation. The object must feel resolved and intentional, not algorithmic noise. Tell us where the machine ended and your judgement began.

PG brief — Mass Bespoke

Luxury has always meant the one-of-one. AI promises personalisation at scale — but personalisation isn't the same as preciousness. Design a product system that delivers genuine individual meaning to each owner while preserving the aura of the singular object. Deliver the system, the philosophy, and one beautifully realised example.

5. Interior Design

UG brief — The Room That Knows You

Design a luxury interior space — a suite, a boutique, a private members' retreat — where AI shaped the spatial experience: light that responds, atmospheres that adapt, a sense of place that feels alive yet refined. Avoid gadgetry. We want soul, with intelligence woven invisibly through it.

PG brief — The Sentient Space, Tastefully Done

Propose a design language for adaptive luxury environments where AI orchestrates ambience, service, and narrative across a guest's journey. The challenge is restraint: technology that serves the experience and then disappears. Deliver a spatial concept plus the underlying experiential framework, with a clear stance on where the human host remains irreplaceable.

6. Visual Communication Design

UG brief — The Living Identity

Create a visual identity system for a luxury entity that uses AI to be generative and alive — an identity that breathes, varies, and responds — yet stays coherent and unmistakably premium. Show the system, its rules, and the beauty of its variations.

PG brief — Designing the System, Not the Artefact

The future designer crafts the engine, not just the output. Develop a generative design framework for a luxury brand where you define the aesthetic principles and AI executes within them — at scale, across touchpoints, without losing taste. Deliver the framework, the governing logic, and proof that consistency and infinity can coexist.

7. Beauty Management (Fragrances & Cosmetics)

UG brief — The Scent (or Shade) of an Algorithm

Conceive a fragrance or cosmetics product where AI contributed to the creative or strategic process — accord exploration, naming, audience insight, storytelling. Keep the emotion human. Beauty sells a feeling; show us how intelligence made that feeling sharper, not synthetic.

PG brief — The Personalised Ritual at Scale

Beauty is intimate, sensorial, deeply personal. Design a business and product strategy that uses AI to deliver tailored beauty experiences — formulation, diagnosis, ritual — while protecting the romance and craft the category is built on. Strategy, ethics (data, transparency), and desirability, all in one coherent vision.

8. Beauty Image (Art Direction for Beauty)

UG brief — Beauté Volé

Art-direct a beauty image or short campaign that uses AI generation while staying exquisitely controlled — texture, mood, the play of light on skin. The danger zone is the soulless and the plastic; your job is to stay on the sophisticated side of strange. Make it beautiful, make it intentional.

9. Luxury Hospitality and Cultural Experience

UG brief — The Unforgettable, Engineered

Design a luxury hospitality or cultural moment — a stay, a tasting, an exhibition, a journey — where AI enables a level of personal magic that surprises and moves the guest. The magic must feel warm and human, with the technology hidden in the wings. Show us the moment a guest would never forget.

PG brief — Curating Culture in the Intelligent Age

Propose a vision for a luxury hospitality or cultural institution that uses AI to deepen meaning, anticipate desire, and craft experiences of genuine cultural value — without sliding into surveillance or gimmickry. Address the human host's evolving role, the ethics of personalisation, and what "authentic experience" means when the experience is intelligently orchestrated.

Courses available at Undergraduate level

- Foundation Courses
- One Year Courses*
- Undergraduate Progression Courses
- Three-Year Courses, BA (Hons) Courses**

Please note that the deduction granted for Undergraduate Progression, Three-Year and BA (Hons) programmes are only valid for the first year of the three years of study.

* Students who successfully complete these programmes will be awarded with an Istituto Marangoni certificate.

** Participants who successfully complete Three-Year or BA (Hons) Courses will receive awards depending on the chosen School.

For Milano and Firenze Schools, participants who comply with the Ministerial Requirements and successfully complete Three-Year Courses in Milano or Firenze will be awarded with a First Level Academic Diploma. 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 instead do not comply with the Ministerial Requirements will be awarded with an Istituto Marangoni certificate.

For Paris School, participants who successfully complete Three-Year RNCP Course will receive the title depending on the chosen course. As recognised vocational training, level II RNCP (Level 6 - EU) corresponds to the competences of a Bachelor's Degree with participants obtaining 180 ECTS credits upon successful completion of the programme. RNCP is underway for the State certification with the new governance, France Compétence, which replaces CNCP.

For London and Paris Schools, students who successfully complete a BA (Hons) Programme will be awarded with a BA (Hons) Degree by Regent's University London.

For Dubai School, students who successfully complete a BA programme will be awarded with a BA Degree accredited by Ministry of Higher Education UAE. Students who will successfully complete Three- Year

Progression courses will be awarded with a Certificate by Istituto Marangoni Dubai.

Courses available at Postgraduate level

- Master's Degree*, Master's Courses**

* Students who successfully complete the Programmes taught in English in Paris and London will be awarded with a Master's Degree by Regent's University London; Master's Degrees include a 12 weeks work placement. 180 Credits points are available in order to gain a Master's Degree upon successful completion of the course.

Students who successfully complete the Master programme in Dubai will be awarded with a Postgraduate level Master's Degree under accreditation by the Ministry of Education Commission for Academic Accreditation (CAA).

All candidates should meet specific requirements; for further details please do not hesitate to contact the information office at the chosen school.

** Participants who comply with the Ministerial requirements and successfully complete the Master's Courses in the Milano or Firenze Schools will be awarded with a First Level Academic Master Diploma. Recognized by the Italian Ministry of University and Research as an Academic Diploma equivalent to a University Postgraduate Master Degree, participants will obtain 60 ECTS credits. Students who instead do not comply with the Ministerial requirements will be awarded with an Istituto Marangoni Master certificate.

How to apply

In order 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.
- Each candidate can submit only one application for a designated School.
- 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.

Technical Delivery

All submissions must be uploaded as a single **PDF file** — it's the only format we accept, so please consolidate everything (concept, visuals, process, writing) into one well-considered document. **Your PDF may be a maximum of 20 pages and must not exceed 100 MB in file size** — constraints we see as creative, not limiting: edit with intention, and let every page earn its place. Think of the PDF itself as part of the work: layout, sequencing, and restraint all speak to the sophistication we're looking for. If your project includes video, motion, or any moving image, do not attempt to embed the file — instead, embed it as a link within the PDF (Vimeo, YouTube, or a hosted URL), making sure the link is live, public or unlisted, and accessible without a password or login. We won't chase broken links or request alternative formats, so test everything before you submit. One PDF, beautifully resolved, within the limits, with any video a single click away.

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.

Deadlines

Candidates interested in courses at Undergraduate, Postgraduate or Professional level, starting in the September 2026 and January 2027, shall upload the requested materials and finalize the application no later than **August 30, 2026**.

Application deadlines for any eventual special project will be specified in a dedicated regulation. Applicants will be notified regarding the outcome of their application once the Committee has come to a final decision.

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.

In case the selected Istituto Marangoni course is not activated for the October 2026 intake of February 2027 intake at the School of interest, the applicant may be offered to use the deduction to enroll into the same course in another Istituto Marangoni School. Alternatively, the applicant may be offered a similar course at the same School.

Jury

The Scholarship Committee is composed by Istituto Marangoni leading Faculty members. The Scholarship Committee will unquestionably judge and select the most appropriate candidate profiles.

Required documents

1. The documents required to apply for a deduction for **Undergraduate Foundation Courses** are:
 - Copy/scan of High School Diploma/Grades certificates;
 - Copy/scan of passport;
 - Signed personal statement - indicating your motivation for the request.

2. The documents required to apply for a deduction for Undergraduate One Year Courses are:

- Copy/scan of High School Diploma/Grades certificates;
- Copy/scan of passport;
- Signed personal statement - indicating your motivation for the request;
- Special project based on the selected category.

3. The documents required to apply for a deduction for Undergraduate Courses · Three-Year*, BA (Hons), Undergraduate Progression are:

- Copy/scan of High School Diploma/Grades certificates*;
- Copy/scan of passport;
- Signed personal statement - indicating your motivation for the request;
- Special project based on the selected category;
- Language certificate****.

* Candidates for Undergraduate courses will have to meet a specific level of study.
For Dubai School, students applying to the three-year programmes at Dubai School must have at least 13 years of secondary education.

**** Language Certificate:

The language certificate is mandatory before the start of the course. If applicants do not have it at the time of applying for the scholarship, they may upload a self-certification stating that they will submit it before the start of the course.

For Milano and Firenze Schools, non-native English or Italian speakers need to provide a copy of the official Language Certificate. For AFAM courses the test score should be at least B1 on the CEFR level.

For Paris and London Schools, non-native English speakers need to provide a copy of the official English Language Certificate. For BA (Hons) Degrees the test score should be at least upper B2 on the CEFR level.

For Dubai School, non-native English speakers need to provide a copy of the official English Language Certificate. For Three-Year Courses the test score should be at least IELTS 5.0 or TOEFL IBT 67. The test score has minimum specific requirements for each School and they are subject to change.

4. The documents required to apply for a deduction for Postgraduate Courses · Master's Courses and Master's Degrees* are:

- Copy/scan of passport;
- Signed personal statement - indicating your motivation for the request;
- Curriculum Vitae;
- 2 Reference letters;
- Copy of University Degree certificate;
- Copy of Grade Transcript;
- Special project based on the selected category;

- Language certificate***.

* Candidates for Postgraduate courses will have to meet a specific level of study.

*** Language Certificate:

The language certificate is mandatory before the start of the course.

If applicants do not have it at the time of applying for the scholarship, they may upload a selfcertification stating that they will submit it before the start of the course.

Non-native English (or Italian for Milano and Firenze only) speakers need to provide a copy of the official Language Certificate.

For Master's Courses the test score should be at least B2 on the CEFR level. The test score has minimum specific requirements for each School and they are subject to change.

For Master Courses in Dubai school, at the time of enrolment applicants will be required to demonstrate that have reached the required language level namely (one of the following) EMSAT 1400/IELTS 6.0/TOEFL ITP 550/ TOEFL IBT 79/PTE Academic 52/ The Cambridge English: Advanced Test of English 50.

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.

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