

## LUCA BACELLI

role

**Programme Leader Fashion Styling**  
**Istituto Marangoni School of Fashion Milano**

Luca Bacelli has managed to combine an interest in art with his love for fashion. During his career, he has developed the ability to translate the brand identity of fashion companies into visual concepts to be conveyed through different communication channels. In the '1990s, he was one of the pioneers who introduced the concept of brand image in Fashion, and – captured by the most successful photographers in the fashion industry – his work was featured on both Italian and international magazines throughout the world.

At some time in his professional life, he took up at Istituto Marangoni, where he started as an Educational Director and Fashion Styling teacher and then became international coordinator for the opening of the new schools in London and Paris.

He has been the Teaching Coordinator of Istituto Marangoni Fashion Styling department in Milano since 2011.