



istitutomarangoni



**LOCAL EXCELLENCE COURSES
DISCOVER THE HAUTE COUTURE
CAPITAL OF FASHION**

Version 02

Brief Descriptive Summary

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

1. Certification Attained

Istituto Marangoni Certificate

Course information

2. Educational & Programme Aims

Educational Aims

- to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

3. Course Learning Outcomes

On successful completion of the Discover the Haute Couture Capital of Fashion short course, students will be able to:

- Understand and recognise the History of Fashion and Luxury in a contemporary context;
- Explain the historic facts of Couture Houses and what they are today;
- Develop digital communication strategies for Haute Couture in the digital age;
- Explain the business model of Couture through a personal marketing project;
- Identify specific historic places for Haute Couture in Paris.

4. Teaching/Learning and Assessment Strategy

Curriculum:

This 2-week course allows participants to explore Paris, France, and its select trademark: the luxurious role of Haute Couture. Couture design offers an internationally known and recognised concept of handmade beauty involving multiple hours of work: a contemporary fantasy or dream. Through a series of lectures and workshops participants will be introduced to a broad overview of Haute Couture, as well as the Fashion System, and will be able to appreciate the cultural and economical impact contemporary couture has today. The course defines and explains the combination of technological innovation, contemporary communication strategies and historic values, as well as the typical work of a couturier, seamstress or tailor. Additional visits to exhibitions and historic places in Paris assist participants understanding of the languages of Haute Couture in contemporary fashion.

Week 1

The first week provides an overview of the capital of couture fashion, its history, influence and contemporary stand within an international fashion system. Participants will investigate the world of luxury womenswear, craftsmanship, and the highest quality fabrics and materials, as well as key industry values or rather, the business 'behind the glamour', helping them to understand the connection between creativity and communication processes in luxury. Additional visits to Paris's most important fashion districts provide a perfect insight into the products, the luxury fashion houses, their clients and how couture design is deeply embedded into the city's history and daily life.

Week 2

During the second week participants broaden their knowledge of haute couture and its main players. They will discover the fantasy that surrounds the world of Hollywood and European aristocracy, as well as the economical power of leading international business professionals or young pop culture, and how they are all linked to the 'Maison de Couture'. Participants will investigate the world of contemporary art, fashion and culture within couture design, and identify how luxury companies use these values to communicate exclusivity and added value uniqueness. At the end this exciting course they are able to apply their city research, and newly acquired appreciation of haute couture design and culture, into brief marketing plan or illustrated communication proposal for a couture collection, or luxury maison of their choice.

Assessment:**Formative Assessments**

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments:

These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects > allow students to apply their theoretical understanding of a specific subject area.

Written Reports > are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.

Presentations > are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structure**Subjects**

History of Haute Couture and Luxury

Paris. Capital of Fashion

Haute Couture vs. Ready to Wear

Contemporary Communication for Luxury

Luxury Brand Management and Marketing

Business Strategies in the Luxury World

Multiple Workshops and Visits

6. Personal Development Planning**PDP/Individual Development Tutorial**

The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

7. Tutor Responsibilities

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to students;
5. recommendation of the appropriate level of resource required for the Short Course;
6. maintaining the quality of educational standards.

8. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in a pedagogic, practical and pastoral way:

- a. programme handbooks provide relevant information to students;
- b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;
- c. Tutors and the Director of Education guide students to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students for pedagogical counselling.

For matters of pastoral care the Student Support Officers help in:

- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

9. Student Feedback

Student feedback is essential to programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers student opinion in a variety of ways, which may include the the following:

- Informal contact with the Tutor, through appointments with academic staff;
- Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Formal Student Representation;
- Final Questionnaire (at the end of a study cycle);
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.