

Simona Ironico

role

Programme Leader Fashion Business
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Simona Ironico is an experienced academic with a Ph.D. in Marketing and Business Communication. She is currently Programme Leader of Fashion Business three year courses at Istituto Marangoni, Milan, where she is senior lecturer in Fashion Marketing, Research Methods and Sociology of Fashion.

Simona Ironico gain her academic experience at Iulm University and Università degli Studi di Modena e Reggio Emilia, lecturing and carrying out research for more than ten years in the domains of fashion management, sociology of consumption, consumer behavior, trend forecasting, marketing communications and brand management. She is also founder of Snooping Around Lab, a trend forecasting agency specialized in beauty, fashion and design industries.

The results of her research activity, characterized by a socio-semiotic interpretative approach and ethnographic research methods, are regularly presented at international conferences, seminars, symposia and trend forums. She is author of several papers published in scientific journals and other academic publications, including a book on children consumer behavior – *Come i Bambini diventano Consumatori* (Laterza 2010) – and a fashion management handbook – *Fashion Management. Mercati, consumatori, tendenze e strategie di marca nel settore moda* (Franco Angeli, 2014).