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milano / firenze / paris / london / shanghai

02-2015

PH ALDO FALLAI

the school of

**fashion,
art & design**

EIGHTYTH
anniversary

PH ALDO FALLAI

MILANO

FIRENZE

PARIS

LONDON

SHANGHAI



the school of

**fashion,
art & design**

istitutomarangoni 



Roberto Riccio
Group Managing Director

In London as in New York, in Beijing as in Mumbai, the terms 'Fashion, Art and Design', together with 'cuisine', to tell the truth, are synonymous with Italian style. The label 'Made in Italy' lends a certain glamour to or implies a certain value in any design, encompassing as it does a variety of products, styles, workmanship and details that are transposable and, in many cases, across sectors and disciplines. For those who do not work in the interlinked fields of Fashion, Art and Design there could be some doubt regarding their identification as a united historical-cultural front, one that is distinctive, national and composed of functionality, experimentation, entrepreneurial genius and craftsmanship: the Italian genius loci.

Yet it is precisely this bridge, the project as a creative expression and its management as a business model, which has been the basis of the successful teaching methodology at Istituto Marangoni for 80 years: the school recognizes the pedagogic importance of teaching this combined special mix of 'project + management' and it was with this mix that a new distinctive, unique, personal and decidedly Italian educational model was born in 1935 in Milano. Since then, Istituto Marangoni has never ceased to believe in the value of proper training, constantly updating its programmes and courses, which strictly adhere to the evolving market and cultural trends in fashion, to be able to respond to the specific needs of a sector which is often overlooked in public education. Istituto Marangoni schools in

Milano, Firenze, Paris, London and Shanghai have enhanced the talents of four generations of professionals; almost 40,000 individuals worldwide. Over 4,000 talented students from 106 countries participate in the exhaustive offer of a multilingual set of courses. They enjoy an incomparable network of alumni, a precious source of work contacts, cultural exchanges and inspirational projects. A global network of partners and representative offices guide and inform potential applicants of the courses available to them in a timely manner anywhere in the world. The most gifted students participate in the prestigious international events at the end of the academic programme, 'The Fashion Show' and 'The Degree Show'. An ample programme of scholarships is offered to the most worthy and talented students.

Fighting for talent since 1935

The professionals of today for those of tomorrow: a well-known historic test bed laboratory of artistic and visual culture with an international imprint. Over 4,000 students-talents deriving from 106 different countries. Excellent relations with the industry in Europe and all over the world, to teach the new professionals and introduce them to the world of work. Here students and individuals from around the world meet and engage with one another, in a continuous exchange of stimuli, ideas, projects and visions that have as their common denominator the evolution of the language of aesthetics. 6 schools with unique and exclusive settings, in the city centres of the leading capitals of Fashion, Art and Design. A complete and multilingual set of courses. An incomparable network of alumni, a precious source of work contacts, cultural exchanges and inspirational projects. A global network of partners in representative offices, in a position to guide and inform potential applicants in a timely manner anywhere in the world of the courses available.

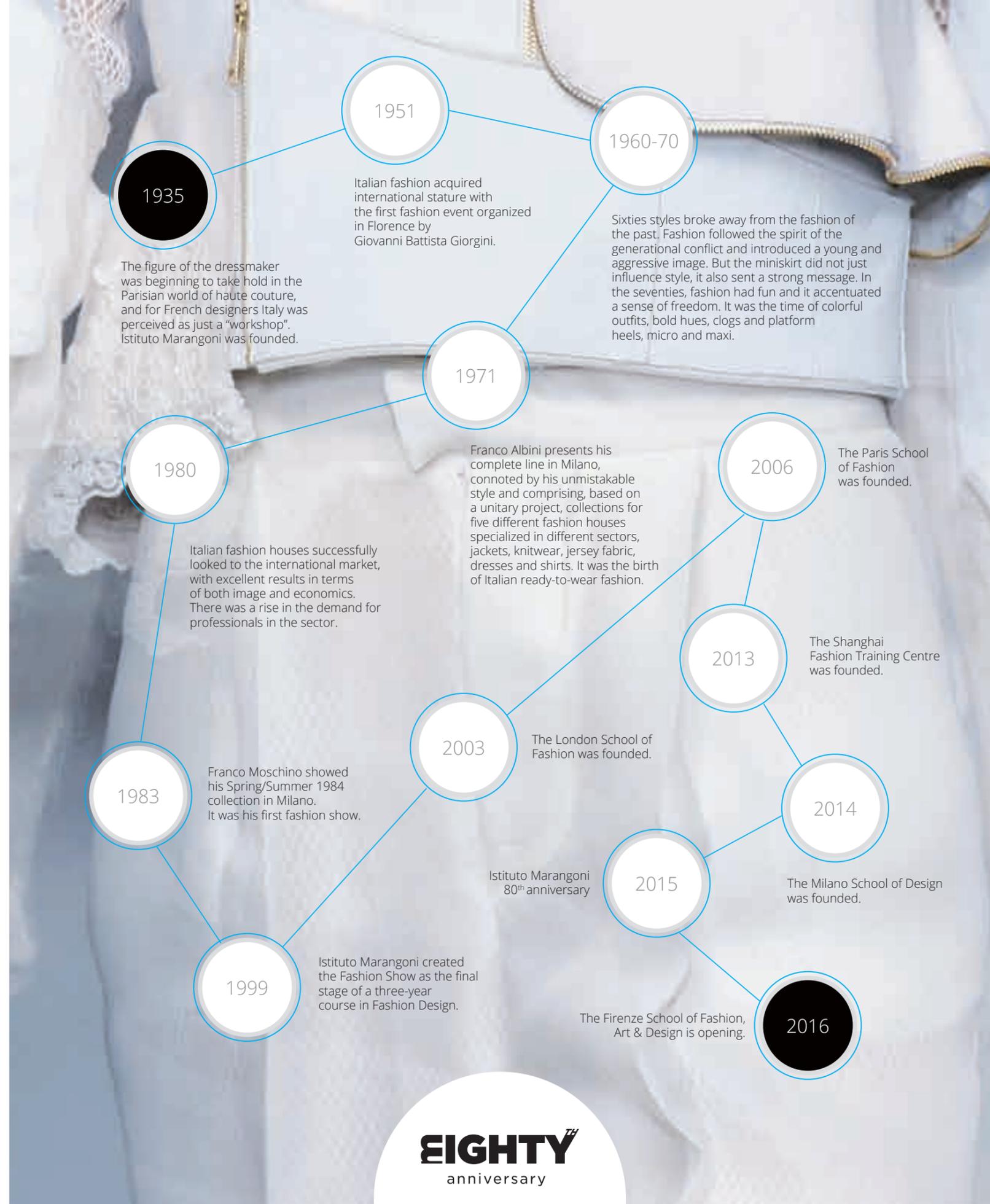
Direct student participation in the most prestigious international events at the end of an academic pathway in the Fashion Show & Degree Show. An ample programme of scholarships to the most worthy and talented students.

This is the 'Marangoniness', a unique and very precious mix, born from the encounter of a historic school with the its foundation blocks that form 'inside' the industry and product managers, stylists, designers, marketing experts, consulting business agencies, photographers, buyers, art directors, interior designers decorators, graphic designers coming from all the best companies in the sector. It is their, whose teaching at the schools, that not only brings everyday work experience to the in studios, consulting firms, production and distribution companies agencies and publishing houses into the seminar rooms, but also invaluable pragmatic values.



Teaching Fashion, Art and Design between creativity, entrepreneurship and industries.

Is it possible to teach fashion? This was probably the question that, in 1935, Giulio Marangoni, famous for his clothes, which were worn by the Italian aristocracy, asked himself when he decided to found the 'Istituto Artistico dell'Abbigliamento Marangoni' in Milano, a school where highly specialized professionals and technicians in the world of fashion were educated in a field that was dominated by France and its couturiers. In 80 years, Istituto Marangoni has never stopped believing in the value of education and training, constantly updating its programmes and courses so they keep reflecting ever-evolving market demands and responding precisely to a finely-tuned sector, which is 'snubbed' in public education, especially in Italy, in order to create an ideal bridge between the project as a creative expression and its management as an entrepreneurial expression. Being a pioneer in the training for the Fashion, Art and Design sectors means being trusted by the most important companies in the industry. This is the highest recognition of Istituto Marangoni students' level of proficiency. Companies are interested in what happens at the schools, and at the same time they keep the school up-to-date on their news and activities. It is a continuous exchange of requirements and ideas. There are a number of opportunities, ranging from special study projects specifically requested by leading companies, to other support tools designed to respond to the constant need for the exchange of information between students, artists and companies. These are special initiatives that complement and complete the teaching program. These companies offer their experience to Istituto Marangoni's students and from them they choose their future employees.



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Fashion, Art & Design seen by
new protagonists

Develop abilities, grow new talent. Since 1935, this has been the mission of Istituto Marangoni, always with an eye towards furnishing those who choose Istituto Marangoni for their education with the most needed skills for creative self expression. In Milano, Firenze, Paris, London, Shanghai, in the classrooms of the schools of Istituto Marangoni, 4 generations of professionals from 106 countries have tested their talents, representing its historic patrimony.

Today Istituto Marangoni is an established and recognized laboratory of aesthetic european-style culture with the finest italian imprinting, which collaborates with the most interesting names in the sectors and where those teachers are able to pass on their expertise to the excellence of tomorrow. They are professionals turned teachers, capable of contextualizing the learning in the classroom with the realities of the market. The courses include constant contact with the most interesting artists, design companies and fashion houses, the kind that then choose Istituto Marangoni's stars of tomorrow for their companies and projects.

5 WORLD CAPITALS FOR CREATIVITY, TALENT AND PASSION.

The courses offered by Istituto Marangoni are closely tied to the 6 schools, which are dedicated exclusively to Fashion, Design and Fine Arts, located in the world renowned capitals for Fashion, Design and Fine Arts: Milano, Firenze, Paris, London and Shanghai. 6 places where talented students can meet and interact with various universes, through an approach that includes both theory and practice and links to planning and management in Fashion, Art and Design. There are many disciplines of different durations and levels that students can follow, according to the school chosen, to guide them towards their future professions.





Undergraduate Programmes

Preparatory Course

This is a course that will expand one's critical independence on the basis of previously acquired experiences and skills. The course also provides English language study. Upon successful completion of the course, students will have achieved the necessary level to apply for one of the BA (Hons) Degree programmes at Istituto Marangoni.

One Year Courses

These programmes have been specifically designed to meet the needs of those who have limited time and no prior experience. They allow students to acquire a thorough knowledge of all the technical concepts related to fashion. Those students who already have a university degree and specific requirements, on completion will be able to access the postgraduate programmes offered at Istituto Marangoni.

BA (Hons) Degrees¹ Three Year Courses Progressing Courses

These programmes are designed for students who want to enter the fashion and design field, but have no prior experience in those areas. These programmes provide a complete education and allow students to acquire all of the necessary knowledge to carry out a profession to the highest standard. The chosen course can be attended in full in a single school or split between those existing in Milano, Paris and London.

BA (Hons) Degrees¹ (sandwich)

This four-year validated course includes a 36-week placement. The first two years of learning take place in the school and are then followed by a third year placement spent working in the fashion industry. At the end of the placement students return to school to complete the fourth and final year of the BA (Hons) Degree (sandwich).



Manchester
Metropolitan
University

¹) Students who successfully complete the programmes taught in English in Paris and London will be awarded with a BA (Hons) Degree by MMU (Manchester Metropolitan University-UK); BA (Hons) Degree (sandwich) is a four-year course which includes 36-week placement. 120 credits points are available each year of study in order to gain an honours degree, so students will obtain 360 credits upon successful completion of the three-year course. Students on the four-year sandwich course will receive 120 placement credits for this year. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.



FOUNDATION YEAR

in partnership with Study Group

Your first step towards a career in fashion

The foundation qualification allows students to make an informed choice regarding the courses at Istituto Marangoni that best suits their skills and abilities, and it can lead to progression to the three-year Undergraduate Programmes academic discipline is at the heart of this course, focusing particularly on intensive learning. It involves in-depth study of analytical principles, techniques for exploration and enquiry, and research into context and materials. This is done through a learning approach that identifies and capitalises on each student's strengths and emerging talent. English language and study skills support the communication of ideas in both the verbal and written format. Creative projects will be followed by specialist routes into fashion design and fashion communication. Part of the course involves developing an individual creative style and concept ideas to take forward over the subsequent three years of study.



Giulio Cappellini

Designer, Architect and Art Director of Istituto Marangoni Milano School of Design



At Istituto Marangoni there is a very precise and practical way of working that I totally share. Here there are students from every corner of the world and this means having the opportunity to relate with people from different cultures. It is also a pleasant occasion to be side by side with young people and interact with them. It is a very exciting environment. The strength of Istituto Marangoni is its ability to create solid connections with the industry and the production field. Underestimating the value of craftsmanship in the Italian panorama is an unforgivable mistake: this is the link between ideas and their making. Machines can work everywhere; man's hands and know-how can't.

Istituto Marangoni is breeding ground for new talents to be discovered to renew design.

The relationship with young students coming from several countries is a sort of window to the world, which helps us to get to know our changing reality better. As the Art Director of the School of Design, I think that Milan still represents an extraordinary point of convergence for the most interesting evolutions of industrial design and new trends. There is still so much to invent in the world of design and the discussion with the young creative minds of Istituto Marangoni will be a continuous encouragement to re-think and renew. Students at Istituto Marangoni grow in a new educational 'landscape' where design is present in all its variations, from furniture, to lighting, to the design of the school spaces: this means inspiring students' creativity. Istituto Marangoni will give a great contribution to the world of contemporary design.

cappellini

INTERIOR DESIGN INTENSIVE

Interpret and develop specialist interior projects: residential, retail, public and exhibition

The course is aimed at learners who are interested in interior design and who want to understand technical and constructional aspects of interior spaces, the methodologies of elaborating the concept of a project and its appropriate representation.

The approach is creative, artistic and intuitive; and not only technical. The fundamentals of the course are aimed at providing knowledge of various interior styles, the study of solutions in furnishing, the materials used and the various possibilities in fabrics; patterns, colors and shades. The course favours an approach to the design concept of a project for the interior space in a private dwelling and, on the other hand, the analysis of an interior brand in the context of fashion and luxury.

During the course, a variety of seminars and lectures are foreseen, aimed at providing in-depth knowledge presented by professionals, such as project managers, designers and architects in the luxury sector. The course will prepare learners to join one of the specialist master's in interiors, if they already possess a relevant undergraduate degree or diploma.

Opportunities

Participants to this course will obtain the competences to work in interior design. They will be able to contribute to plan and organize the design, distribution and decoration of interiors, which may be either living spaces or commercial spaces like for example offices, hotels or shops. They must design spaces whilst referencing contemporary trends and style, interpreting at the same time the practical needs and desires of the customers and by considering new design elements such as sound, lighting and well-being design.



Undergraduate Programmes
One year course

ACCESSORIES DESIGN INTENSIVE

Becoming an accessories
designer: creativity between
fashion and luxury

Through the study of drawing, production techniques and materials, participants will be able to design accessory collections, which are the complete expression of the craftsman and creative value represented worldwide by the 'Made in Italy'. In addition to drawing techniques, which are fundamental for the correct development of the creative process, great attention is paid to shoes, bags and leather goods production processes with the aim of verifying the product feasibility through the analysis of clear functional and budgetary requirements. The figure of the accessories designer is particularly requested by fashion and luxury brands. Accessories in fact, represent a consistent part of sales for fashion brand.



Opportunities

Job opportunities include collaborations with fashion brands, accessories brands, styling, research and consultancy studios. Participants after the course will be well prepared to design collections for different market realities, as well as contribute to any professional training in the field of fashion accessories.

Undergraduate Programmes
One year course

FASHION DESIGN INTENSIVE

All aspects of fashion
in a single programme

The aim of the intensive one-year course in Fashion Design is to train, in a short period of time, future professionals to design fashion collections, emphasizing research, creativity and marketing. Starting with the technical study of design, they will learn about fabric analysis and the manufacture of clothing, as well as other aspects of production.

The uniqueness of the training lies in its provision of tools of creativity combined with those of technology, tools that have been developed taking into account cultural influences that are both symbolic and economic. The participant will develop their own collection of clothing during the course, starting with freehand drawing and the knowledge of the basics of clothing manufacture.

The participant will be encouraged and guided to develop their own personal 'visual language' to illustrate and communicate the best work for their portfolio and their proposal for a collection.

Opportunities

The participants will be able to work with an eye towards the future, always focusing on new developments for brands, or in collaboration with companies, as well as design, consulting and research studios. They will be able to design collections, for both men and women, for different markets, in a timely and appropriate manner.

In addition to clothing lines, they will study the development of accessories.

Voice over

Cici Cheung

Creative Director
and brand owner of Cici Cheung



"Cici Cheung is an accessory brand that bears my name. I produce bags, shoes and small leather goods characterised by a style that combines the historical Chinese culture with the craftsmanship and passion for details typical of Italian fashion. The brand was founded after attending the Master's in Accessories Design at Istituto Marangoni Milano in 2004."

“ The thing that stroke me the most about Istituto Marangoni were its professors. I came alone from a foreign country and all of them had an amazing attitude towards me: they took care of me, they supported me with translation and they helped me familiarise with Milano. ”



"Another memory that I really treasure is about my experiences in Italy: during my studies at Istituto Marangoni, me and my classmates attended many fashion shows, saw numerous exhibitions, travelled to find inspirations to many artistic cities. It was a unique and very formative period."

"My advice to young students is to be ambitious, never stop working hard. It is not enough to cultivate one's own talent and creativity: knowing the mechanisms behind the productive process has become of paramount importance today. This is one of the fundamental aspects that the Master's at Istituto Marangoni has taught me."

Undergraduate Programmes
One year course

FASHION IMAGE & STYLING INTENSIVE

The style and image of fashion speak the same language

Aimed at those who want to approach the world of styling in a professional manner, but have little time available. This One-year course enables students to approach the different aspects of fashion styling and extend their knowledge of trends and current fashion aesthetics. It is designed to teach professionals the expertise to use the photographic image as a visual language of fashion communication. The intensive course allows the participant to gain knowledge of a variety of communication models that the fashion world uses to promote a product and seduce the audience. At the end of the course, with the experience and skills acquired in Graphic Design and visual communication, as well as in research methods, the participant will be able to develop real projects, with the aim of constructing a portfolio of work that will become their calling card to enter the world of fashion image and styling.



Opportunities

The fashion stylists, the experts par excellence in style and image, must be able to emphasise the style of a fashion product, always offering a contemporary cultural-aesthetic language. To present an image of success, their work must be both strategic and creative: on the one hand attentive to the historical context and culture of fashion and on the other to current trends.

Undergraduate Programmes
One year course

FASHION BUSINESS & BRAND MANAGEMENT INTENSIVE

Intensive course in
Fashion and luxury
Business strategy

The one-year intensive course in Fashion Business and Brand Management is aimed at those who want to enter the world of fashion through a full-immersion course that will provide the tools, methods and knowledge necessary to work in a market sector, which operates according to precise rules of its own. Through the study of fashion products, the rules for the development of a collection will be defined and the sales channels for brand positioning in the market will be analysed. The power of communication, the seduction of the brand and the creation of 'aspirational desire' in fashion products are additional aspects that will be looked at in the areas of fashion advertising, public relations and visual display and addressed in both the traditional mediums and online.



Opportunities

At the end of the course the participants will be able to apply the knowledge and skills acquired during their education in the fields of marketing, communications, brand management, visual merchandising, e-commerce and the search for new trends in the fashion industry.

Milano

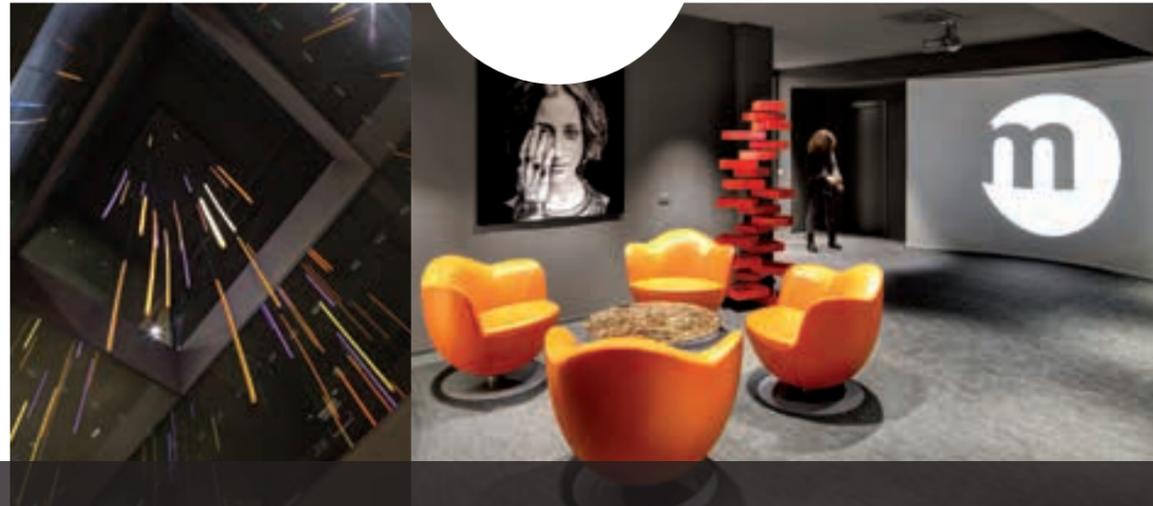
The centre of Fashion and Design

Istituto Marangoni was founded here, 80 years ago, where the greatest names in Italian prêt-à-porter, Domenico Dolce, Franco Moschino and Alessandra Facchinetti, made their homes. The school is right in the city centre, two steps from the fashion avenue par excellence, Montenapoleone, and inside the so-called 'quadrilateral of fashion'. In Milano, fashion is everywhere, and at Istituto Marangoni students find instruments to interpret and guide trends, through programmes that are constantly being updated. Here professionals and highly specialized technicians who are ready to work in the fashion world at the highest levels, are trained in creativity, organization and commerce. Here students and individuals from around the world meet and engage with one another, in a continuous exchange of stimuli, ideas, projects and visions that have, as their common denominator,

the evolution of the language of aesthetics.

Istituto Marangoni started in the fashion world and has arrived today with the School of Design, just few steps from the School of Fashion. The prestigious School of Design of Istituto Marangoni is in partnership with an industry legend, designer and talent spotter extraordinaire, Arch. Giulio Cappellini, and provides the best educational offer in the fields of Interior, Product and Visual Design. Cappellini has always been an attentive observer of the development of design trends and has been comparing since several years its own Company philosophy with young students and designers with a different and varying cultural background. Therefore, with great pleasure, Giulio Cappellini together with the Company's Creative Team have decided to participate in the development of Istituto Marangoni School of Design, a special project which connects Milano's industrial culture and the formative activities of the city. The School of Design is built in the heart of the city, in via Cerva in Milano, with 5 modern floors, technological and distinctly Italian, exclusively dedicated to design. The courses are well structured through a multi-faceted approach that includes theory and practice: from the marketing to the prototyping of objects that are created in the studio workshop. Through seminars on fashion and design, the School of Design completes and redesigns what is currently already available in Milano, with an exceptional 1:10 teacher student ratio in design courses (1 main teacher and 1 teaching associate, always present in a class with a maximum of 20 students). It is a completely new space, in an area where the most important international and national design companies are located, bordering the fashion quarter and Via Montenapoleone, supplied with all the necessary sources to interpret and guide the trends: a materials archive for design, dense and updated thanks to the strong collaboration with companies in the sector; a light modeling workshop to assist the development of projects and 3D consideration of shapes and construction techniques and functional details functionality; an ample and up-to-date library dedicated to design and fashion, to art and aesthetics, with texts, journals and specific online resources; computer rooms with the latest Apple Mac computers equipped with updated hardware and software that is specific for design; ample open-spaces for work and entertainment.

The School of
Design



The School of
Fashion

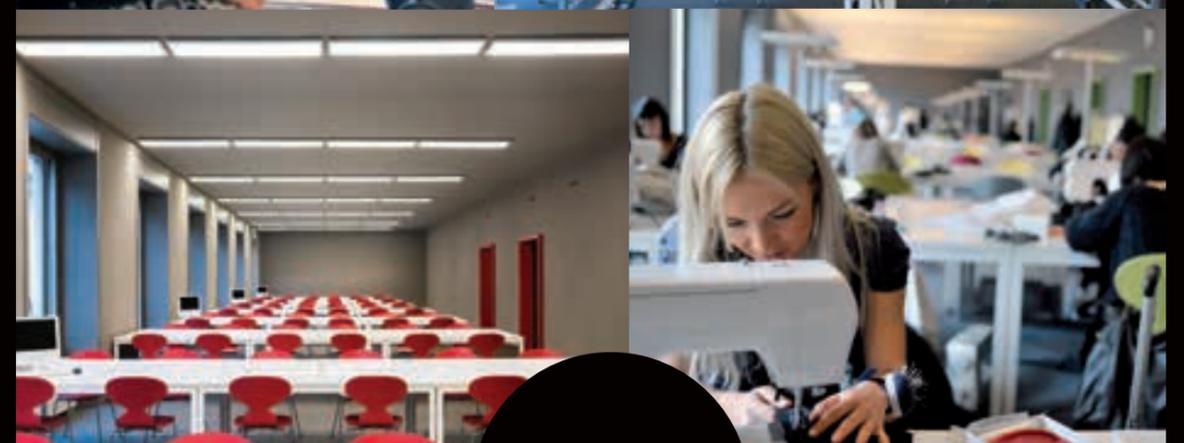


Milano

ou e! W



Via Cerva, 24



Via Verri, 4

FASHION PROMOTION & COMMUNICATION INTENSIVE

The course dedicated to those eager in promoting and fulfilling the dreams and the beauty of fashion

The course dedicated to those eager in promoting and fulfilling the dreams and the beauty of fashion

The course aims at providing all adequate tools needed to communicate and promote the values of a collection, the design and brand with a unique and distinguishing style. They are trained for the workplace enthusiastic professionals able to tell the story and promote fashion and luxury both through traditional and new media, meeting in this way the renewed needs of the global industry. The course helps participants to analyse and experience all aspects of communication and promotion, able to formulate a captivating description of the magic of fashion and luxury. Starting from the study of semiotics, participants will deal with the analysis of the signs and the meanings of various messages, throughout different periods and cultures. The learning of image, trend and market research techniques is at the heart of the programme, as well as the acquisition of those competences needed to communicate with all the supporting roles at the professional's disposal. The management of the events undergoes a deep analysis and the research, both personal and professional, represents the cornerstone of the course.

Opportunities

The fashion promoters organize the advertising plan and the promotional campaigns availing him/herself of the most appropriate tools. They know the structure of advertising agencies, public relations and press offices, and they study and adjust the events according to the market needs and the target reference. Fashion promoters are a key figure for the future.



DIGITAL IMAGE CREATION FOR LUXURY BRANDS INTENSIVE

The new digital challenge in fashion and luxury

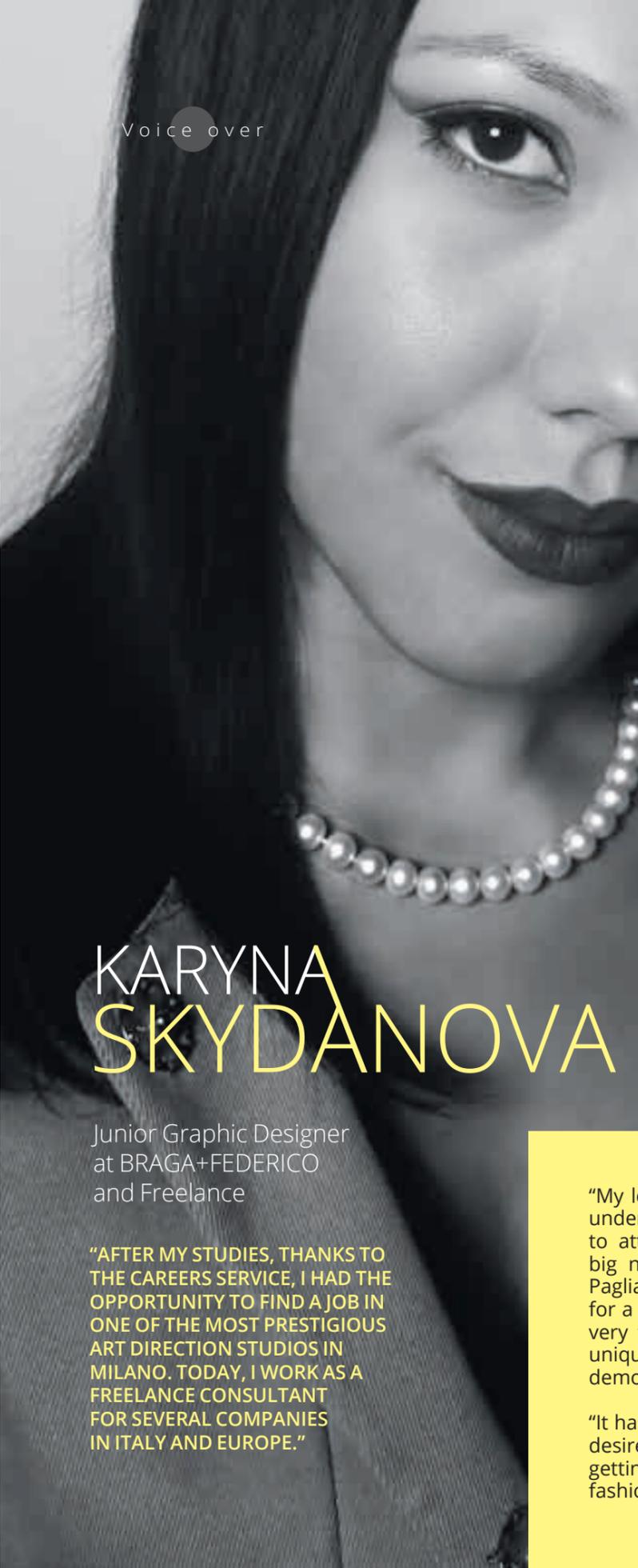
This course offers an intensive understanding of the organization and structure of digital media, with specific focus on contemporary fashion and non-fashion luxury communication. The aim is to create professional knowledge to inform the production of digital images, used as forms of communication for key actors in fashion and non-fashion luxury products.

This intensive course approaches the subject of the development of online visual communication in fashion and non-fashion luxury from a number of perspectives, from its relation with print media to current developments in technology and social media. Participants will learn through case study analysis supervised by industry professionals. Online luxury does not only exist in relation to print media but increasingly as a platform in its own right. This requires specific knowledge of how online communities operate and how fashion and non-fashion images can be used within this digital context. Social media encompasses a variety of ever-changing online formats. Digital communities are fast-paced, often short-lived, and intimately dependent on the people who are their active members.

Opportunities

Professionals are prepared to become long-life learners in a highly competitive market, always working hard to keep the technical skills current and the awareness of consumers and luxury trends up-to-date. These professionals can work independently as freelancers or as team coordinators, work in a traditional editorial or in the evolving domain of new digital media and marketing.





Giorgia FASHION STYLIST Giacomini

"I was born surrounded by fabrics and I have always known that I would deal with this fascinating subject all my life. As a consequence, from the beginning, Istituto Marangoni seemed to be the only environment where I could experiment all that I had in my mind."

"While attending the school, I understood more and more to be in the most suitable place for me, the competences of my professors, high level professionals, made me discover the passion for research and the study of details."

"The confrontation with my classmates was fun and a constant encouragement, that allowed me to grow and develop my skills. Today I'm still experimenting all that was taught to me with great passion, and I realise how my work would have never existed without my experience at Istituto Marangoni."

KARYNA SKYDANOVA

Junior Graphic Designer
at BRAGA+FEDERICO
and Freelance

"AFTER MY STUDIES, THANKS TO THE CAREERS SERVICE, I HAD THE OPPORTUNITY TO FIND A JOB IN ONE OF THE MOST PRESTIGIOUS ART DIRECTION STUDIOS IN MILANO. TODAY, I WORK AS A FREELANCE CONSULTANT FOR SEVERAL COMPANIES IN ITALY AND EUROPE."

"My love for art and design began when I was a child, long before understanding what I wanted to do in life. When the time came to attend university, I chose Italy and Istituto Marangoni where big names such as Domenico Dolce, Franco Moschino, Rodolfo Paglialunga and many others had graduated; they were actual myths for a girl! That was the ideal place for me, it had a solid reputation, very talented professors, a multi-ethnic environment, basically, a unique chance to learn the basis of the profession and to be able to demonstrate my value in the future."

"It has been an amazing, wonderful experience, that I lived with the desire of learning as many things and skills as possible and also getting to know people coming from different countries. If you are a fashion addict, that is the place to be!"

INTERIOR DESIGN

The interior designer combines the techniques in the interpretation of current trends through an intuitive and sensorial approach to a project

The aim of the three year course in interior design is to generate professional figures who are able to apply skills in interpreting and developing projects in the different specialist areas of interiors: residential, projects in retail design, public spaces and exhibition design. The course provides participants with the technical knowledge and understanding to resolve aspects in the construction of spaces, the methodologies to develop a concept proposal through to its correct representation. The approach in the course is creative, artistic, and intuitive as well as technical in design. The study and analysis of the history and the evolution of interior design thinking will be supported by workshop hours will develop the participants' ability to interpret interior design projects in line with contemporary trends. They will translate these ideas into a structure that tells the story of the space depicting mood and atmosphere, with technical plans and elevations as well as evocative, illustrative interpretations of space and mood. The designers are able to engage with the project at all stages of its development. They have competency in progressing the project idea from its inception as a concept, right through to the final presentation and sign-off of the space to the client. Best works made by students at last academic year will be shown during an exhibition-event named Degree Show.

Opportunities

The interior designer has a vast array of employment opportunities. This professional figure can work in architectural and interior design practices, interior divisions of fashion brands, or in editorial publishing for fashion interior or trend publications as a set designer for photographic shoots. The career of an interior designer also encompasses the activity undertaken in technical workshops in companies active in the retail sector. Many designers find themselves working freelance or as interior design consultants.



INDUSTRIAL PRODUCT & FURNITURE DESIGN

Develop creative thinking and design objects and furnishings for the future

The aim of the three-year course in Industrial Product & Furniture Design is to harness, nurture and develop the creative talent of applicants towards design thinking and its application towards the design process and final product realisation. The course teaches the tools and research methods required for the generation of ideas and their processing through drawing, modelling and 3D design to their final presentation. Research abilities and product contextualisation capacities are being developed through cultural and theoretical studies, consumer-, trend- and market research, product branding and analysis of contemporary furniture and product design manufacturing culture. Studies in the processes of industrial production and organization, material properties, prototyping and presentation skills complete the participants' training towards an all-round vision needed for the realisation and management of an industrial or furniture product design proposal. Tomorrow's Industrial Product and Furniture designers must be more professional than ever to manage every phase of the project process, as demands towards industrial products and furniture are becoming more complex and the market more critical and complicated. Prerequisites of extended know how and strategic capacities in the organisation and completion of all aspects of production turn the contemporary 'designer' into a 'design manager'. The best works made by the students during the last academic year will be shown on the occasion of the Degree Show exhibition.

Opportunities

The course aims to generate the learners with a holistic approach in the journey of a project, in order to provide participants with the basis to work both in the design department of large companies, and also for consulting agencies, professional design studios or furniture companies. They have the possibility to also work for production agencies for consumer goods, or work independently as freelance consultants following the different phases of development of a product, from concept to final realization.

ACCESSORIES DESIGN

An expanding sector of important development for global brands

The aim of the course in Accessories Design is to prepare designers in accessories design for the luxury fashion market. The introduction and successive development of technical knowledge will equip the participant with an independence to create fashion and luxury ideas and manage project development. The curriculum will focus on the methods, management and business of designing shoes, bags, leather goods, eyewear, gloves, belts, hats and jewellery. Participants will understand how to contextualise their own research and design ideas, analyse and process the design development of the accessory. The participant will also be capable of assessing contemporary fashion trends and their influence on design considerations, applying their knowledge of traditional and innovative materials and defining production processes and client needs through an assessment of lifestyle and in relation to 'Made in Italy'. In collaboration with the most important companies that work in this discipline, the course nurtures the individual creative abilities of the participant, along with entrepreneurial and production development skills. The evolution of the accessories sector in the international market has become a fundamental strategic model in the business development of a brand in fashion and luxury, and the designers of accessories have assumed an important role in this emerging business, protagonists able to understand and interpret contemporary trends and therefore define the market strategies of global brands.

Opportunities

The accessories sector is expanding in very strategic ways for fashion, it plays an important role in a brand. The main task of the fashion accessories designer is to understand current fashion trends, representing the concept of a company. The accessories designer will find work in retail and in fashion companies, or in bespoke manufacturing, design studios or working as a freelance designer.



VISUAL & MULTIMEDIA DESIGN

Designer for the brand identity, strategist in the business of success through the subject and power of visual communication

This is the role and the extraordinary influence, in the hands and in the mind of a Visual Designer. The aim of the three year course in Visual & Multimedia Design is to prepare professionals able in the use of all the language tools in visual communication: from the application of ideas in graphic design and advertising, to the construction of the brand experience and the digital new media in the world of consumption. In our contemporary lives, in which design communication is an indispensable factor in success, the visual designer is a key figure and a creative interpreter able to speak to the market as well as able to tackle authoritatively the cultural contradictions of his time.



Opportunities

A visual designer can own and operate an independent company or work with an advertising agency, a studio in graphic design and communication, press offices, magazine editorial, publishing houses, in web agencies or in general for a company with an internal graphic design department.

Voice over

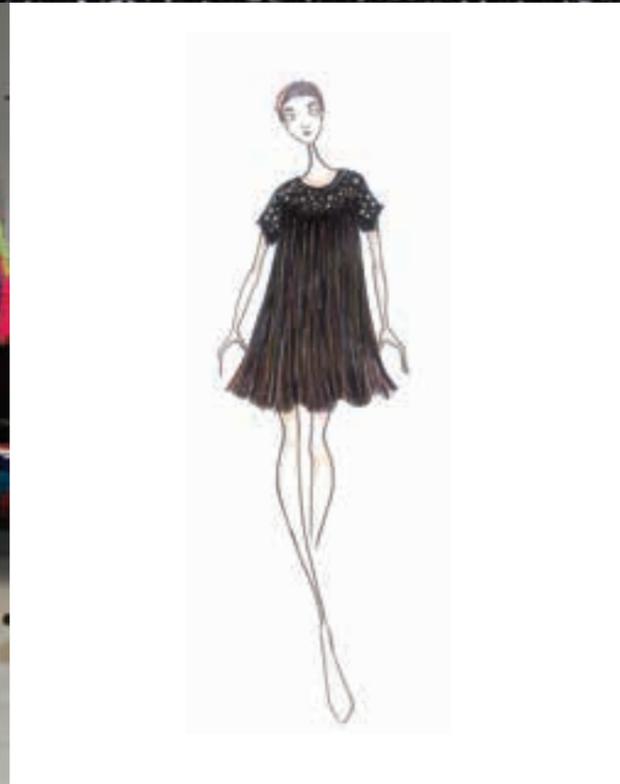
Maurizio Pecoraro

CREATIVE DIRECTOR AND BRAND OWNER
OF MAURIZIO PECORARO

I started my studies in the Eighties. In that period it was difficult for me to predict which path I would have taken. However, I immediately found myself involved in a series of experiences and occasions that have proven to be very formative for my career. When I attended Istituto Marangoni, I also had an internship at Thierry Mugler in Paris. Then, is when it all began.

The winning formula of Istituto Marangoni, is a mix of highly prepared professors from the technical and business point of view, they have both tailoring skills and an international-market-oriented perspective. I believe that this method can be useful for the development of fashion and can contribute to the spreading of 'Made in Italy'. Today and more and more in the future.

ISTITUTO MARANGONI #02 - 2015



Undergraduate Programmes
BA (Hons) Degree¹ • Three year course • Progressing course

FASHION DESIGN

The fashion designer is the one who anticipates trends and determines the success of a brand

The aim of the three-year course in Fashion Design is to produce professionals with multiple skills and knowledge in the field of fashion, capable of using all the techniques of clothing manufacture and of responding to new demands in fashion and luxury. Participants start with the study of drawing and design techniques, fabric analysis and the manufacture of clothing though deconstruction, as well as aspects of industry production methods are also covered. The study of trends allows one to create a contemporary collection that can meet the demands of the target audience while respecting brand equity. In the final year of the course, the best collections are presented during a fashion show. The fashion designer is the source of creative ideas and new trends, not only in clothing but also in textiles and in the world of accessories and luxury. Designers create collections, starting with an accurate analysis of materials and fabrics and use communication codes that come from art, cinema and design. They are experts in marketing and fashion and know how to calculate timing and production costs to meet the needs of the target consumer and anticipate trends, while respecting the brand's image. They are able to design womenswear, menswear and accessories, with an eye constantly attuned to new style codes. 'The fashion show' at istituto marangoni is an event that is carefully prepared, in which the selected students showcase their abilities to an audience of specialists (fashion houses, bloggers and fashion journalists). The most deserving graduates of the three-year course in Fashion Design have the opportunity to live in person the experience of creating a real collection.

Opportunities

The fashion designer is the most important figure in fashion. The designer inspires the creative ideas of the fashion world, managing creativity, technology, information and the understanding of fashion trends. The professional may work for their own company and additionally co-operate with several fashion firms and fashion studios both nationally and internationally. Fashion designers must know the market and, at the same time, be able to predict the development of taste. Moreover, they have to know the fashion business system extremely well.

This course is available also as
BA (Hons) Fashion Design (Sandwich)

¹ Students who successfully complete the programmes taught in English in Paris and London will be awarded with a BA (Hons) Degree by MMU (Manchester Metropolitan University-UK); BA (Hons) Degree (sandwich) is a four-year course which includes 36-week placement. 120 credits points are available each year of study in order to gain an honours degree, so students will obtain 360 credits upon successful completion of the three-year course. Students on the four-year sandwich course will receive 120 placement credits for this year. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.

Undergraduate Programmes
BA (Hons) Degree¹ • Three year course

FASHION STYLING

The specialist in visual languages related to the style and image of fashion

The aim of the course in Fashion Styling is to prepare professionals and creative people to work within the fashion system in areas of visual communication ranging from the fields of publishing, advertising, visual merchandising and trend or style forecasting to blogging. Presenting contemporary and future trends, enhancing the collections of designers, informing and inspiring their readers: this is the exciting mission of a fashion stylist. By the end of the programme participants will gain the ability to recognise different styles and trends, clearly define their personal vision of a product and propose innovative and professional ideas successfully. The ultimate goal will be the independent creation of a portfolio that fully expresses the personality of the participant. The stylist is an expert in fashion communication and must be able to produce and define the winning combination of component parts for an image that is needed to emphasise the style of a brand, a magazine or a person. This can be achieved through the careful use of clothes, accessories, hair and make-up, through atmosphere and location and through the knowledge and analysis of contemporary and future trends. The skills lie in interpreting the soul of an article of clothing and communicating it through a unique style.

Opportunities

The task of the fashion stylists is to communicate fashion through images. They have great sensibility towards fashion and can create a style which is immediately identifiable and recognizable by means of advertising campaigns, magazine photo shoots and fashion shows or by creating the visual displays for retail. Fashion stylists fill roles that are pivotal to obtaining the success of a collection.

This course is available also as
BA (Hons) Fashion Styling (Sandwich)

¹ Students who successfully complete the programmes taught in English in Paris and London will be awarded with a BA (Hons) Degree by MMU (Manchester Metropolitan University-UK); BA (Hons) Degree (sandwich) is a four-year course which includes 36-week placement. 120 credits points are available each year of study in order to gain an honours degree, so students will obtain 360 credits upon successful completion of the three-year course. Students on the four-year sandwich course will receive 120 placement credits for this year. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.

Umit Benan

Creative Director & Brand Owner of Umit Benan

“ Istituto Marangoni saved my life! When I was in Boston, I was studying marketing but it wasn't for me: I had chosen that specialization only because it was the same as my brother and in that period, I had no clear ideas about my future. Such a conceptual study was not suitable for me, in fact, as soon as I decided to study fashion, I started feeling much better. ”



“I liked the idea of being able to dialogue with my professors and classmates: speaking and discussing is fundamental to understand others' point of view.”

“To present students I would like to say: study and work hard, but never forget your goals. Everyone is special: the first thing to do is to understand why, what characteristics make us unique, what we can do to nurture them. It is a difficult but necessary consciousness to achieve: once this is done, everything becomes easier”.

“From the beginning I felt very much at ease at Istituto Marangoni, not just in the school, but in Italy, where my father often came to visit me, as well. I felt happy when I was in class, I worked a lot, sometimes until four in the morning, but tiredness was not a problem. Everything was incredibly fun for me: I learned to draw, I delivered the homework in advance and I was always punctual for the lesson.”



Paris

La haute couture c'est moi.

The Paris School of Fashion is a few minutes from the Place de l'Opéra, in a seven-storeys high building, near the Faubourg Saint Honoré, where many of the most famous fashion houses of Paris breathe the air: Chanel, Hermès, Lanvin and so on. The Paris School of Fashion offers an education that starts with the history of haute couture and arrives at modern fashion. Every day in the classroom, the students meet established international professionals from the main French fashion houses, in order to develop their abilities in every area of the fashion system, from consulting to publishing to marketing.



48, Rue de Miromesnil 75008

Undergraduate Programmes
BA (Hons) Degree¹ • Three year course

FASHION BUSINESS

Management in support of creativity

The purpose of the three-year course in Fashion Business is to train professionals to use the language of marketing, management and finance in the field of fashion and luxury. The three-year training course addresses all issues related to the marketing and development strategies of a brand, identifying the values that characterise the fashion identity of a company (equity). An understanding of the principles of economics and finance enables the participant to measure profitability and ensure compliance with budgets, while also implementing a specific control system for fashion companies. The fashion manager is one who studies the fashion scene, analyses the competition and checks out product development, planning, promotion and sales channels, collaborating with the design department and with all the production departments. Fashion managers can evaluate the intrinsic characteristics of the fabrics, the evolution of consumer habits, lifestyles and the needs of the market. They know the techniques of sales and marketing. They define the price range and the target audience, and are skilled in coordinating business partners and employees.



Opportunities

Fashion business professionals consider a brand's product communication, management control and retail business of a brand. They must know the fashion panorama thoroughly, including their own competitors, and spot with great precision which tools they need to carve out a position in the market place. They drive the entrepreneurial spirit of a fashion company.

This course is available also as
BA (Hons) Fashion Business (Sandwich)¹

Undergraduate Programmes
Three year course

FASHION COMMUNICATION & NEW MEDIA

Communicating fashion and luxury as a specific subject

The purpose of the three-year course in Fashion Communication and New Media is to train professionals to 'communicate' fashion and luxury through existing media and new media, responding to the new demands of global fashion. The course explores the basics of fashion communication by looking at historical and traditional examples before moving onto more recent expressions of the captivating magic of fashion and luxury in videos, websites and through social networks.

The fashion communication professionals are the ones who narrate this universe and at the same time participate in the definition and dissemination of fashion 'trends' as inspiring ideas not only in the field of clothing but also in the world of textiles and accessories. Their narrative is part of the extensive analysis of style and puts fashion in connection with art, cinema, music, design, marketing and society. They know how to find the time, ways and forms to create the buzz necessary to increase brand awareness, to intercept needs and aesthetic redundancies, while always respecting the brand image and the constraints of the budget assigned. In short, the fashion communication professional is someone who combines managerial rigor with creativity and poetry. In the contemporary world, where fashion is omnipresent and information overwhelms us, the success of a brand and a collection cannot come about without the effective management of communication. The new media & communications professionals are the key figures of the future.

Opportunities

Fashion communicators use the tools of brand advertising and promotion to reflect and represent the image of the brand. They use their public relations expertise to best place a fashion company in the market. These professionals can work independently as freelancers or coordinate a team in a fashion company, work in a traditional editorial or in the evolving domain of new media.





Firenze

The School of Fashion,
Art & Design

Where fashion, art and tradition meet

The new School of Fashion, Art & Design brings together, in one prestigious site, all the disciplines taught by Istituto Marangoni. The school is located in an historical building in via de' Tornabuoni 17, in the core of the city, just a few steps away from Piazza S. Trinità and the museums of Gucci and Ferragamo. In addition to a variegated offer of both long and short courses of fashion and design, the new Firenze school also proposes an intense programme of studies dedicated to art and encompassing History of Art, Art Management and Visual Multimedia Art. The Florentine school is, on the one hand, characterised by the support of professors who are at the same time professionals and highly specialised technicians of the 'art of making', and on the other, by the collaboration with an important French institution in the field of art teaching, the renowned Atelier de Sèvres, which completes the school's innovative and prestigious profile. Firenze, the destination of many international young people, becomes the new cradle of Istituto Marangoni for art, fashion and design in their most refined expression, with the aim of educating the excellent professionals of tomorrow, able to transform the past into the future.

ART HISTORY & CULTURE

To become the cultural and creative thinkers of the future

In partnership with  www.atelierdesevres.com

The purpose of the three year course in Art History & Culture is to train the future cultural practitioners of art. Within the contemporary constellation of the art world today, there is a strong demand for art, theory and cultural experts who are able to make sense of the multitude of art practices and to translate them into a business activity. It could be for those intending to be, or who are artists or would like to write about art and unpack the cultural and social significance of contemporary art practice. It is a course that gives the students the tools to help people to see what is around them in the complex visual world in which we live. The course will train participants to articulate the languages and ideas of art and to communicate these to a knowledgeable art audience as well as to the general public.



Opportunities

Students who successfully complete the programme in the Art History & Culture will be the cultural and creative thinkers of the future. Having acquired a deep cultural knowledge in addition to art research and writing skills, they will work in public museums, cultural foundations, art galleries, exhibitions and art publishing.

MULTIMEDIA ARTS

Translate your talent for media into appropriate artefacts

In partnership with  www.atelierdesevres.com



The idea of the programme is to develop artist skills in the context of the contemporary system of communication and media. This perspective encourages the reflection on the world of technology, which is a key point in order to develop a personal point of view on the reality of art as visual communication and new ways of perceiving our present. Contemporary artists need to express through the use of different media and give back to the complexity of the present that we live in. The curriculum is created to develop a link between the traditional context of visual arts with the use of new media and technological instruments of expression. The course is supervised by teaching artists and practitioner experts of technologies, media, sound, performance and web artists that will help to develop the personal skills and interests of the participants, teach them to use media and instruments, allowing them the ability to move across media and across jobs: from the more conceptual expressions in art practice, to the more commercial applications in the areas of advertisement, cinema and television. The participants will be encouraged to look at a personal and authentic approach to communicate art-ideas to the world. They will learn how to translate self-expression into appropriate Artefacts.

Opportunities

The job opportunities of a specialist of Multimedia Art are wide: they may work as a professional artist, but also come in touch with the world of visual communication, work in the field of "Moving Image", from video to production and postproduction in television and cinema. An expert in Multimedia Art can also work as a consultant for events connected with festivals, fairs, art events and develop mixmediainstallation in the context of fashion, entertainment and culture.

SHOE DESIGN

An evolving sector:
further development for global brand

Shoe Design is one of the most exciting and challenging sectors in design. What is required is a clear balance between fashion flare and the technical knowhow, necessary to produce objects that are functional but also beautiful. The sector over that last few years has seen a growth in development in the use of materials, proportions and wearable possibilities in design, and it is with this spirit that the course has been devised by Istituto Marangoni faculty. The course will initially help participants to understand the contemporary context of the shoe sector by considering the panorama of global fashion brands and the evolution of shoe design from the humble beginnings of the functional accessory in fashion, to the elevated status it has today as a real signature of a fashion look. The course will provide possibilities to visit historic Italian shoe companies in the Firenze area to experience first-hand the design and production of shoes, that will inform their own design approach and considerations. Fashion design, its evolution and contemporary language, cultural influences and contemporary lifestyles will also be subject of discussion.



Opportunities

The world of shoe design is specialist, and participants who are able to embrace the course in all its component parts will have the global opportunities to develop a career of success within this sector. Participants may go on to become independent shoe designers, work as a freelance specialist in fashion or join a global or local fashion brand that requires designers and accessory product developers for shoe design.

FASHION BUYING & MERCHANDISING

From the showroom to the shop:
learn how to buy and sell the dream of
fashion in 6 intensive months

The semester course Fashion Buying and Merchandising is aimed at candidates who have proven relevant work experience in the fashion field or those who are interested in a career development in the fashion industry. It aims also to cultivate participants to be fashion buyers and professional fashion product experts. Contents covered include knowledge about stock mix, major methods of import and export, pricing strategies and the profitability of fashion products. Participants will learn how to properly plan the purchasing of seasonal items, identify the best product and brand mix, as well as fully satisfy the needs and the tastes of clients.



Opportunities

Fashion buyers are experts in buying and merchandising within the fashion industry and they have comprehensive knowledge about production methods, purchasing choice, sales techniques and are familiar with all areas in buying and merchandising. After completing the course, the participants may work for large scale retail industries, brand chain stores, individual boutiques, studios or many other organizations and institutions.

LUXURY BRAND MANAGEMENT & PROMOTION

Study the logic of business, management, marketing mix and brand development in the fields of fashion and luxury in only 6 intensive months

The semester course Luxury Brand Management & Promotion is aimed at candidates who have proven relevant work experience in the fashion field or those who are interested in a career development in the fashion industry. The course aims to guide participants to understand the details of fashion and the luxury market, it helps them to think about how to treat major market structure, meet and satisfy the needs of clients. They will also realize that designing and conducting of the marketing mix together with target clients is the basis of formulating brand development strategies. In addition, participants will have discussions on the relationship between the economy, business, market and the promotion of the luxury industry; they will find solutions and analyse how luxury brand enterprises shall determine their own brand positioning and brand management strategies.



Opportunities

With this course participants will be able to tackle the professional work related to a potential career in the fashion and luxury markets. The task of the brand managers is to improve the practical management of a brand. They accurately analyse the condition of supply and demand of fashion and luxury markets, assess their characteristics and significant values and apply explanatory modes and management approaches to support key strategies and business marketing to achieve competitive advantages.

FASHION DESIGN COLLECTION

When a collection is put on show and people like it, its message is easily understood and it is tuned-in with the contemporary mindstyle.

To design a collection and recognise fabrics is no longer enough to succeed in Fashion. Participants need to go deeper: to research, identify styles, create and, at the same time, foresee the most intriguing trends. Today, there is no room for improvisation. Everything must be planned in detail because the fashion designer of today must be able to design and interpret lifestyles in line with the attitudes of the moment, which are continuously changing and evolving according to historic, cultural and social events. The creativity of a fashion designer must therefore be nourished, but it must also be educated, putting it in direct contact with working reality, with market difficulties, with production needs, with customers' expectations, with brand image as well as present and future trends. The aim of the master programme is to go beyond the practical teaching of how a collection must be coordinated. It will explain how to launch a product, a menswear or womenswear collection or an idea globally, starting with careful research and staying in line with the trends and lifestyles of the present and the future.



Opportunities

Fashion designers are responsible for research and style. They inspire fashion trends, create collections for clothing, textiles and accessories, and manage creativity, technology, information and trends. Designers can create their own line or choose to work for companies as well as research, style and consulting studios.

CURATORIAL MANAGEMENT

The art of brand curating

In partnership with **ATELIER SÈVRES^{DE} PARIS** www.atelierdesevres.com

Curators, and fashion curators in particular, are the interpreters who frame the moments of the evolution of fashion or of the history of a brand, connecting them with specific aspects of cultural, artistic, social or economic relevance. The course will explore the multifaceted history of luxury brands, offering candidates an in-depth knowledge about the history of museology and the evolution of curatorial practices, from the early private collections to the birth of the most important museums, with a particular emphasis on dress, textile and fashion collections. The master's will analyze the fundamental tools of curatorial work and engage participants with practical aspects, dealing with day-to-day operations, research methodologies, the design of a project and the creation of parameters to evaluate the development and the full accomplishment of the expected result. Specific attention will be devoted to heritage exhibitions, adding value as a crucial asset for the identity of many fashion luxury brands. The curriculum will complete with a thorough overview about all the financial and administrative aspects involved in the management of a project, including communication, marketing and public relations. Thanks to a hands-on approach, based on the realization of actual projects, the course will permit the candidates to face and resolve the many issues connected with this unique and emerging profession.

Opportunities

The figure of Fashion Curator is a professional who interprets the evolution in the field of dress and fashion, connecting it with contemporary artistic and sociological events, by displaying fashion objects in themed exhibitions. He can also highlight and present a new view on the heritage of a brand, reasserting its values and historical relevance. The Fashion Curator occupies management positions within cultural institutions such as museums, galleries and foundations, works within a corporate environment or independently as a freelancer, planning exhibitions or events.



ARTS MANAGEMENT

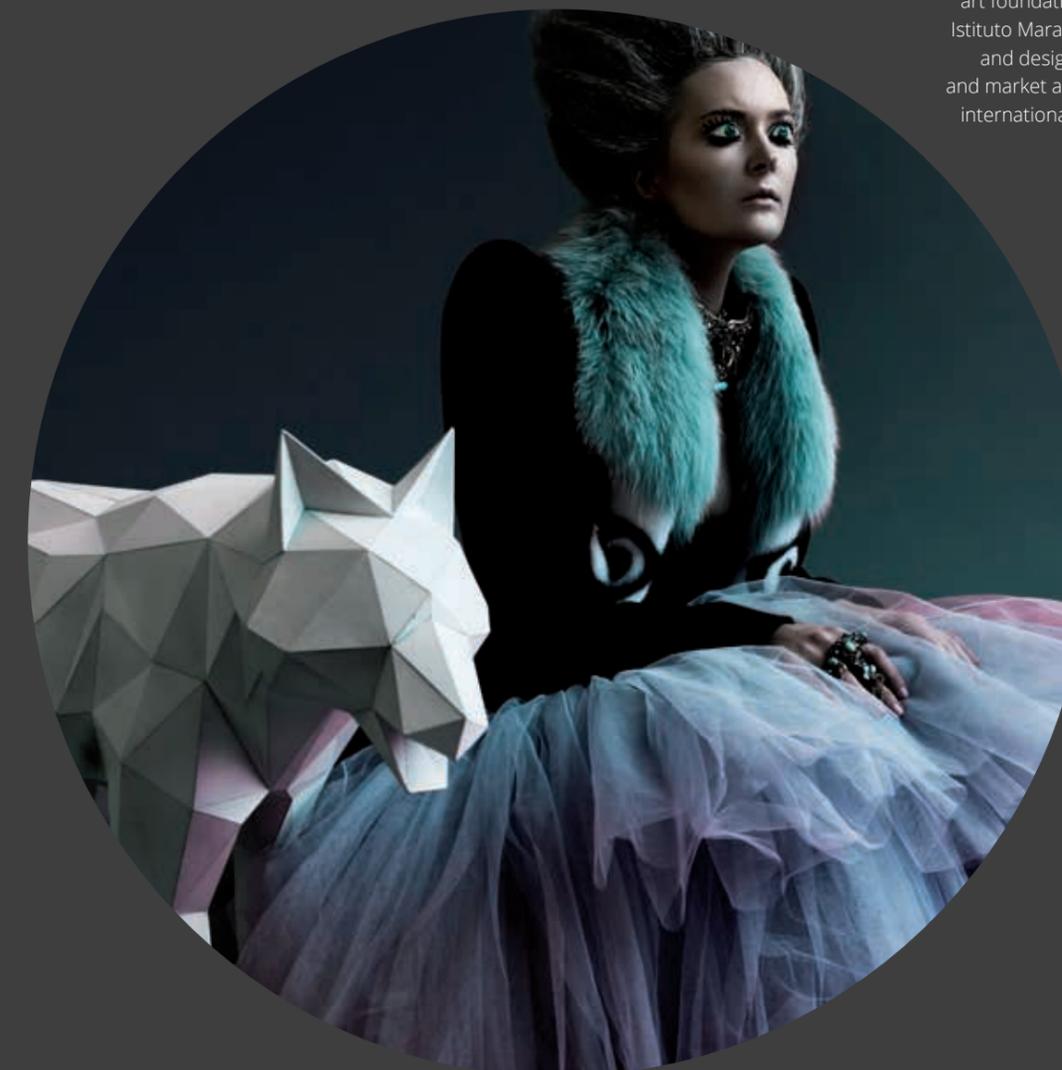
Become a professional
in the contemporary art world

In partnership with **ATELIER SÈVRES^{DE} PARIS** www.atelierdesevres.com

A Master's course aimed at candidates interested in occupying management positions within the Art World. It provides insights into the Contemporary Art System, the Art Market, and the business of Art in today's world: museums, commercial galleries, art foundations, auction houses and art fairs - capitalizing on Istituto Marangoni's unique relationship with industry, fashion and design brands. The students will learn how to manage and market art events and corporate heritage, will understand international Art law, and have a first-hand experience of the vibrant artistic context in Florence.

Opportunities

The Contemporary Arts Manager is a figure who is increasingly in demand in the sector; the figure occupies management positions at art institutions such as museums, galleries and foundations. Students who successfully complete the master's course can work either within a corporate environment or independently as freelancers. They may plan exhibitions or art related events, or take charge of the administration for both commercial and public organizations.





Via de' Tornabuoni, 17



Postgraduate Programmes

Preparatory Courses

The Portfolio Surgery and the Management Surgery courses are one-month programmes. They have been devised to support those students who have been accepted onto the master's courses in fashion and business with the qualification requirements, but have the opportunity to improve the quality of work in preparation for the beginning of the chosen course. The Pre-Sessional course for Istituto Marangoni Master's programme is specifically tailor-made to prepare students who may not have the subject specific knowledge or technical tools in research to do a master's. The curriculum is well structured to support the development of the necessary skills, building the appropriate confidence of participants to do well in the master's courses in the subsequent year.

Semester Courses Postgraduate courses

These courses offer specialist activities for participants who are looking for study abroad opportunities, or for those professionals who have the desire to up-skill or take a career break to study business practice in relation to the world of fashion. The courses require that participants have a strong interest for the sector, with the intention of applying the knowledge they gain to specific professional activities when they have successfully completed the curriculum.

MA Master's Degrees ¹ Master's Courses Cycles de Spécialisation ¹

These programmes are designed for those who have already acquired specific skills in the appropriate area at undergraduate level. The master's courses are also open to industry professionals who wish to deepen their knowledge of a specific subject area. They are highly specialised programmes that open the doors to a successful career in one of the world's capitals of fashion, design and luxury.



¹) Students who successfully complete the programmes taught in English in Paris and London will be awarded with a Master's Degree by MMU (Manchester Metropolitan University-UK); Master's Degrees include a 12/14-week work placement. 180 credits points are available in order to gain a Master's Degree upon successful completion of the course. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.

PORTFOLIO SURGERY

The aim of the short intensive course is to raise the standard of the creative portfolios presented by candidates for admission to istituto marangoni master's courses who have already the appropriate qualifications and who have been accepted onto the course. Tutorials will help students to perfect their analysis of the world of fashion through sourcing of images and cultural influences, both when considering a design and ultimately when planning the development of a career in fashion. The ability to understand volume and the technical design of clothing will be the goal of the course, one that allows the participant to have a holistic vision of the creative process. Individual meetings with the tutors is an opportunity to improve portfolios.



MANAGEMENT SURGERY

The objective of the course is to allow participants with appropriate qualifications, who have been accepted onto a master's programme to improve their knowledge in the areas of economics and business. During the course, participants will explore principles of economics for the understanding of company organization, analysis of costs and the main principles of finance. The development of the course in marketing, communication, luxury and fashion brands is an important introduction to the themes and topics that will be covered in the master's course. The master's course, consists of lectures, tutorials and the reading of specialist articles to better contextualise the subjects in contemporary fashion business.

NEW

PRE-SESSIONAL MASTER'S FOR FASHION

Take your next step to postgraduate study in fashion studies



During this 12- week preparation, participants will be working on exciting creative projects based on a thorough and comprehensive approach to the fashion industry and they will be constantly encouraged to develop their creative concept ideas and business acumen. The pre-sessional course offers a specifically tailored study preparation for the entire suite of Master's programmes at Istituto Marangoni in the area of Fashion. The preparation is for candidates with either design, business, management or other backgrounds who want to progress with their studies to a master's level. Participants will have the unique opportunity to learn the basics of fashion design and business through the enhancement of either their creative, conceptual, practical or managerial skills, depending on the master programme they have chosen to access at Istituto Marangoni. Participants will learn how to conduct independent research and how to present it effectively; practical workshops will help understand the fashion business, develop project management, promotion skills and garment construction knowledge where appropriate with the final aim to be able to attend successfully a full time MA. Talent development and preparation of participants will be helped by an integrated support for written and verbal skills in their studies and for Istituto Marangoni master's courses, in the use of English language for fashion. This will ensure that the participant will be fully prepared to meet the challenges of postgraduate learning.

London / the avant garde



The School of Fashion is in the coolest artistic and creative area of London: Shoreditch. The right place to watch the future with all the visual and cultural stimulation around. From here come the new styles and trends in fashion as well as in art and design. There are also the stars of cinema and cuisine; new restaurants are constantly being opened by giants in the industry. Attending the London School of Fashion, one can come into contact with a world that is evolving, accompanied by a teaching faculty that are motivated and ready to share their knowledge and know-how.



30 Fashion street

E1 6PX



Postgraduate Programmes
Master's course

HOME COLLECTION

Develop a creative process to evolve and propose coordinated design solutions for the 'home collection' market

The master's course of Home Collection trains professionals who are capable of translating design thinking, in a manner that is both sophisticated and creative in a project of home collection. This course is designed for those who already have some degree of training in technical project planning and who would like to acquire a professional preparation in the field of home décor design. The course has the aim to translate, in a manner that is both creative and sophisticated, the style identity of a fashion brand in the living of interior spaces; those dedicated to the hotel industry, restaurants, airlines and cruise ships design, with materials and objects that represent the fashion brand. The learner will be able to elaborate textures, colors, materials, fabrics, furnishings and styles informed by the understanding of how to create contemporary collections based on luxury living. The interior designer is a professional figure who plans and organizes interior spaces for diverse environments, with a specific competence in the area of project ideas, with creative skill and a strong aesthetic sensibility, capable of reflecting on the design of the past, in order to develop design concepts for the future. This professional approaches the development of interiors for domestic spaces in harmony with the needs and desires of the client; significant interventions through the placement of materials and products capable of translating the style of brands through a product's communication in innovatively designed contexts.

Opportunities

The workspaces in which this ever-more sought-after professional works, are those of architectural studios and interior design groups, the offices of international brands, or in the role of a freelance brand consultant.



Postgraduate Programmes
Master's course

SURFACE & TEXTILE DESIGN

A master's course to be chosen for a contemporary interpretation of surface design through décor and fabrics

The master's course is intended for those learners who already have a specific qualification, or who are practicing professionals in this sector. The course will begin by offering an in-depth history of fabrics and the trend in the return to décor through new technologies with the development of a design collection that will be part of a learners portfolio of work. The course will deal with the historical and cultural roots of the birth of 'décor'. The learner will acquire the basic principles of analysis, after which they will elaborate, with a creative approach, their own personal style that will evolve from research and studio work supported by the faculty. Combining creativity, technology, information in fashion and design, the learner will be able to produce ideas at the forefront of design with an eye towards market needs and trend forecast. A deepening of knowledge in materials, fabrics and finishing methods prepares the designer, in this growing sector, to create innovative design proposals, conduct studies and write project proposals whilst respecting the parameters of marketing, communication and production lead times. Participation in industry visits and international events allows for the possibility to grow a professional network in order to work with prestigious companies in the sector.

Opportunities

The surface & textile designer finds work either in the industrial or in the creative sectors, in design companies, fashion houses, style agencies, research centres, experimental laboratories, architectural design firms, and in planning. It is a profession that is currently emerging within the 'Made in Italy' landscape with excellent placement opportunities.



Voice over



Alessandro Sartori

CREATIVE DIRECTOR FOR BERLUTI

For me Istituto Marangoni was like daily participating in a fashion show. In a way, I benefited from the fact that I had already gained much knowledge by assisting my mother in her atelier, since I was a child. However, I was lacking a methodology. The school assisted me in finding it: it taught me a method, it instructed me on how to translate my message and how to deliver it to the catwalk. Made this premise, it was really a marvellous period: I would live it all again, every day, forever!



I had so much fun at Istituto Marangoni, thanks to all my classmates, it was incredible: laugh, interest, passion...a real creative think tank! I still remember all the afternoons spent cutting garments, sewing them, doing and undoing: a great experience!



ITALIAN FURNITURE & PRODUCT DESIGN

Designing objects and furnishings for the future inspired by 'Made in Italy'

The course is aimed at students who already have a degree in design, architecture, engineering or in a similar field, with a portfolio and/or professional experience in the design sector. Indispensable requirements are the knowledge of rhino software, AutoCAD (or similar) and the Adobe software suite (Photoshop, Illustrator, Indesign). The course will develop through the discovery and in-depth research of the realities that define tomorrow's furniture and product design production, from manufacturing processes and the particularities of Italian contemporary design culture, to the study of cultural changes that influence consumer behaviour. Project development studies and their realisation find support in the exploration of graphic culture and brand analysis as well as of contemporary lifestyles, public consumption and emotional perception. Learners will work both individually and in groups on specific projects proposed by tutors and towards client briefs assigned to them by industry. They will be expected to integrate their creativity with the knowledge of the technical features of materials and with the application of emerging technologies.

Opportunities

Product designers find very diverse career opportunities in technical studios of prestigious design companies, in the role of art director both as a permanent or as temporary solution or as a creative consultant and project manager. Alternatively the designers may successfully work as freelance designers or consultants.



LUXURY ACCESSORIES DESIGN & MANAGEMENT

Intensive course in Fashion and Luxury Business Strategy

The master's course which celebrates Italian style in design & fashion. The course is intended for those who already have a degree and a portfolio that includes collections in accessories or who holds a sound professional background in the field.

The focus of the master's course is to concentrate on the creation of a line of accessories that considers the aspects that characterise 'Made in Italy', from design to production. Learners will explore how Italian manufacturing is exemplary throughout the world for its ability to identify the potential of materials and apply that knowledge to successfully balance design and function with a sophisticated aesthetic. Thanks to this course the learner will have the opportunity to meet the most important Italian companies in the industry.

The designer and creator of accessories has complete technical knowledge and understanding of the characteristics of materials and the appropriate design and production of accessories associated with them. The professional is capable of interpreting fashion trends and brand image into the production of accessory goods, and responds to the demands of the market with forward thinking proposals. They are also experts in techniques that add value to traditional materials. Designers are able to transform shoes, bags, belts and other every day items into new iconic objects.

Opportunities

The accessories designers have their own brand, or work in one of the many companies that deal in accessories, footwear or in the general areas of leather goods. They can work in research and trend forecast studios or can work with fashion houses of either haute couture or prêt-à-porter.

FINE JEWELLERY DESIGN

To plan and design a jewellery collection requires training that combines creative skills alongside an advanced knowledge of the traditions of the jeweller

The course is intended for those who already have a relevant degree and a portfolio of design work. The aim of the course is to train the professional jewellery designer who is able to combine creativity, research and innovation to create collections. Acquiring the advanced knowledge of the Italian and international manufacturing tradition permits the participants to create jewellery that is in line with current trends in the market and with the image of the chosen brand. The study of a specific project that references an international fine jewellery company, allows the learner to study the characteristics of excellence in process and product related to the brand. The learner will go on to use a creative approach and make a collection of jewellery designs aimed at the current market for a leading company in the sector of 'Made in Italy' fine jewellery. The jewellery designer is an artist, jewellery maker and designer who can develop collections in line with international professional standards. The creative individual meets the current demands of the market and the brand image of the customer for whom they work. They understand each stage of the production process, by taking into account the marketing and management strategies as well as the communication and promotion of the product.

Opportunities

The designer and creator of jewellery works as a highly specialized freelancer for many clients or, alternatively, in one of the many companies that deal with fashion and luxury jewellery in both the Italian and the international contexts, where accessories is a high growth industry and influences the turnover figures for many fashion brands.



DESIGN MANAGEMENT

in partnership with  macromedia university of applied sciences www.macromedia-university.de

Leadership for luxury brands through design thinking

This master's course is meant for candidates with either design, business or management backgrounds that want to develop in-depth skills in managing and developing design as a strategic asset within luxury design companies.

The course shows how a design approach can be used to develop innovative solutions and advance a company's strategic positioning. This requires the use of both design and management skills exemplified in the 'Made in Italy' tradition which will be explored during the course. The course articulates along three axes built around a set of units focusing on business, design and research. It gives understanding of the design process and the creativity tools required to develop products and services within multidisciplinary innovation-driven business contexts in the luxury fashion and luxury design field.

Design managers with dual design and management skills are still rare on the market and this master's course will give participants a competitive advantage. Typically, design managers integrate companies at different levels and within different units, but naturally might work with or within R&D departments, product development, marketing, brand strategy to develop a design-driven innovation and creativity approach throughout the company.

Opportunities

Managers with both design and management skills are even rarer on the market and, for this reason, this master's course gives participants a competitive advantage. In general, design managers integrate companies at various levels and inside different units; however, they can of course work with, or in the departments of R&D, product development, marketing and brand strategy to develop a design-based innovative and creative approach throughout the company.

voice over

GIULIO MASCIOCCHI

Concept-Product Designer for VERSACE



"Three are elements that make Istituto Marangoni a concrete career opportunity: a students' real interest in their studies and their trust in the school, the great professionalism and experience of its professors, its support in the search for a job and the launch of students' career."

"Istituto Marangoni was for me a sensational experience. I learned about very up-to-date technologies and techniques, professors and classmates always encouraged my interest for design, not to mention a fundamental factor: the job opportunities that the school made available to me at the end of the course."



Internship as JUNIOR FASHION DESIGNER for FENDI

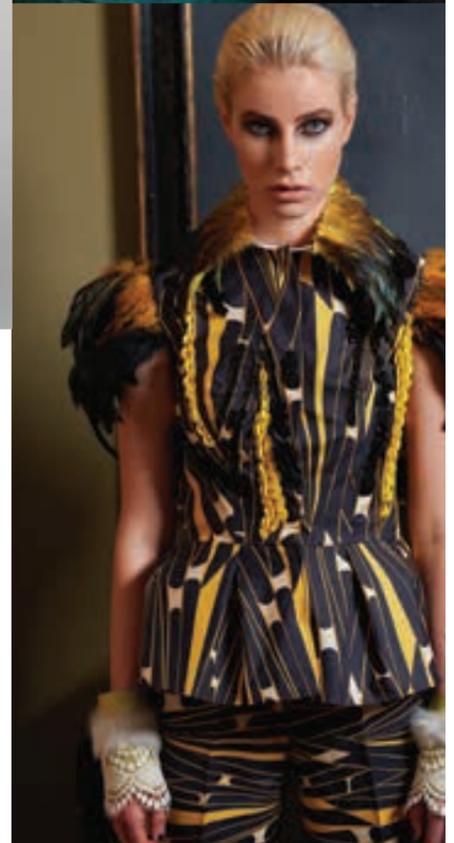


Adriana Perelli

"Istituto Marangoni was my choice and I realised that I couldn't have made a better choice. Not only did Istituto Marangoni give me the chance to participate in the fashion shows of three big fashion capitals, the dream of every student, but to grow as a person and as a designer as well."

The opportunity to participate in the Shanghai Fashion Week has been one of the most beautiful experiences of my life. After coming back from Shanghai, I received the surprise of being chosen to represent Istituto Marangoni during the international show of the London Graduate Fashion Week, where the best talents of worldwide schools showcased their creations. Being in London in those days, gave me the perception of being part of the future evolution and growth of fashion."

The completion of the educational journey at Istituto Marangoni, was to be chosen to open Istituto Marangoni Milano Fashion Show. Istituto Marangoni was a choice that changed my life, and I want to thank from the bottom of my heart, those who made my dream come true."



Postgraduate Programmes
MA Master's Degree¹ • Master's Course • Cycles de Spécialisation¹

Postgraduate Programmes
Master's course

FASHION DESIGN WOMENSWEAR

The programme that boosts the talent of those who desire to change the world of fashion

Aimed at candidates who have previous undergraduate study in fashion design or similar, or an adequate knowledge and proven professional experience in the fashion industry. The curriculum is designed to train fashion designers who know how to express their creativity and innovative vision of the surrounding world and respond to the new challenges and changes that the fashion system imposes globally. The candidate must possess an innate ability to combine technical expertise with knowledge of the contemporary, and to deepen this understanding through research and experimentation with the goal of producing innovative ideas. Using a variety of techniques in visual research and market trends, participants must demonstrate the ability to work on several projects and in a multidisciplinary manner. During the course participants will acquire the theoretical and technical knowledge necessary to develop self-reliance and confidence in their creative and professional abilities. These activities will become the launch-pad for the development of projects for industry, which is central to the master's programme. They will be able to express their own identity, vision and entrepreneurial skills.

Opportunities

A specialist in the language of fashion, the participant is able to develop a unique collection in response to the needs of the target market. The fashion designer has skills in everything from concept to production, semiotics to marketing, new trends, social and visual communication.



FASHION DESIGN MENSWEAR

Master's course specific to the designer of fashion and luxury menswear lines

Candidates who join this postgraduate course must have previous undergraduate study in fashion design or similar, or proven professional experience in the fashion industry. The fashion master's course is designed to prepare participants for menswear fashion design and explores the discipline related to the history of men's clothing, its subsequent evolution, and the design of collections in line with the development of a particular brand. Course participants will learn to relate to existing and emerging technologies within the contemporary fashion industry while engaging their creativity and independent design practice in order to meet the needs of the fashion and luxury industry. Participants must develop projects with different styles, starting with the creation of a mood board and using different techniques in visual, trend and market research.

Opportunities

The role of the menswear designer is a much sought-after profession in the fashion industry. The scope of job opportunities for such designers is very broad: they can work for their own company or collaborate with established brands and design studios, doing consulting and research. They will be able to design comprehensive collections of clothing for men, from knitwear to swimwear, from outerwear to new developments of larger trends. In addition, based on their experience, they may also become product managers and manage the production chain, an area of vital importance for the development of the designs.



¹ Students who successfully complete the programmes taught in English in Paris and London will be awarded with a Master's Degree by MMU (Manchester Metropolitan University-UK); Master's Degrees include a 12/14-week work placement. 180 credits points are available in order to gain a Master's Degree upon successful completion of the course. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.

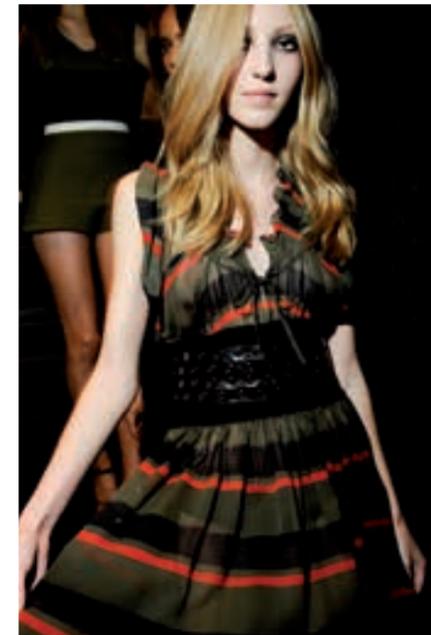


Julie de Libran

CREATIVE DIRECTOR for SONIA RYKIEL

"Istituto Marangoni has definitely been a very important experience, both in terms of professional skills and human relations. I learned so much at Istituto Marangoni: I attended courses of Fashion Design, pattern making and cutting; I created patterns and I easily used the sewing machines. I studied history of fashion and history of art: the syllabus was very comprehensive and interesting. I definitely have to thank Istituto Marangoni for making me understand that fashion was my true passion and that it could become an exciting work.

Concerning the people I met there, I can say that today, after almost twenty-four years, I am still in touch with many of my classmates: we became friends and we often meet in Milano or Paris."



"Every day, I bring a bit of my Italian life into my Parisian experience: for example, in my taste for colours and materials. We use several workshops and suppliers of Italian fabrics and I can confirm that they are all of excellent quality; same thing for knitwear production."

"In Milano, thanks to Istituto Marangoni, I had the opportunity to work with Ferrè, Versace and Prada. Each one of these experiences was a real school for me. Gianfranco Ferrè, as an architect, taught me how to perfect the cut and the pattern construction: he was a great teacher. It was interesting to participate in this initial phase of his work and have the chance to be by his side. Gianni Versace was an amazing person, as amazing as his embroideries, colours, and the fluidity of his fabrics. He gave much importance to the feminine body and its curves. This experience taught me how to construct a silhouette."

"I had the luck to collaborate for more than ten years with Miuccia Prada and Patrizio Bertelli. It was a very significant experience that taught me how to make a complete collection. I learned about materials and how to play with colours; I enhanced the study of the finishing and of the many indispensable details to create accessorized collections. Thanks to these experiences I became Creative Director at Sonia Rykiel."

FASHION ENTREPRENEURSHIP

Realize the dream to build
your own business

The course aims to provide the new generation with new direction and to create interdisciplinary, strategic thinkers. The course develops global entrepreneurs who build and capitalise on their existing knowledge and skills to develop new future facing business strategies for their own ventures or to re-invigorate existing strategies within businesses. Using both contemporary and alternative methodologies the proposals add value and gain competitive advantage within a saturated business environment. This course disrupts the concept of 'one size fits all'. It helps to bridge the gap between taught strategy and application to a more bespoke approach to business and creativity. Understanding trade and business in the local and global contexts, as well as building on established business practices for the creative industries, it will look to develop imaginative, reflective innovative and strategic thinking to establish or re-invigorate start-ups, SMEs and family businesses.



Opportunities

Roles in design, production, family business or media to develop or extend businesses international business start ups or development for creative practitioners. Entrepreneurs who want to extend brand opportunities. Smes and larger businesses looking to train innovative thinkers in strategic roles within organisations.

VISUAL CULTURES & STYLING FASHION

in partnership with



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

www.unicatt.it

How to interpret cultural references
in the representation of fashion

The Visual Cultures and Styling Fashion Master's course, a joint program of Istituto Marangoni and Università Cattolica del Sacro Cuore, aims to supply a selected number of students with a solid cultural and professional preparation. Participants will be chosen for their skills and their excellent educational experience, from different fields of study such as fashion, cultural studies, design, humanistic studies, economics and management. This Master integrates the operational competences of fashion styling with an approach to the most advanced and experimental visual arts. The professional profile that the Master intends to build is that of a specialist who can manage the fashion styling process through a deep mastery of the crucial cultural processes necessary to conceive and convey the material and immaterial values of a brand and to understand the resulting visual cultures. The Master will supply a solid technical expertise to translate cultural contents into consistent and effective visual identities. At the end of the course, successful students will acquire a diploma of specializing first level master degree by Cattolica del Sacro Cuore University acknowledged by Italian University Ministry (60 ECTS) and a highly specialized diploma in Fashion Styling from Istituto Marangoni.

Opportunities

The professional role shaped by the course is that of a manager of the fashion styling procedures, able to develop specific functions for the production of imaginaries, coordinating the work of experts of the different forms of visual communication (photographers, advertisers, graphic designers etc.) and also capable of managing the styling process, where required, during the different phases of the fashion supply chain (creation of a coordinated image of the collection, company catalogues, articles, advertising campaigns, editorial products, etc.). The fields in which stylists will apply their skills and influence are mainly four: media (traditional and social); companies with a very defined brand identity; retail; the world of celebrities and personalities. Even if these specializations are often overlapped in the stylists' professional practice, they require different skills that will be constructed during the master's course by means of specific workshops.

FASHION PROMOTION, COMMUNICATION & MEDIA

Learn all the communication strategies of Fashion and luxury brands

Aimed at candidates who have previous undergraduate study in the fields of communication, advertising, business and marketing or similar, or proven work experience. The course allows participants to acquire all the technical and theoretical concepts they will need to create a communication campaign through the study of subjects such as fashion & luxury marketing management, public relations & fashion and luxury fashion advertising campaigns. During this course participants will be able to respond to emerging developments in media and communication and explore the major theories and debates that dominate the study and practice of fashion promotion, communication and media. Looking at fashion advertising, editorial and creative direction in media, communication and promotion, participants evaluate and analyse trends in fashion styling, photography and journalism. Particular emphasis is placed on public relations within fashion houses, from customer management to the identification of celebrities, fashion show organization and to the management of press days.



Opportunities

Fashion promoters define the advertising campaigns and organise promotion through the most appropriate communication channels. They organise presentations, events and fashion shows, which reflect and represent the image of a brand; press offices and public relations and they have great observation and communication abilities. They can work either for a single brand or consult with various organizations. They may work in a budgetary capacity as writers in charge of public relations, or fashion show promoters within the fashion sector.



FASHION & LUXURY BRAND MANAGEMENT

Study the logic of business, management, marketing mix and brand development in the fields of fashion and luxury.

Study the logic of business, management, marketing mix and brand development in the fields of fashion and luxury
This master's is designed to train future professionals in the areas of brand management, merchandising and communication, specifically in the areas of fashion and luxury. Given the advanced nature of the course, candidates must have previous undergraduate study in marketing, economics or similar, or proven work experience in the field. The basic units of the curriculum are devoted to understanding the logic of the markets for fashion and luxury and consider how the structure of the main segments should be viewed in order to meet the needs and desires of consumers. The marketing mix and its construction through working with the client-target becomes the basis on which to plan the development strategy of the brand. As part of this specialist course, participants will address the interpretation of economic, commercial, marketing and communication logic specific to the luxury sector. They will also analyse how companies in the fashion-luxury market develop their own interpretation of brand positioning and devise special strategies in the management of the brand.

Opportunities

The brand manager of fashion and luxury is a figure who is increasingly in demand in the sector; such managers come up with creative solutions to improve the practical management of a brand. Their task is to define the style of collections, identify the price range and the target market. This course will present participants with a wide range of potential careers in fashion-luxury, both in production and distribution and in agencies and consulting firms.

Alice Mazzi

Womenswear Commercial Department for Tom Ford



“

Since I was a child, I have always been fond of fashion in my own way. Two aspects really intrigued me of the fashion business: the first was its strong dynamism, and the second was its ability to combine the complicated and austere world of figures with a wonderful and, in a way, frivolous thing like fashion.

The Fashion Business course I attended at Istituto Marangoni Milano, has been the rightest choice I could have ever made: **the three years I spent at Istituto Marangoni have definitely been the most beautiful of my young life.**

I was lucky enough to study something that I liked, that is, the business side of fashion, combined with more abstract subjects such as sociology and history of dress, or more technical ones like visual merchandising. The fact that studying always went with the making of practical projects, both group and individual, mentally prepared me for the world of work.

At the end of the three-year fashion business course, thanks to the school career service, I immediately found an internship at Tom Ford: while I'm writing this, I realise that one year has passed since I started working for this amazing company and I also realise how lucky I am. I thank Istituto Marangoni from the bottom of my heart, for endowing me with the practical tools to make my dreams come true.

”



“I decided to move to Milano and choose a school that could guarantee a future and that could give me a good education as well as help me in the search for a job, which is fundamental today.”

“The third year was the most exciting in any sense; making a capsule collection, being selected by expert fashion professionals and finally, seeing the result of a three-year work on the catwalk, was amazing!”

Menswear Designer for Tommy Hilfiger
Creative Director and Brand Owner
of matteolamandini

MATTEO LAMANDINI

“I decided to apply for Istituto Marangoni because at a glance, it had a different and better aesthetic than other schools and therefore, professors seemed to me impressive and very skilled!”



FASHION & LAW

in partnership with  www.uninsubria.eu

Understanding legal issues surrounding the life of a garment, from inception to brand protection

Aimed at candidates who have previous undergraduate study in law, economics or marketing. Those who have proven work experience in these fields may also access this course. The global activity of the majority of the luxury brands, requires that they are knowledgeable of legal requirements in relation to fashion business. Through the study of subjects such as licensing, merchandising, import & export, distribution and franchising agreements, intellectual property rights, employment and labour relation issues, safety, sustainability and consumer protection issues, participants will learn the technical and theoretical concepts they need to advise and develop company strategy. The emphasis of the course is on the knowledge of aspects related to the development of the supply chain and sale of the fashion product, evaluated in a comparative manner in different countries.

Opportunities

The responsibility of the future fashion manager is to be aware of the sustainability of businesses and the ethical issues that are protected more and more by law. Customer awareness also means that the consumer is attentive the products being delivered on the market and their role in ensuring the product is fit for market.



FASHION ELITE

Lab for creative leadership

Aimed at maximum 12 excellent candidates per year, selected by the best fashion schools worldwide or from the world of work, who have a minimum of professional experience and/or have launched a brand with great future potential. Maximum four participants will be chosen from each of the following educational pathways: design, art direction and business. Those selected will be expected to have a good first degree in design or business studies. The course is designed to train the future leaders of the fashion industry to understand, analyse and manage the key areas of a fashion company. Through the study of subjects such as collection-building, production methodologies, budgeting, marketing and communication, the participant can learn not only theoretical notions but to develop innovative and future-thinking practical approaches aimed at creating, making and launching a product or collection of products on the global market. These twelve participants will be divided into four interdisciplinary groups. Each group will consist of a participant with a design background, one with an art direction background and one with a business background. All three groups will attend a nine-month intensive course held by the best tutors and managers of the fashion industry in every area (design, art, business), during which they will develop their own business idea or an idea from the sponsoring brand.

Opportunities

Through building skills in ideas development, problem solving, teamwork and focused project management, participants will be able to lead teams of people in realising complex projects. They will be able to contribute entrepreneurial thinking to new concepts for existing companies or generate new businesses and create new markets for innovative products.

In the world

Shanghai

The new frontier

Istituto Marangoni Fashion Training Centre of Shanghai is the Italian eye that peers into the future of the world, watching new market trends in international and Asian fashion, and is located in the city centre, Nanjing road, in one of the most successful commercial developments in China: Plaza 66, where more than 100 world renowned luxury and fashion brands have their shops. The Fashion Training Centre is in the prestigious Tower 2, part of the entire complex that is one of the city's most admired landmarks. Istituto Marangoni Shanghai was created to find innovative points of contact between the culture of Italian fashion and Asian professionalism. With short, specialized courses aimed at Fashion Design, Retail, Visual Merchandising, Cutting and Marketing, introducing current world leading European-style fashion trends and maintain the model of 'keeping balance between fashion creativity and business benefit'.





PLAZA 66
no 1266 nan jing xi road



CONTEMPORARY FASHION BUYING

From the showroom to the shop: how to buy and sell the dream of Fashion

Aimed at candidates who have previous undergraduate study in economics, marketing or fashion design with marketing. Those who have proven work experience in these fields may also access this course. It is aimed at training the participant to become a fashion buyer, an experienced professional in the selection and purchase of fashion products. This master's course is 'contemporary' as it differentiates itself by providing current and future models of business, which encapsulate recent and future innovation and technology, taught by qualified industry practitioners. Buyers need to be business-minded with strong analytical skills but also able to negotiate and work alongside creative departments. The contents of the course will be devoted to the knowledge of proper stock mix, the main techniques of import /export as well as pricing strategies and the profitability of a fashion product will be analysed. It will allow participants to learn how to properly plan the purchase of a seasonal collection, using a balanced mix of products and brands that fully satisfy the needs and tastes of the consumer. Participants will enable to tackle a real project of buying from a company that is an industry benchmark. In the final stage of the course, research methodologies and the experience acquired with the business projects will allow participants to prepare a draft strategy for buying independently.



Opportunities

Fashion buyers are pivotal to a successful organisation, interacting with many different departments within a company. The course also offers opportunities for progression onto research degrees and will enable participants to pursue senior job opportunities in fashion buying merchandising, product development and visual merchandising, trend forecasting and retail, as well as in other areas of the creative industries.

¹ Students who successfully complete the programmes taught in English in Paris and London will be awarded with a Master's Degree by MMU (Manchester Metropolitan University-UK); Master's Degrees include a 12/14-week work placement. 180 credits points are available in order to gain a Master's Degree upon successful completion of the course. All candidates should meet specific requirements (please check the website www.mmu.ac.uk/international indicating your nationality and study level); for further details please do not hesitate to contact the information office at the chosen school.

FASHION PRODUCT & PRODUCTION MANAGEMENT

The profession that makes the fashion dream a reality



Aimed at candidates who have previous undergraduate study in economics, marketing, fashion design or similar, or proven relevant work experience. The curriculum is designed to train a fashion product manager, a specialist in the manufacture of the product in fashion companies, able to realise ideas and design concepts, turning creativity into a viable business proposition. The course analyses the marketing strategies and production methods necessary to create a fashion collection that is a response to fashion trends and consumer demands, offering a product with a high level of innovation in style and processes. The supply chain, negotiation techniques with suppliers, quality control and the definition of price and delivery lead time are matters which the participants in the course will discuss continuously with professionals from leading companies in the fashion industry, applying them to real-life projects. This course is designed to create a new professional figure with the unique ability to interpret style from the design concept through to the finished garment/product, by expanding on the technical knowledge of construction and production of every garment created within the collection.

Opportunities

The product manager is the key figure in the chain of fashion product development, linking the creative and productive functions. The manager also looks after the relationship between the merchandise suppliers and the production, outsourcing, quality control and pricing. The professional profile brings together the work of the design studio, pattern cutting and production to ensure that the fashion collection attains the required style, price points and delivery dates.

Voice over

EDITOR IN CHIEF for HARPER'S BAZAAR THAILAND and BRAND OWNER of ROUGE ROUGE

Duang Poshyanonda

"After a degree in Liberal Arts in Thailand, I moved to Milano to attend the Master's course in Fashion Promotion & Communication at Istituto Marangoni. My goal was that of acquiring publishing skills in Italy and then bring them back to my country."



"I have many beautiful memories of the days spent in Milan to attend the Master's at Istituto Marangoni. It has been the happiest period of my life: for the studies, but also because I met new friends and interesting people coming from any corner of the world. Therefore, I had the opportunity to do an internship at DSquared2 and at Costume National during the fashion week. These were all amazing experiences, unique and precious sources of inspiration."



FASHION PHOTOGRAPHY & FILM

in partnership with **SUPERSTUDIO**  www.superstudiogroup.com

Value the creativity of photography and film

The role of the contemporary fashion photographer is shifting. The photographer must now understand the progression of the subject and the growing interdisciplinarity between the still and the moving image. The course is suited to those who come from all areas of communication studies, fine arts, advertising, styling and technical photography, who see the world of fashion as a career opening and opportunity. Participants will apply the technical and cultural content delivered during their training to the proposed projects in the studio, learning to negotiate and plan in detail the implementation of a photo shoot and a fashion film. This job requires participants to search for a location or a photo studio to develop the use of light and colour and to have the sensibility to 'capture' the subject to be photographed and filmed, respecting the mood and theme of the creative proposal. For this purpose, istituto marangoni signed a partnership with Superstudio 13, the world's most famous photographic studios. This is the location where sartorial fashion shootings take place, the first and most popular fully equipped studio. Founded in 1983, it is a privileged iconic place and gathering centre of photographers, art directors, editors, stylists and creatives. It has contributed to the growth of the fashion world and it is the place where the most exciting campaigns and the best photographic services are born. At the close of the course, all the participants will present a portfolio book and the fashion films that express their individual approach and aspirations in a professional manner.

Opportunities

The fashion photographer and fashion film director defines the technical skills and cognitive needs that arise from the continuous development of the fashion industry. This professional figure works closely with a brand at each level in order to realise on the one hand fashion films and on the other advertising campaigns, lookbooks, catalogues and window displays, and coordinates the creation of photo editorials, both printed and online, with the chief editor of a fashion magazine.



FASHION STYLING & PORTFOLIO

The concept of the communication of an image of fashion and luxury

Aimed at candidates who have previous undergraduate study in fashion, in fashion styling, in photography, in communication or simply at those who already have demonstrable experience in these areas. It is also suitable for those who have the need to update, expand and develop their professional skills and, above all, want to enhance their portfolio whilst attaining a specific qualification in contemporary styling. The participant will acquire all of the technical and theoretical knowledge for a project to create a fashion shoot, from the initial idea to the final editing. During the course, the candidates will learn the methodology to deal with each project in a creative way through a path that starts with the analysis of the evolution of current and future trends and deepens knowledge of the historical and contemporary context of fashion, with the aim of creating innovative content for the construction of a professional portfolio. The course will also develop the innate leadership, managerial and organizational skills necessary for the profession, which depends on a multifaceted collaboration with various working groups, respecting deadlines and production costs, management and casting of models, collaboration with the chosen photographer and appropriate choice of location.

Opportunities

The specialist in fashion styling often works as a freelancer and can find employment and stimulating career opportunities in publishing and fashion style and design in the offices of leading fashion houses. Additional career opportunities can also be found in public relations agencies and offices, research and design trends, or as a fashion blogger.

FASHION RETAIL MANAGEMENT

Management of the shopping experience

Aimed at candidates who have previous undergraduate study in economics, marketing, fashion design or similar, or proven relevant work experience. The study programme is designed to establish the role of the specialist in managing a store, from the flagship to an individual boutique, through the development of expertise in the areas of retail marketing, human resource management and in fashion category management.

At the end of the course, participants will be able to understand brand values and transfer them to the consumer, making the buying process a unique and unforgettable experience, so that they will gain the customer's faith and loyalty at the point of sale. Participants will develop the necessary knowledge for the economic analysis of a store, ensuring that they can understand the budget and monitor indicators that measure the performance of the store, the sales-by-category indicators of cross-selling, stock rotation and coverage analysis.

Opportunities

The fashion retail managers are a key figure in the distribution chain and are ultimately responsible for managing the logistics of distributing the product. They must also have problem-solving skills and negotiation and social skills to the highest level in order to interact constructively with both clients and the human resources department of the store. The fashion retail manager can work in the flagship store, department stores, showrooms and boutiques, both single-brand and multi-brand. They can manage the development of the retail network of a company or manage its internationalization.



FASHION & LUXURY BUSINESS ADMINISTRATION

in collaboration with  LIUC www.liuc.it
Università Cattaneo

A part-time master's for experienced professionals

Aimed at executive candidates who may have a bachelor's degree in business administration in marketing management, economics, fashion or a similar alternative with proven work experience. This university master's degree is designed to train corporate finance managers and controllers specialising in the luxury sector, the figure who sits on the board of directors and supports companies in their internationalization processes, partnerships and stock exchange listing.

The participants will begin their journey with the study of international accounting standards and the U.S. Gaap and will arrive at an understanding of the most current techniques for the assessment of financial performance, tax and legal planning. Theoretical approaches will be applied to case studies and examples from active companies operating in the luxury sector, in order to grasp the essentials of management and planning. The course also includes a module on the discussion of the governance of corporations. In the final stage of the course, the experience gained from the analysis of case studies and research methodologies acquired will allow participants to develop a project for the preparation of their theses.

A part-time course (1 week per month for 40 hours of classroom training for the 8-month course), suitable for experienced professionals who are already working at a recognised professional level and have little time to continue their studies.

Opportunities

A specialist in accounting, auditing, in finance, in tax planning and financial planning, the finance manager and controller of fashion and luxury has a grasp of everything from marketing to fashion. the professional growth of graduates in the course can take place in the company where they currently operate, where their newly-acquired skills in the world of corporate finance will come in very useful, or in start-up companies or companies in luxury fashion that contribute important innovations to the field.





ATELIER SÈVRES^{DE}

THE ART SCHOOL OF PARIS

Atelier de Sèvres, founded in Paris in 1979, is a renewed school specialized in graphic and plastic expression and creative reflection. It is located on the left bank, near St Germain-des-Prés and its art galleries, prestigious art colleges such as the Arts Décoratifs or the Beaux-Arts and close to the gardens of Luxembourg and Montparnasse. A privileged location for a school having a multidisciplinary approach in teaching and learning and cultivating students' creativity as well as their general and artistic knowledge.

THE STUDIO CONCEPT

The school is a studio, the studio is a school: a laboratory where a generation of tomorrows artists can blossom. A generation, which absorbs the spirit of generosity of the surroundings and the good humour necessary to produce an accurate work. The studio's mission is to give students the technical tools and necessary knowledge to build their career as professionals in Fine Arts. To achieve this goal, a multidisciplinary curriculum was conceived and is supported by an energetic team, to ensure that everyone's talent can emerge. The teaching methods evolve constantly, following art colleges' expectations and the changes in the world of art. Atelier de Sèvres, therefore, has its finger on the pulse of artistic realities and today's careers.

THE PARTNERSHIP WITH ISTITUTO MARANGONI

The Partnership between Istituto Marangoni and Atelier de Sèvres is a synergy based on the strong experience of both schools in their own fields, which meet in a single identity in Firenze. Atelier de Sèvres' expertise in Fine Arts and Creativity education has been transferred to Istituto Marangoni starting from the most embryonic phase with its participation to the Advisory Committee in charge of addressing and informing programmes by linking them to contemporary Art, Industry and Professional panorama. Its expertise has contributed to develop the contents of all Istituto Marangoni's Arts' courses and will continue to be present in the courses delivery through the involvement of Atelier de Sèvres' tutors and through other projects for students with an international flavour.

Thanks to this prestigious collaboration, Istituto Marangoni and Atelier de Sèvres combine together the trends and moods of Fashion; the point of views and innovations of Design; the traditions and tastes of the Made in Italy with the peculiarities and feelings of Fine Arts.



Istituto Marangoni is the home of internationality. Every year 3,500 candidates come from all over the world to enroll on its courses. To ease their transition to living in a new city and to help them choose the course of study most suited to their abilities and their desires for professional growth, Istituto Marangoni has a series of services:

Orientation

The Orientation Service is a free service with no obligations, available to all new applicants. It provides information about study programmes and professional possibilities, as well as informing candidates of the companies who come to Istituto Marangoni to scout for graduates and interns.

The Orientation Interview is an indispensable part of the preparation for admissions, applications and scholarship applications, which are limited in number. During the meeting it is possible to present an authentic body of creative work or a portfolio; immediate feedback is available on the possibility of being admitted onto the courses offered.

The Open Day is an entire day dedicated to information service for students. It is an important day for those who wish to apply to Istituto Marangoni, to choose the correct course, see the possibilities for professional placement and to have a detailed understanding of all the services offered. Please visit the website istitutomarangoni.com

Housing

Istituto Marangoni provides up-to-date information about arrangements with a series of residences, hotels and apartments available to share, and puts people in contact with those who are interested in that type of accommodation.

Careers service

For students who are nearing graduation, there is a consulting service for professional orientation: from the preparation of a CV and interviews, to contact with companies who are offering internships. During the course of study Istituto Marangoni may support students in finding internships, provide special projects, seminars and workshops for participants to relate to the market of fashion. In addition to the graduation show at the end of year, with the participation of agents and press, there are special initiatives that support and complete the basic teaching curriculum. At the end of the academic course, two huge media events with an international scope are organized, 'The Fashion Show' and 'The Degree Show'. These consist of real shows which are attended by agents in the sector, specialist press companies, fashion and design industries and promotional agents; an indispensable showcase for the launch of a brilliant career. In 2015 the Careers Service of Milano, Paris, London and Shanghai placed over 500 graduates in the most important fashion and design companies, all over Europe.

Scholarship

Each year Istituto Marangoni offers an extensive programme of scholarships to deserving or talented students to attend postgraduate courses.

Write to: scholarships@istitutomarangoni.com

INTERNATIONALLY RENOWNED COMPANIES IN THE INDUSTRY ARE ENRICHED EACH YEAR BY ISTITUTO MARANGONI'S GRADUATES

abercrombie & fitch / acne paper / adidas y3 / alberta ferretti / alessia prekop / alexander mcqueen / alexandro palombo / alessandro de benedetti / andrea pompilio / aquilano rimondi / arcadia group atelier to go / balenciaga / balmain / belstaff / benetton / blancha bonnet a pompon / bottega veneta / burberry / calvin klein / chanel chloé / christian dior / comeforbreakfast / cos / co-te / cute circuit / damir doma / david koma / diane von furstenberg / diesel dolce&gabbana / dove magazine italy / dressing the man / dsquared2 egomark / emma swimwear / erdem / esteelauder / etro / est.her farftech / fashion buro kzakhstn / fast retailing / fitch wwp / frankie morello / frenchologie / fyodor golan / funlayo deri / gareth pugh dorotea pospihalj / giambattista valli / gianfranco ferrè / giorgio armani givenchy / glamour italy / grazia italy / h&m / harper's bazaar thailand harrys harf london / hermès / hugo boss / hussein chalayan / img imperfect perfectionista / isabelle martine / iylisa / jil sander / jimmie martin & mccooy / jimmy choo / jo no fui / joe fresh / jonathan saunders / joseph limited / karl lagerfeld / karla otto / kenzo / kinder agugini / kristian aadnevik / l'officiel homme italy / l'wren scott / la rinascente / lanvin / larusmiani / les hommes / liberty / lifung trading lisa rubini / loewe / louis vuitton / m.h.alshaya / maurizio pecoraro malboro classic / mao / marco bologna / marie claire claire / marika vera lingerie / marni / mary katrantzou / mary lint / massimo dutti matrix sourcing / maurizio baldassarri / mawi valeria / max mara mirja rosendahl menswear / moschino / mtv / mulberry / my wardrobe / naza yousefi accessories / ndalo media / neil barret net a porter / nicola brundage / nike / no uniform / not just a label numero / olivier green / olivier theyskens / paco rabanne / pamela quinz / paolita / patricia nicolas / patrizia pepe / paula cadermartori paul smith / philipp plein / piazza sempione / pierre ancy / pixelway pollini / pop & roy / ruggero de santis / porzia t / prada / pringle of scotland / puma by hussein chalayan / raoul / ratti / red by wolves shoes / renato corti / rené caovilla / reward style / riccardo grassi showroom / richard nicoll / roberto cavalli / roberto fragata / rosa clandestino / safilo / saint laurent paris / salvatore ferragamo / see by chloé / sergio daricello / sergio rossi / silver spoon attire / stella mccartney / sugarfree / susanna cornet / taylormade / temperley london / tod's / tom ford / tvscia / umit benan / ubi sunt menswear valentino / versace / vera thordardottir / vivienne westwood / vogue spain / wallpaper magazine / hyred / zegna

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cappellini

Aldo Fallai

page 75:
shoes COLIAC
by Martina Grasselli

QAA Reviewed

Quality Assurance Agency
for Higher Education

Istituto Marangoni Milano
The School of Fashion

UNDERGRADUATE PROGRAMMES
ONE YEAR COURSES
Fashion Design Intensive
Fashion Image & Styling Intensive
Fashion Business & Brand Management Intensive
Digital Image Creation for Luxury Brands Intensive

THREE YEAR COURSES
Fashion Design
Fashion Styling
Fashion Business
Fashion Communication & New Media

POSTGRADUATE PROGRAMMES
PREPARATORY COURSES
Portfolio Surgery
Management Surgery

MASTER'S COURSES
Fashion Design Womenswear
Fashion Design Menswear
Fashion Styling & Portfolio
Fashion Photography & Film
Fashion Promotion Communication & Media
Fashion & Luxury Brand Management
Contemporary Fashion Buying
Fashion Product & Production Management
Fashion Retail Management
Fashion & Luxury Business Administration
Fashion Elite
Fashion & Law
Fashion Entrepreneurship
Visual Culturals and Styling Fashion

Istituto Marangoni Milano
The School of Design

UNDERGRADUATE PROGRAMMES
ONE YEAR COURSES
Interior Design Intensive
Accessories Design Intensive

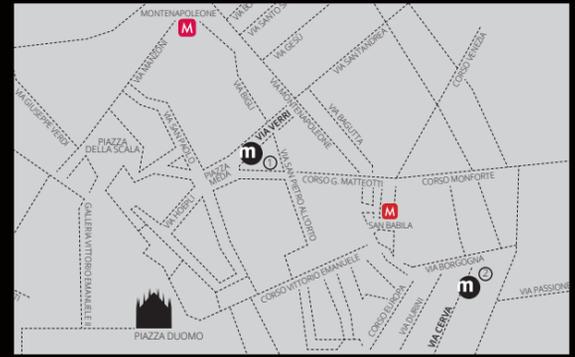
THREE YEAR COURSES
Interior Design
Industrial Product & Furniture Design
Accessories Design
Visual & Multimedia Design

POSTGRADUATE PROGRAMMES
MASTER'S COURSES
Home Collection
Surface and Textile Design
Italian Furniture & Product Design
Luxury Accessories Design & Management
Fine Jewellery Design
Design Management

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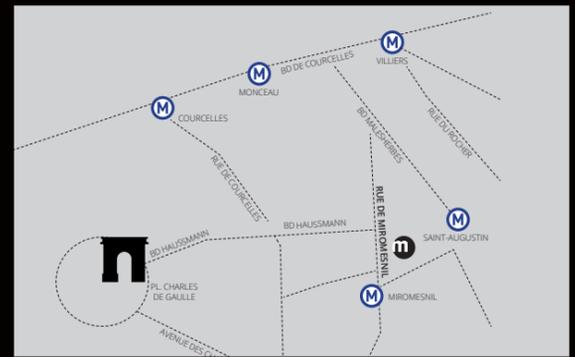
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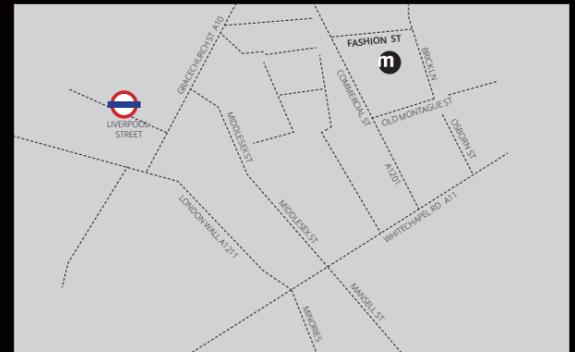
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Istituto Marangoni Firenze

UNDERGRADUATE PROGRAMMES
ONE YEAR COURSES
Fashion Design Intensive
Fashion Image & Styling Intensive

THREE YEAR COURSES
Fashion Design
Fashion Styling
Fashion Business
Shoe Design
Multimedia Arts
Art History & Culture

POSTGRADUATE PROGRAMMES
SEMESTER COURSES
Luxury Brand Management & Promotion
Fashion Buying & Merchandising

MASTER'S COURSES
Fashion Design Collection
Luxury Accessories Design & Management
Fine Jewellery Design
Arts Management
Curatorial Management

Istituto Marangoni Paris

UNDERGRADUATE PROGRAMMES
ONE YEAR COURSES
Fashion Design Intensive
Fashion Image & Styling Intensive
Fashion Business & Brand Management Intensive
Fashion Promotion & Communication Intensive

THREE YEAR COURSES
Fashion Design
Fashion Styling
Fashion Business

POSTGRADUATE PROGRAMMES
PREPARATORY COURSES
Portfolio Surgery

MASTER'S COURSES
Fashion Design Womenswear
Fashion Promotion Communication & Media
Fashion & Luxury Brand Management
Contemporary Fashion Buying

Istituto Marangoni London

UNDERGRADUATE PROGRAMMES
PREPARATORY COURSE
Foundation Year Programme

THREE YEAR COURSES
Fashion Design
Fashion Styling
Fashion Business

POSTGRADUATE PROGRAMMES
PREPARATORY COURSES
Pre-Sessional Master's for Fashion

MASTER'S COURSES
Fashion Design Womenswear
Fashion Promotion Communication & Media
Fashion & Luxury Brand Management
Contemporary Fashion Buying

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