

Miami



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WELCOME TO THE MIAMI SCHOOL OF FASHION



Welcome future students. We are a community that values learning and changing students' lives every day. Our immodest but heartfelt goal is to be a world-class fashion school with a distinctive commitment to teaching at both the undergraduate and graduate levels. We regard these two pursuits as mutually reinforcing, a belief that is exemplified by our defining commitments to the fashion industry.

The resulting fashion school is a special and varied place. Istituto Marangoni Miami is home to world-class fashion instructors, amazing hands-on experiences, inspiring art and design, and graceful fashion ideas with a charming Italian essence. But Istituto Marangoni Miami's core is the devoted and talented students, alumni, faculty, staff and friends who care about this institution like no other. We have an inclusive community centered on this campus but extending throughout the world where its community strives to live up to the college's mission to deliver world class education.

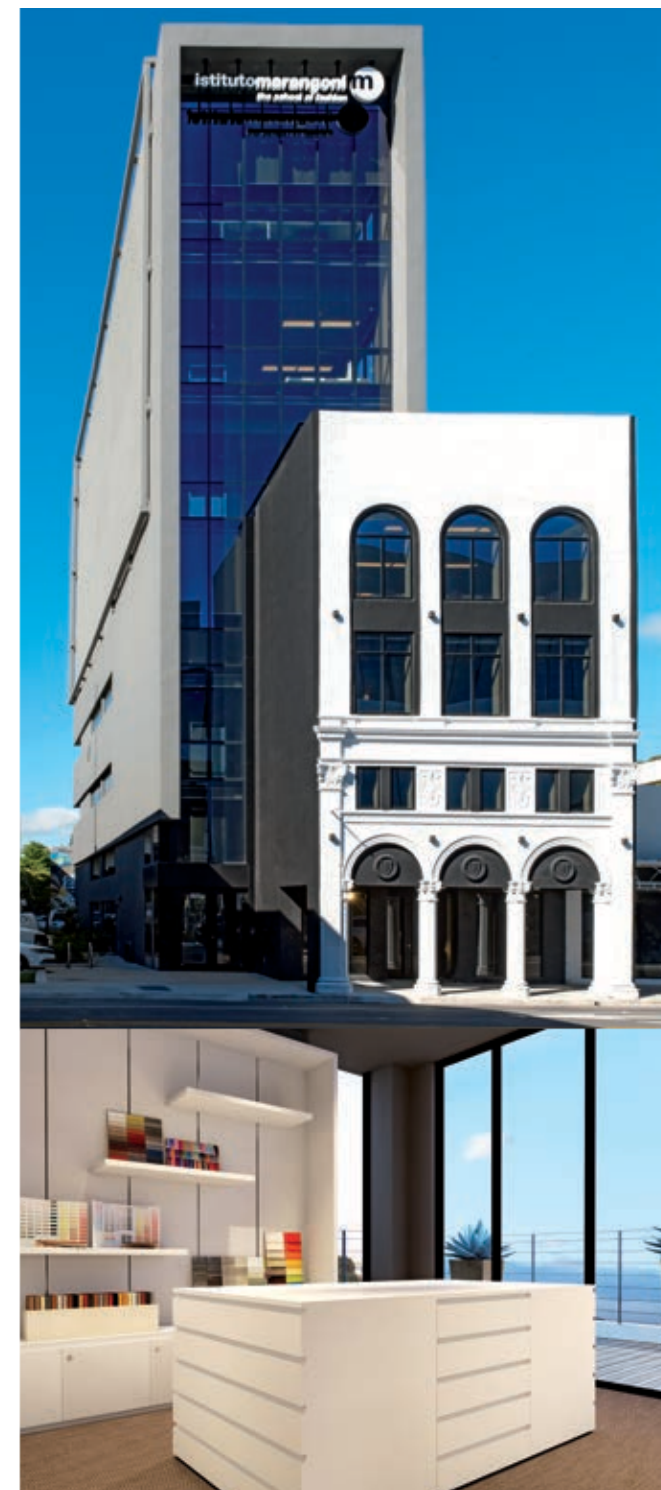
I hope that this brochure will help you to understand the spirit that animates this school, and I hope that you will find answers to at least some of the questions that brought you here. We encourage you to visit our school and I hope to see you soon.

Hakan Baykam, Founder of Istituto Marangoni Miami

MARANGONI MIAMI REVOLUTIONIZING FASHION IN THE DESIGN DISTRICT

The Design District, one of Miami's most dynamic quarters, has over the last few decades risen to worldwide fame as a prime destination of the arts, design and fashion. Once part of Buena Vista and neighboring Wynwood and Upper East Side areas, the district is now home to over 130 art galleries, showrooms, creative and architectural industries, luxury fashion stores, antique dealers, restaurants and cafés. As part of this young, exciting community, Istituto Marangoni offers a new base to emerging American fashion talents who wish to express their creativity and learn key industry skills: Istituto Marangoni Building, a striking 21,900-square-foot site is where the Miami School has opened its location. With a highly-qualified faculty combining European tutors and prominent local professionals, the school offers Associate of Applied Science Degrees, Bachelors of Fine Arts courses in Fashion Design, Fashion Styling, Fashion Business, Master of Arts Courses, and a number of shorter avocational courses, continuing education workshops and seminars throughout the academic year. The Miami school gives participants an unprecedented opportunity for exchange, inspiration and creativity, working towards a brilliant future in fashion.

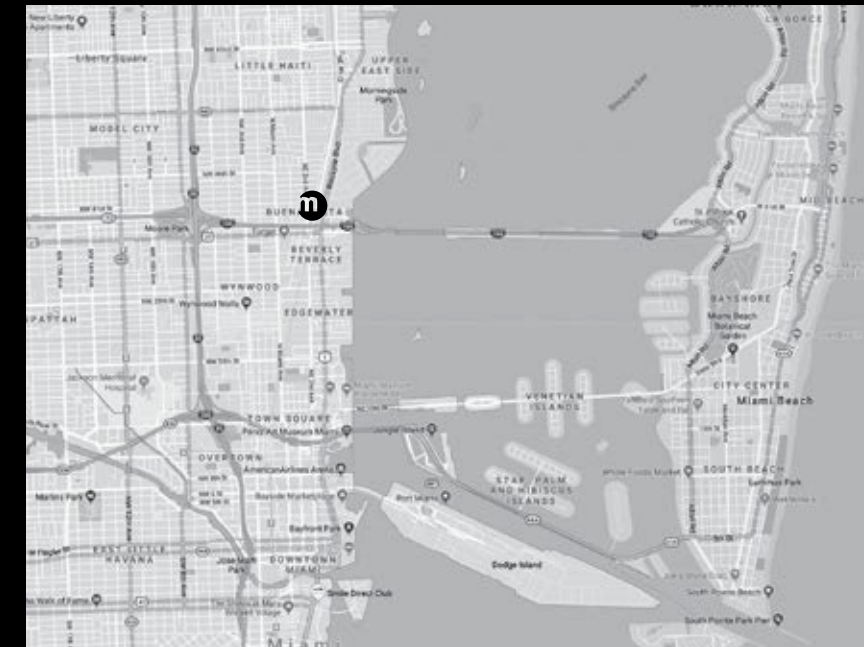
Istituto Marangoni Building · 3704 NE 2nd Avenue



GET TO KNOW THE MIAMI DESIGN DISTRICT

Istituto Marangoni Miami is located in the heart of the Miami Design District (MDD). A sophisticated neighborhood dedicated to innovative fashion, design, architecture, and fine dining experiences. The Design district has risen to worldwide fame as a prime destination and is home to over 130 high-profile creative and architectural showrooms, luxury fashion houses, antique dealers, art galleries, restaurants, and cafés.

Brands: Alexander McQueen, Balenciaga, Burberry, Bvlgari, Cartier, Celine, Chanel, Dior, Fendi, Givenchy, Gucci, Hermes, Hublot, Louis Vuitton, Off-white, Prada, Saint Laurent, Salvatore Ferragamo, Tiffany & Co, Tom Ford, Valentino, Van Cleef & Arpels, Versace.



Explore Miami's Trendiest Neighborhoods



Miami Beach – Art Deco: Miami's Art Deco Historic District boasts colorful buildings, interesting décor elements, intricate details and a century-old history. As one of Miami's most vibrant neighborhoods, it is home to world renowned restaurants, bars, nightlife and shopping. Located 15 minutes away from campus.



Art District - Wynwood Walls: The Wynwood Walls have brought the world's greatest artists working in the graffiti and street art genre to Miami. Each year it continues to expand its breadth, introduce well known and emerging artists and bring world class art to the community. Located 5 minutes away from campus.



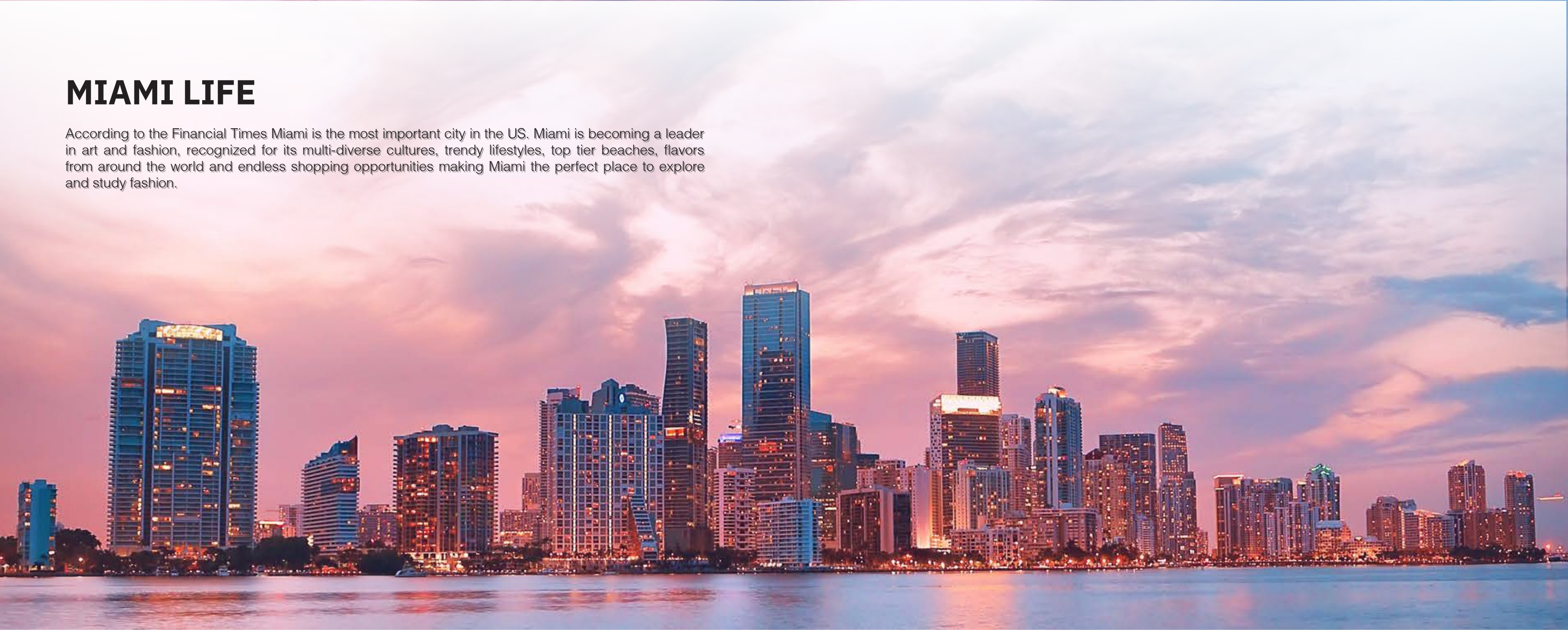
Brickell City Center - Financial District: Brickell is a diverse, dynamic and densely populated district located close to Downtown Miami and is the hub of international finance, dining, arts, entertainment and shopping. Located 15 minutes away from campus.



Coconut Grove: An upscale, leafy neighborhood with relaxed sidewalk cafes and chic shops in and around the CocoWalk mall. Coconut Grove is home to sailing clubs, marinas, the bay-front Barnacle Historic State Park, and the iconic Vizcaya Museum and Gardens. Located 20 minutes away from campus.

MIAMI LIFE

According to the Financial Times Miami is the most important city in the US. Miami is becoming a leader in art and fashion, recognized for its multi-diverse cultures, trendy lifestyles, top tier beaches, flavors from around the world and endless shopping opportunities making Miami the perfect place to explore and study fashion.



Art|Basel
Miami Beach

Miami Art Basel is the largest contemporary art fair in North America, exhibiting works of over 4,000 artists every December. Here major global galleries show significant work from the masters of modern and contemporary art, as well as the new generation of emerging stars. During Art Basel 2021, the school held a contemporary Italian art exhibition.

MIAMI
SWIM
WEEK

Miami Swim Week is the umbrella name for a wide number of annual events that take place in Miami Beach (and surrounding area) during mid-July to promote swimwear, the swimwear industry, and fun in the sun.

istitutomarangoni  MIAMI
enhancing talent since 1935

L|A|F|S
LATIN AMERICAN FASHION SUMMIT

2022
Sponsor

Latin American Fashion Summit (LAFS)

The Latin American Fashion Summit is a multiplatform created with the mission of elevating and enriching the Latin American fashion and design industry, aiming to make it more relevant. Istituto Marangoni Miami being the educational partner, mentors works closely with the winners and their collections.



Expressions: Evolution of Luxury

Miami Design District annual event, curated in collaboration with Istituto Marangoni, Expressions is a collection of talks, workshops and panel discussions aimed to encourage a series of thought-provoking and meaningful exchange of ideas. Led by local and international influencers and industry experts. Bringing together an array of impactful brands and like-minded individuals, Expressions is an inspiring platform designed by the Miami Design District as it continues to play an integral part in Miami's ever-expanding cultural fabric.

CAREER SERVICES

Our career service office assists current students and alumni with every aspect of their career. From solidifying skills, hosting resume workshops, interview preparations and exclusive job listings. The department helps create connections to start a successful journey in the fashion world. 100% of IMM's Graduating Class of 2021 were employed!

Successful Partnerships
Bvlgari / Burberry / Louis Vuitton / LVMH / Prada / Ferragamo / Tiffany / Versace / Silvia Tcherassi / Anatomie / Eberjey / Starboard Cruise / Service / Dior Parfum / Saks Fifth Avenue / Johanna Otriz / The Webster / Perry Ellis / Miami Design District / LAFS / Citizens of Humanity / Zepeto



"I got involved in the Ferragamo Fashion Design contest to challenge myself. I learned a lot about the production of hats, it has been a great experience working with Ferragamo and my school, collaborating efforts and challenging myself to be the best I can be." Giam-piero De Marchi, Fashion Design student.



"Gaining more knowledge about 3D Design and using Clo3D to make garments for the Zepeto avatars is something completely new and exciting to have as a new skill." Amelie Onate, Fashion and Luxury Brand Management Master's student on winning **Zepeto** scholarship contest.



A fashion design contest created in partnership with Parley of the Oceans, a non profit organization, gives participants the opportunity to design a proposal for a fashion outfit inspired by responsible fashion and ocean awareness, two important core values shared by both Parley and Istituto Marangoni Miami.

"Winning the Citizens of Humanity Design contest is the biggest achievement of my life. I worked really hard to get into Marangoni and now that my work is being recognized, I have no words. When you love what you do it just goes with the flow, really feeling what I'm doing and I'm proud of my creations. Here we have a lot of opportunities." Fabiana Poli- to, Fashion Design student.



Catherine Padilla
MA Luxury & Fashion Brand Management
"I decided to join this program for the sole purpose of gaining in-depth knowledge of the fashion industry, and enhancing my creativeness and managerial skills. I have been able to attend the guest lectures and I have been completely inspired by people of the industry and also my teachers and the students I have met along the way. Very excited about this journey and building a fashion network that I believe will help propel the growth of my ongoing swimwear business, Azul Selva."



Candela Ledesma
BA Fashion Business
"There is no day that I step into IMM, that I don't feel deep in my heart this is the place where I'll become the fashion business professional I have always dreamt of. The countless opportunities we are offered, our sense of community and having classmates from all over the world whose cultures, styles, skills and ideas enrich my knowledge and learning experience every day, is something not found anywhere else. I also have a deep love for the campus and its location. Being surrounded by luxurious brands and innovative artists with whom I share my passion for fashion designs, inspires and motivates me to further continue pursuing my dreams."

Jamie Avadis
BA Fashion Design
"Exploring your creativity by getting out of your comfort zone and taking risks are important factors to explore during your academic career and Marangoni's design program makes you achieve this. However, in my experience Marangoni is challenging but very rewarding and fulfilling. As an international school it is very well connected in the industry and provides students with great opportunities."



Federica Spreca
Fashion Styling BA
"Istituto Marangoni Miami gave me the unique opportunity to comprehend how the fashion industry really works and how I need to pursue my goals going forward in my career. I've had the amazing opportunity to work with Ocean Drive Magazine & Vogue Italia and keep learning."

Armando Mauriello
Fashion Design Vocational Program
"I can summarize my experience in IMM with a single word, Happiness. I feel that every effort I have made and continue to make has brought me a lot of growth. I participated and won together with other colleagues a design contest organized by the Istituto jointly with the prestigious firm Salvatore Ferragamo and being part of the backstage of the Louis Vuitton Fashion Show held here in Miami."



STUDENT LIFE

The 'Speakers Program' is an initiative created to offer a direct relationship and engagement between the industry and students. An exclusive intimate talk, to share knowledge and the know-how with our students.

Campus Visits:
Ferragamo, Bvlgari, Riocam, Alexandre Birman, LVMH Group – Dior, Burberry, Bramante, Fashion Innovation



Louis Vuitton Fashion Show: IMM Current students volunteering for Louis Vuitton Spring 2022 "spin-off" menswear runway show "Virgil Was Here."

Our top fashion design students participated in Costa Rica Fashion Week 2021 where they made school history being the first Marangoni Miami Students to have ever debuted their collections at a Fashion Week.

"The Big Brothers/Sisters program was recently started to create a new community within our school. The purpose is to welcome all new students and make them feel at home from the very beginning. We want you to feel comfortable in this new environment. We are here to support you and guide you with anything you need" Nicole Leave & Candela Ledesma Editors IMM Newsletter.

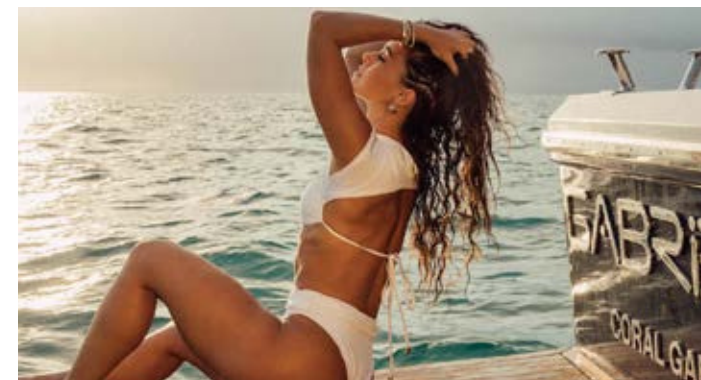


ALUMNI

Istituto Marangoni's goal is to give visibility to the most deserving and talented alumni, who are now successful professionals. Linked to the School by a deep sense of belonging and exchange, they represent the values of Istituto Marangoni and become its official ambassadors around the world. We have over 40.000 alumni around the world and over 107 nationalities. 30% of our graduates are entrepreneurs while 70% are top professionals.



"From the day I stepped into Marangoni Miami I felt at home. The entire faculty is strong, resourceful, and full of real-life experiences within the world of fashion. This was exactly what I needed to improve my concepts and ideas around fashion. Furthermore, the skills, concepts and mentorship I gained from Marangoni made it possible for me to win Project Runway 17 in 2019." Sebastian Grey · Master's Fashion and Luxury Brand Management



"Pursuing my dreams, I decided to study fashion at Istituto Marangoni Miami. Along the way, I worked at a swimwear boutique as the assistant designer for their private label. After gaining experience in the swim world, I was eager to start my own line dedicated to all the ocean lovers out there, and that's when Swim'in G was born." Gabriela Montells • Bachelor's Fashion Design.



"When I decided to study at Marangoni Miami I had a vague idea of what I wanted to do, and the Masters helped me fine-tune it until I was ready to launch my own swimwear brand, Sammy." Clark Rosen · Master's in Fashion and Luxury Brand.



Colombian fashion designer Andrea Salazar completed a Fashion Design Vocational Program at the school before winning the TV reality competition show Making the Cut. Already a pro in her own right, with a store in Miami and featured in Vogue, Elle Magazine and The Today Show. Based in Miami, raised in Colombia, while having spent time in England and Brazil, Salazar brings her mix of cultures to her brand SETA.



Kika Vargas · Bachelor's Fashion Design. Shortly after graduating in Fashion Design in 2008, Colombian designer Kika Vargas worked for Missoni in 2008 and then launched her very own clothing line "Kika Vargas" in 2011. Kika is also a winner of the first Pitch to the Latinamerica Fashion Summit (LAFS) and a runner up for LVMH runner up.



Franco Moschino was born in 1950, on February 27th. In 1978 for eleven consecutive seasons, he designed the Cadette collection. His work on it heralded what became some of his most famous personal and stylistic traits.



VOCATIONAL PROGRAMS

At Istituto Marangoni Miami, we offer One-Year Vocational Programs in fashion design, fashion styling, fashion business, and interior design to explore new interests or as a method for career advancement. The programs specializing in each field, go over introductory topics and gradually advance into more experienced concepts with a focus on well-rounded professional development.

Our One Year Vocational Programs provide opportunities to those looking to change career paths, learn new skills, achieve certificates within the fashion industry, or begin a career in an area of study that they have either little to no prior experience or relevant study. These programs provide participants to learn the real-world skills that employers want within the fashion industry. These programs allow students to complete an Istituto Marangoni certification and gain the knowledge needed to advance in the world of fashion.

The Vocational Programs are a crucial avenue for individuals seeking to expand their skills and achieve personal and professional growth. Engaging in vocational programs empowers individuals to adapt to changing trends, acquire new expertise, and enhance existing capabilities. With vocational programs, the possibilities for skill expansion are limitless, empowering individuals to embrace change, pursue new passions, and unlock their full potential.

FASHION BUSINESS



PROGRAM DESCRIPTION

The One Year Vocational Program in Fashion Business course is designed for individuals interested in the dynamic world of fashion entrepreneurship and management. Students will gain a solid foundation in business principles specific to the fashion industry, including marketing, branding, merchandising, retail operations, and trend analysis. This program equips students with the essential skills to navigate the business side of the fashion world successfully.

LEVEL 1: BUSINESS IN THE FASHION SYSTEM | 11 WEEKS

Students approach the fashion system through the study of the fashion industry and its historical framework, studying the principles of business and economy within the sector. They will learn about the micro and macro business environments and the principals of marketing.

LEVEL 2: THE BUSINESS & MARKETING ENVIRONMENT | 11 WEEKS

The second unit teaches student how to develop a business marketing 'mind-set'. Students are then introduced to more specific arguments in communication, pricing, and buying, as well as a 360 vision of fashion products and production principles and processes.

LEVEL 3: EMOTIONAL BRANDING | 11 WEEKS

In this unit students learn about the creation of a brand and its identity, working from a business, marketing and visual point of view. They also move on to further study the financial aspects within fashion.

LEVEL 4: COMMUNICATING LUXURY | 11 WEEKS

Learn about the image management of a brand through communications strategies and luxury business models to create an individual business plan and website.

LEVEL 1

BUSINESS IN THE FASHION SYSTEM

Students approach the fashion system through the study of the fashion industry and its historical framework, studying the principles of business and economy within the sector. They will learn about the micro and macro business environments and the principals of marketing.

SUBJECTS

FASHION SYSTEM

Students learn the business marketing 'mind-set- to then dive into more specific arguments in communication, pricing, and buying, as well as a 360 vision of fashion products and production.

HISTORY OF DRESS

Students explore the evolution of clothing and fashion throughout different time periods and cultures to then tie into their trend forecasting process when creating their collection.

TREND MOVEMENTS

Learn about the image management of a brand through communications strategies and luxury business models to create an individual business plan and website.

PRINCIPLES OF BUSINESS & IT TOOLS

Recognize the importance of the principles of the fashion business and be able to analyze a variety of factors affecting the industry structure.

FASHION MARKETING

Understand and define the relevance of marketing within the fashion system and identify the different elements of the marketing process.

LEVEL 2

DEVELOPING THE FASHION ENVIRONMENT

Students will explore the environment around the fashion industry from a social and sustainable point of view, gaining an understanding of the new consumer and areas of interaction within the market.

SUBJECTS

PRODUCTION 360

Student delves deeper into the operational intricacies of fashion production, encompassing topics such as supply chain management, manufacturing optimization, and quality assurance.

SOCIOLOGY OF FASHION

Explore the social and cultural dimensions of fashion within society. Students examine the impact of fashion on identity, status, and self-expression, trends and consumer behavior.

PRINCIPLES OF BUSINESS

Cover advanced topics such as strategic planning, marketing strategies, financial management, human resources, and leadership.

THE BUYING ARENA

Focus on the dynamic and complex world of retail buying. Students learn about the principles and strategies involved in the buying process.

FASHION COMMUNICATION & MARKETING

Students learn about various marketing channels and techniques specific to the fashion industry, including advertising, public relations, digital marketing, social media and management.

LEVEL 3

EMOTIONAL BRANDING

In this level, students learn the creation of a brand and its identity, working from a business, marketing and visual point of view. They also move on to further study the financial aspects within fashion.

SUBJECTS

FASHION BRAND

The class delves into topics such as brand development, brand strategy, brand equity, and brand extension, equipping students with the knowledge and skills to create and manage a brand.

DIGITAL FASHION APPROACH

Explore the intersection of technology and fashion, focusing on the application of digital tools and platforms in the industry like digital fashion design, e-commerce, social media and augmented reality.

FINANCE MANAGEMENT CONTROL

Focus on the principles and techniques of financial management in the context of the fashion industry, which includes: financial planning, budgeting, forecasting, cost analysis, and performance.

MASTERING THE STRATEGY

Learn how to analyze factors influencing a fashion business, assess market opportunities and threats, and formulate effective strategies to achieve business objectives.

CREATIVE RESEARCH & BUSINESS PROJECT

Combine creative exploration with business acumen. Students identify market trends, consumer insights, and business opportunities in the fashion industry.

LEVEL 4

COMMUNICATING LUXURY

In this level, students learn about image management of the brand including brand communication and strategies and luxury business models.

SUBJECTS

LUXURY BUSINESS MODEL

The class delves into various luxury business models, such as direct-to-consumer, collaborations, luxury brand management, pricing strategies, distribution channels, and sustainability.

INDUSTRY BASED LEARNING

Designed to provide students with practical, hands-on experience and insights into the real-world operations of the fashion industry.

VALUE MARKETING PLANNING AND GREEN MARKETING

Focus on developing marketing strategies that align with value-driven principles and sustainable practices within the fashion industry.

DESIGN AND PRESENTATION LAB

Students learn creative presentation skills in the context of the fashion industry, diving deep into communication strategies and design ideas and concepts.

FINAL PROJECT

Students to utilize their acquired knowledge to develop an original business project within the industry. Students demonstrate their creativity and problem-solving skills by tackling real-world challenges or opportunities, showcasing their readiness for entrepreneurial ventures or impactful contributions in the fashion business.

FASHION DESIGN



PROGRAM DESCRIPTION

The Fashion Design One Year Accelerated Program allows aspiring fashion designers to make their dream a reality. Through an intensive and fast-paced curriculum, Design students are able to delve into the fundamentals of the field learning fashion illustration, pattern cutting, fabrics and materials and history of dress. As the program progresses, design alumnus acquires a deep knowledge in garment construction, usage of digital design tools and ultimately creating their own fashion collection.

LEVEL 1: FASHION DESIGN & ILLUSTRATION | 11 WEEKS

The students approach the fashion system through analysis of the international fashion industry and the analysis of basic garment construction while learning the fundamentals of fashion illustration. Understanding trends and markets enables to plan an appropriate range.

LEVEL 2: FASHION DESIGN COLLECTION | 11 WEEKS

Students will explore simple garments such as shirts and dresses and develop an understanding of construction and cut techniques to create one fabric calico. Primary and secondary research from a variety of sources will be taught and feed into collection development.

LEVEL 3: CUT & CONSTRUCTION | 11 WEEKS

In this level students will explore their own design and collections, applying know-how and knowledge progressively gained. They will investigate the contemporary visual aesthetics to achieve a sensibility to trends and the market. Students will demonstrate skills of 3D construction and silhouette development.

LEVEL 4: FINAL DESIGN | 11 WEEKS

Students will work on their final project to create a collection based on a contemporary fashion analysis, developing 3 outfits each for a final show catwalk presentation. In this unit they will apply their pattern cutting knowledge to independently construct garments.

LEVEL 1

FASHION DESIGN & ILLUSTRATION

The students approach the fashion system through analysis of the international fashion industry and the analysis of basic garment construction while learning the fundamentals of fashion illustration. Understanding trends and markets enables to plan an appropriate range.

SUBJECTS

SKETCHING

Use a variety of drawing techniques and processes to communicate and develop fashion illustration. Learn sketching skills such as learning the female and male body proportions, detail sketching faces, moving body, hands and feet.

PATTERN CUTTING

Demonstrate an initial competence in the construction techniques associated with trousers and skirts. Learn the introductory skills of garment and textile technology and basic sewing and machine control exercises.

HISTORY OF DRESS

Analyze the relationship of art, fashion and style within their cultural context specifically of the 20th century. This will allow students gain insight on how culture has influenced fashion and understand trend movements throughout the years.

LEVEL 2

FASHION DESIGN COLLECTION

Students will explore simple garments such as shirts and dresses and develop an understanding of construction and cut techniques to create one fabric calico. Primary and secondary research from a variety of sources will be taught and feed into collection development.

SUBJECTS

INTRODUCTION TO FASHION COLLECTION

Students will develop original ideas through primary and secondary research in response to a given brief that will lead to a fashion collection.

FABRICS AND MATERIALS

Students will experiment with various fabric manipulation and finishing techniques applicable to a contemporary fashion collection.

PATTERN CUTTING

In correlation to their first pattern cutting class, students will demonstrate an ability to use sewing techniques to produce one complete finished outfit. They will learn how to create the garment that complements the garments created in their previous level.

DIGITAL DESIGN

General Introduction about the software and to the tools and mechanism. Students will learn how to create a layout and how to create the charts and the mood boards and collages to help them present their final collection project for the semester.



LEVEL 3 CUT AND CONSTRUCTION

In this level, students will explore their own design and collections, applying know-how and knowledge progressively gained. They will investigate the contemporary visual aesthetics to achieve a sensibility to trends. Students will demonstrate skills of 3D construction and silhouette development. Defining a variety of fabric finishing and manipulation.

SUBJECTS

COLLECTION DESIGN

Students will investigate and analyze a contemporary fashion theme to develop original concepts as a starting point to design a fashion collection. They will have a deep understanding about their brand identity and art applied to collection development.

VISUAL COMMUNICATION

Students will use a wide range of CAD skills to present a fashion collection. Students will gain expertise in the technical tools such as Photoshop and Adobe Illustrator to present their final assignment of communication boards and technical charts about their collections.

CONSTRUCTION

With their base knowledge on pattern cutting, this class will seamlessly go into teaching them capabilities in garment construction techniques associated with silhouettes and details. Students will have hands on practice in creating a kimono, a raglan, a classic blazer, and elaborate an outfit using all skills that were learned.

LEVEL 4 FASHION DESIGN COLLECTION

Students will work on their final project to create a collection based on a contemporary fashion analysis, developing 3 outfits each for a final show catwalk presentation. In this unit they will apply their pattern cutting knowledge to independently construct garments. Recognizing the qualities in fabrics and innovative materials to achieve future textile solutions.

SUBJECTS

FINAL DESIGN PROJECT

Experiment new creative ideas and innovation in fashion design and manage a range plan proposal. Negotiate effectively design intentions and contribute skills to the development and realisation of a collection.

DIGITAL ILLUSTRATION

Students acquire proficiency in creating captivating and expressive digital illustrations for fashion design, gaining skills in digital drawing techniques, color theory, and composition.

CONSTRUCTION

Students delve into the art and techniques of creating garments, learning essential skills such as pattern-making, fabric selection, and sewing. Through hands-on projects, they develop proficiency in constructing high-quality garments with precision and attention to detail.

FABRIC QUALITIES AND INNOVATION

Students explore the vast world of textiles while also study innovative textile technologies and sustainable materials, gaining a deep understanding of how fabric choices can impact design, functionality, and environmental considerations within the fashion industry.

FASHION STYLING



PROGRAM DESCRIPTION

Our One Year Vocational Program in Fashion Styling is perfect for those with a keen eye for fashion and an interest in curating stunning visual narratives. Students will learn the art of creating compelling fashion stories through creative direction, image consulting, editorial photo shoots, wardrobe selection, and trend forecasting. This course emphasizes the practical skills needed to excel in the dynamic field of fashion styling from spanning from mastering styling fundamentals to acquiring skills in creative direction for luxury fashion brands and managing online media channels.

LEVEL 1: INTRODUCTION TO FASHION STYLING | 11 WEEKS

Students are introduced to learning about the professional aspects of the fashion styling industry and fundamentals. Visual communication, graphic design, and fashion photography is put in practice through hands-on experience.

LEVEL 2: IMAGE DEVELOPMENT | 11 WEEKS

Students are provided with a general overview of fashion communication through digital media such as websites, blogs and social networks. Students gain an in depth understanding of the new me

LEVEL 3: FASHION BRANDING | 11 WEEKS

The Fashion Branding Unit provides students with the practice on marketing strategies and brand identity with existing brands. This study helps create awareness of the meaning of identity for contemporary fashion markets and contextualize how brands operate and respond to innovation and change within the fashion industry.

LEVEL 4: FASHION EDITORIAL | 11 WEEKS

Plan, organize, and execute model photo shoots using props and a fashion team. Students are required to build research books related to the photo shootings realized, which will support the final outcomes and will help them to communicate their ideas and concepts.

FASHION STYLING



LEVEL 1

INTRODUCTION TO FASHION STYLING

Students are introduced to learning about the professional aspects of the fashion styling industry and fundamentals. Visual communication, graphic design, and fashion photography is put in practice through hands-on experience.

SUBJECTS

FASHION STYLING

Categorize visuals, texts and references related to the diverse roles of a professional fashion stylist.

GRAPHIC DESIGN

Interpret the basics of a wardrobe through mood boards, using visual communication and presentation skills (CAD).

FASHION CRITICISM AND DIGITAL WRITING

The course offers an exploration of the intersection between fashion, media, and critical analysis, equipping students with the skills to write compelling fashion-focused content for digital platforms.

FASHION PHOTOGRAPHY

This course provides a comprehensive study of the art and techniques involved in capturing stunning fashion images, emphasizing composition, lighting, and visual storytelling.

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This course provides a comprehensive study of the art and techniques involved in capturing stunning fashion images, emphasizing composition, lighting, and visual storytelling.

FASHION SYSTEM

Students will learn a comprehensive study of the interconnected components within the fashion industry, covering topics that influence and shape the dynamic fashion ecosystem.

LEVEL 2

IMAGE DEVELOPMENT

Students are introduced to learning about the professional aspects of the fashion styling industry and fundamentals. Visual communication, graphic design, and fashion photography is put in practice through hands-on experience.

SUBJECTS

FASHION STYLING

This course immerses students in the art and craft of styling, focusing on developing an eye for fashion aesthetics and gaining all the skills in creating captivating visual narratives.

GRAPHIC DESIGN AND VISUAL COMMUNICATION

Students acquire the skills to create captivating visual content, employing graphic design principles and visual storytelling techniques to effectively communicate fashion concepts.

SOCIAL MEDIA

This course equips students with strategies to navigate social media platforms effectively, enabling them to build brand presence, engage with audiences, and to create social media campaigns.

PHOTOBLOGGING AND LIFESTYLE

Students delve into the art of content creation, learning to curate visually stunning imagery, develop a personal brand aesthetic, and create engaging lifestyle narratives that resonate with their audience.

PROFESSIONAL FASHION PANORAMA

Students gain a comprehensive understanding of the fashion industry's landscape, including trends, market analysis, branding, and global business strategies.

HISTORY OF DRESS

Students explore the evolution of fashion and clothing throughout different time periods, studying cultural, social, and historical influences on dress



FASHION STYLING

LEVEL 3 FASHION BRANDING

The Fashion Branding Level provides students with the practice on marketing strategies and brand identity with existing brands. This study helps create awareness of the meaning of identity for contemporary fashion markets and contextualize how brands operate and respond to innovation and change within the fashion industry.

SUBJECTS

FASHION STYLING

Students go more in depth into the fashion styling realm, being able to create professional styling proposal for different market scenarios.

GRAPHIC DESIGN

Through Case Study analysis, students will refer to top fashion luxury brands to dive into their editorial practices like visual storytelling, creating a magazine identity, use of color, and more editorial guidelines.

PHOTOGRAPHY

Students learn advanced fashion photography techniques while adopting guidelines of the great fashion photography professionals to then practice the professional techniques.

ADVERTISING

Students learn to develop and execute effective advertising campaigns within the fashion industry, mastering the art of crafting compelling visuals and persuasive messaging.

BRAND IDENTITY

Students explore the process of developing a strong and cohesive brand identity within the fashion industry, learning to define brand values, create distinctive brand elements, and craft brand messaging.

MARKET INSIGHT

Students gain valuable knowledge and skills to analyze and interpret market trends, consumer behavior, and competitor analysis within the fashion industry.

LEVEL 4 FASHION EDITORIAL

Plan, organize, and execute model photo shoots using props and a fashion team. Students are required to build research books related to the photo shootings realized, which will support the final outcomes and will help them to communicate their ideas and concepts.

SUBJECTS

FINAL FASHION PROJECT

Analysis of Fashion Editorial style in commercial and independent magazines, to then jump into the semester project on beauty editorial photoshoots and visual communication on beauty brands.

EDITORIAL DESIGN

Students learn the art of designing visually captivating editorial layouts for fashion publications, honing their skills in creating editorial designs that effectively communicate fashion narratives.

PHOTOGRAPHY

Students delve into the art and techniques of capturing stunning fashion images. They learn essential skills in composition, lighting, styling, and visual storytelling

PHOTO RETOUCHING

Students acquire advanced skills in digital image editing to enhance fashion photographs, including skin retouching, color correction, composition adjustments, and other post-processing methods.

PERSONAL STYLING

Students develop the skills to provide personalized fashion advice and styling services to clients.

PRODUCTION AND SET DESIGN

Students delve into the behind-the-scenes aspects of fashion shoots and events.

INTERIOR DESIGN

Vocational
Level Courses

PROGRAM DESCRIPTION

The One Year Vocational Program in Interior Design offers a comprehensive education in creating functional and aesthetically pleasing interior spaces. Students will explore various design principles, spatial planning, color theory, and materials selection, while also gaining practical experience in project management and creating 2D and 3D design presentations. This program prepares students for a rewarding career in the field of interior design.

LEVEL 1: INTERIOR ARCHITECTURAL DESIGN FUNDAMENTALS I 11 WEEKS

The level introduces the students with a comprehensive initiation into the intricate world of interior design, offering them a profound exploration of concepts surrounding space, form, and the multifaceted elements crucial to orchestrating a successful interior project. Through this educational endeavor, students will gain a profound appreciation for the nuanced interplay between these elements

LEVEL 2: INTERIOR DESIGN, PROJECTS & PROCESS I 11 WEEKS

Students will delve into the realm of design innovation as they embark upon the task of conceptualizing and executing an engaging interior design project. This endeavor will be fueled by a dynamic interplay of ideas, meticulously grounded in diverse approaches to emerging trends and in-depth research.

LEVEL 3: CONTEMPORARY PROJECT UNIT I 11 WEEKS

Students will delve into interior design intricacies, mastering research and concept development. They'll focus on two projects: contemporary living spaces and functional workspaces. They will collaborate, innovate, and refine their design skills under the guidance of industry experts, while also embracing adaptability and user-centric approaches to create impactful and harmonious interior solutions.

LEVEL 4: INTERIOR DESIGN DEFINED UNIT I 11 WEEKS

This level will allow students to connect design components of the interior project with a user-centered experience and sensorial design, focusing on a wellness spa project. Students will master an advanced design theory, gain specialized design techniques, project management, and entrepreneurship.



LEVEL 1 INTERIOR SPACE PLANNING

This level will introduce students to the fundamentals of interior architectural design and space planning, and the basic tools for representation and expression.

SUBJECTS

INTERIOR DESIGN FUNDAMENTALS

Define the distribution of spaces in an interior design project.

2D CAD DRAWINGS

Understand and correctly use technical drawing conventions. Introduction to AutoCAD for space planning.

DRAWING TECHNIQUES

Learn how to apply different drawing techniques, understand diverse media, and execute multiple perspective views with shading and shadowing.

INTRODUCTION TO DIGITAL DESIGN

This course provides a comprehensive study of the art and techniques involved in capturing stunning fashion images, emphasizing composition, lighting, and visual storytelling.

HISTORY OF ART, DESIGN, AND VISUAL CULTURE

Reflect on the development of art, design, visual culture, object aesthetics, and function from historical precedents to mid 19th century.

MATERIALS OF INTERIOR DESIGN

Reflect on the development of art, design, visual culture, object aesthetics, and function from historical precedents to mid 19th century.

LEVEL 2 INTERIOR DESIGN PROCESS

In this level, students will implement the design processes and methodological approach, applying and interpreting a complete interior design proposal that responds to a given brief.

SUBJECTS

DESIGN PROJECT I

Apply design methodology to an interior design project associated with two-story residence or small commercial typology

INTERIOR GRAPHIC STANDARDS

Develop scaled technical drawings of spatial divisions and furniture layouts

DIGITAL RENDERING TECHNIQUES

Illustrate interior spaces using digital interior perspective views with appropriate materials rendering

INTERMEDIATE DIGITAL DESIGN

Demonstrate proficiency in the use of digital tools to create color palettes and charts, material boards, and specification binders.

3D DIGITAL MODELLING

Demonstrate proficiency in the use of 3D tools to create an interior design project

HISTORY OF ART, DESIGN & VISUAL CULTURE II

Reflect on the development of art, design, visual culture, object aesthetics, and function from late 19th century to present times.

INTERIOR DESIGN

LEVEL 3 CONTEMPORARY DESIGN SYNERGY UNIT

In this level, students will extend their knowledge of interior design project development. The fundamental role of research and analysis in the formulation of project ideas and direction will be emphasized. The acquisition of investigative and representational tools will support this process.

SUBJECTS

RESEARCH AND CONCEPT DEVELOPMENT

Demonstrate evidence-based design as a strategy for research and analysis that informs contemporary design strategies.

DESIGN PROJECT II

Compare the work of selected practitioners using information obtained through select sources offering a critical evaluation in an oral and visual presentation.

DESIGN PROJECT II LAB

Construct an interior design project following the methodological approach examined that is complete in all its parts.

LIGHTING DESIGN

Examine the value of light sources and determine quality lighting design environments and spaces. Construct lighting scenarios with technical support documentation.

ADVANCED DIGITAL DESIGN

Employ CAD software to produce 2D technical drawings and 3D volumetric studies to represent spaces and objects that adhere to standard drawing conventions.

DESIGN FOR SUSTAINABILITY

Identify the principles of design for sustainability as they impact the design selection, decisions, construction, and implementation. Examine socio-cultural viewpoints that shape design projects.

LEVEL 4 INTERIOR DESIGN REDEFINED

In this level, the students will connect the design components of the interior project with user-centered experience. The architectural interpretation of a sensorial design intention will be examined through the coordinated use of materials, lighting, and color. This process will be combined with examination of specific functional (and technical) scenarios dedicated to the project space of a wellness spa. Students will link standard interior architectural elements (level changes, false ceilings, screens, architectural lighting) with more typological/use specific functions (pools, saunas, rain showers, relaxation areas) to create innovative solutions and articulated interior atmospheres

SUBJECTS

SENSORIAL AND EXPERIENTIAL DESIGN

Apply a sensorial and experiential design theory to create a user-centered environment that improve well-being.

INDUSTRY BASED LEARNING

Demonstrate the design ability to integrate interior graphic standards, technical aspects, and components tying it to industry brands and professionals.

DESIGN AND PRESENTATION LAB

Produce realistic renderings with materials and light effects.

BUSINESS OF INTERIOR DESIGN

Discuss the various careers that cross over art and design and the other affiliated disciplines in textiles, furniture, lighting design, LEED accreditation, construction management among many others.

CONTACTS

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CREDITS

Istituto Marangoni would like to thank graduates for providing the pictures that appear in this prospectus: Andrea Afolabi, Ghimas Karina Ayu, Marco Drammis, Patricia Humm, Zhenny Kuang, Maria Lucci, Mario Mele, Kang Xuening.

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IMM does not and cannot guarantee or provide assurances that credits earned from participating in its programs or courses will be accepted by another institution of higher education either inside or outside the United States. Current or potential students should obtain confirmation that credits earned will be accepted at another educational institution before they execute an enrollment contract or agreement.

Furthermore, please be advised that nothing represented in this Prospectus is intended to create any guarantees or expectations of results and IMM does not and cannot make any representations, promises or guarantees of said results. Current and potential students should seek clarification and/or assistance from an IMM advisor or administrator regarding any question pertaining its program offering and policies. Please refer to the current IMM Catalog for more information.

All information stated in this prospectus is correct at time of printing and maybe subject to change. In order to deliver the very highest quality programs all courses are constantly reviewed to ensure an up-to-date curriculum. Some of the courses in this prospectus may not yet reflect these improvements.





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