






# SUMMER STUDIOS

**ISTITUTO MARANGONI MIAMI**  
**THE MIAMI SCHOOL OF FASHION AND DESIGN**




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# HOME STAGING

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## PROGRAM DESCRIPTION

In just three weeks, this hands-on program equips you with the foundational skills and knowledge required to succeed in the growing field of home staging. Designed for aspiring home stagers and realtors alike, this course covers every essential aspect of home staging, from staging techniques and decorating aesthetics to starting and growing business and acquiring clients. Guided by industry insights and practical exercises, you'll learn how to enhance properties to captivate buyers and drive sales, making every space market-ready and unforgettable.

## PROGRAM SPECIFICS

### TUITION

Domestic Students \$3,750  
International Students \$4,600

### EARLY BIRD DEADLINE

Early Bird: March 31st  
Pay full amount by deadline and receive \$500 discount.

### DURATION

3 weeks

### CLASS START DATES

June 15<sup>th</sup> - July 2<sup>nd</sup>

### SCHEDULE

Monday - Thursday; 10:00 AM - 3:30 PM

## STEP-BY-STEP GUIDE: HOW TO APPLY

- 1 Explore Programs [immiami.com/all-programs](https://immiami.com/all-programs)
- 2 Schedule a Meeting [immiami.com/appointment](https://immiami.com/appointment)
- 3 Submit Your Application [immiami.com/apply](https://immiami.com/apply)
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### REGISTRATION DOCUMENTS

- Online Application
- Application Deposit \$500
- Valid ID
- Resume

## LEARNING OUTCOMES

### UNDERSTAND THE ROLE OF A HOME STAGER

Gain fundamental knowledge of what home staging entails, types of staging services available, and how to work effectively with clients.

### LAUNCH A HOME STAGING CAREER

Build foundational skills for getting hired as a professional home stager or launching your own staging business, from creating a business plan to managing finances and staffing.

### DEVELOP CORE STAGING SKILLS

Master key techniques for space planning, sourcing, organizing, decorating, and staging for both occupied and vacant homes to ultimate interior appeal.

### CREATE EFFECTIVE MARKETING STRATEGIES




Learn proven marketing techniques to attract clients and build a successful home staging business, including campaign planning, marketing tools, and networking strategies.





# CONTENT CREATION FOR SOCIAL MEDIA

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SUMMER STUDIOS

## PROGRAM DESCRIPTION

The Content Creation for Social Media course focuses on teaching students how to create impactful and engaging content for platforms like Instagram, TikTok, Amazon, YouTube Shorts, and Facebook. This program covers all aspects of content creation, including understanding the consumer and the brand, scripting, storytelling, and structuring video timelines. Students will learn how to shoot and edit photos and videos, develop a media kit, and apply best practices to produce effective and eye-catching content for commercial use.

## PROGRAM SPECIFICS

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Domestic Students \$3,750

International Students \$4,600

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Early Bird: March 31st

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### DURATION

3 weeks

### CLASS START DATES

July 6<sup>th</sup> - July 23<sup>rd</sup>

### SCHEDULE

Monday - Thursday; 10:00 AM - 3:30 PM

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## LEARNING OUTCOMES

### UNDERSTAND THE VALUE OF UGC

Gain a deep understanding of how UGC strengthens a brand, builds trust, and drives commercial success by aligning with audience behavior and digital trends.

### CREATE PLATFORM-SPECIFIC CONTENT

Master how to tailor content for Instagram, TikTok, Amazon, YouTube Shorts, and Facebook, ensuring every piece aligns with a brand's identity, tone, and target audience.

### BUILD CORE CONTENT CREATION SKILLS

Develop essential abilities in scripting, storytelling, shooting, and editing visual content. Learn how to structure video timelines, craft compelling narratives, and apply best practices for creating attention-grabbing social media assets.

### PREPARE FOR A PROFESSIONAL SOCIAL MEDIA CAREER




Build a polished media kit and produce a portfolio of platform-ready content suitable for commercial use, equipping you with the tools needed to collaborate with brands and grow as a professional content creator.





# EVENING WEAR DESIGN

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## PROGRAM DESCRIPTION

In this Evening Wear Summer Studio, students will learn the techniques used to design and create structured evening wear and corsets. Over three weeks, participants will work under the supervision of an expert dressmaker in an immersive couture environment.

## PROGRAM SPECIFICS

### TUITION

Domestic Students \$3,750  
International Students \$4,600

### EARLY BIRD DEADLINE

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Pay full amount by deadline and receive \$500 discount.

### DURATION

3 weeks

### CLASS START DATES

July 6<sup>th</sup> - July 23<sup>rd</sup>

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## LEARNING OUTCOMES

### CORSET CONSTRUCTION

Students will learn how to create corsets using boning, fitting techniques, and precise sewing.

### DRAPING AND TAILORING

This section focuses on manipulating fabric to craft elegant, form-fitting silhouettes for evening wear.

### GARMENT ASSEMBLY

Students will combine skills to construct complete corset-inspired evening wear pieces.

### LUXURY FABRIC HANDLING

Students will work with premium materials like silk and lace while understanding their properties and applications.

### INTRICATE STITCHING

Learn advanced sewing techniques to achieve the precision and detail required in haute couture garments.

### DESIGN INNOVATION

Explore creative ways to merge traditional couture techniques with modern design concepts.






SUMMER STUDIOS



# ACCESSORY DESIGN: FOOTWEAR & HANDBAGS

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## PROGRAM DESCRIPTION

The Accessory Design Summer Studio at IMM focuses on the conceptual and visual aspects of designing fashion accessories. Over the course of three weeks, participants will explore the fundamentals of accessory design, including balance, proportion, and functionality, while mastering sketching and illustration techniques. Instead of creating physical prototypes, students will focus on developing cohesive design concepts and professional presentations that bring their ideas to life.

## PROGRAM SPECIFICS

### TUITION

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## LEARNING OUTCOMES

### FUNDAMENTALS OF ACCESSORY DESIGN

Understand the principles of accessory design, including balance, scale, and proportion, and how they influence the creation of visually appealing and functional pieces.

### MOOD BOARDS AND CONCEPT DEVELOPMENT

Learn how to create mood boards that visually convey your inspiration, theme, and design story, helping to build a cohesive collection.

### CREATIVE STORYTELLING

Gain skills in presenting your designs with a compelling narrative that captures the essence of your collection and connects with your audience.

### SKETCHING TECHNIQUES

Develop sketching skills to illustrate accessory designs, creating clear and professional renderings that effectively communicate your vision.

### MARKET RESEARCH AND TRENDS

Explore current trends and consumer preferences in accessory design to ensure your work is relevant and market-ready.

### PORTFOLIO DEVELOPMENT




Complete the program with a professionally illustrated collection of accessories, ready to showcase to clients or employers as part of your portfolio.





# PERSONAL STYLING

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## PROGRAM DESCRIPTION

The Personal Fashion Styling Summer Studio offers an immersive introduction to the practice of styling for individual clients. Over three intensive weeks, students explore body types, proportions, and style identities, apply color theory, and learn closet auditing and personal shopping strategies. Through hands-on workshops and digital tools, they design capsule wardrobes tailored to different lifestyles and conclude with a complete client styling project presented in a professional format.

## PROGRAM SPECIFICS

### TUITION

Domestic Students \$3,750  
International Students \$4,600

### EARLY BIRD DEADLINE

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### DURATION

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## LEARNING OUTCOMES

### BODY TYPES & STYLE IDENTITIES

Students will learn to assess different body shapes and proportions, understand style archetypes, and translate these analyses into client-specific styling strategies.

### CLOSET AUDITS & SHOPPING STRATEGIES

Participants will master techniques for evaluating existing wardrobes, identifying gaps or opportunities, and practicing both in-store and online shopping strategies that align with client profiles and sustainability goals.

### DIGITAL STYLING TOOLS

The program will cover digital styling platforms, mood-board software, virtual lookbooks, and presentation decks, preparing students to communicate styling proposals confidently in a modern digital context.

### COLOR THEORY & PALETTES

The course will teach how hue, chroma, and value interact, enabling students to develop personalized color storyboards and seasonal palettes that align with a client's identity and lifestyle.

### CAPSULE WARDROBE BUILDING

Students will design versatile 10–12 piece wardrobe capsules tailored to real-world client profiles — from corporate professionals to creative freelancers — ensuring adaptability across settings and body types.

### CLIENT STYLING PROJECT

Students will apply all of their skills to a full client brief: consultation, analysis, fittings, look creation, photo documentation, and a final professional presentation showcasing their styling solution.