

istitutomarangoni

milano / firenze / paris / london / shanghai

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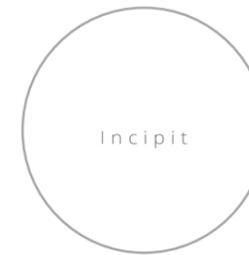
the school of

**fashion,
art & design**

**short
courses
2016**



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

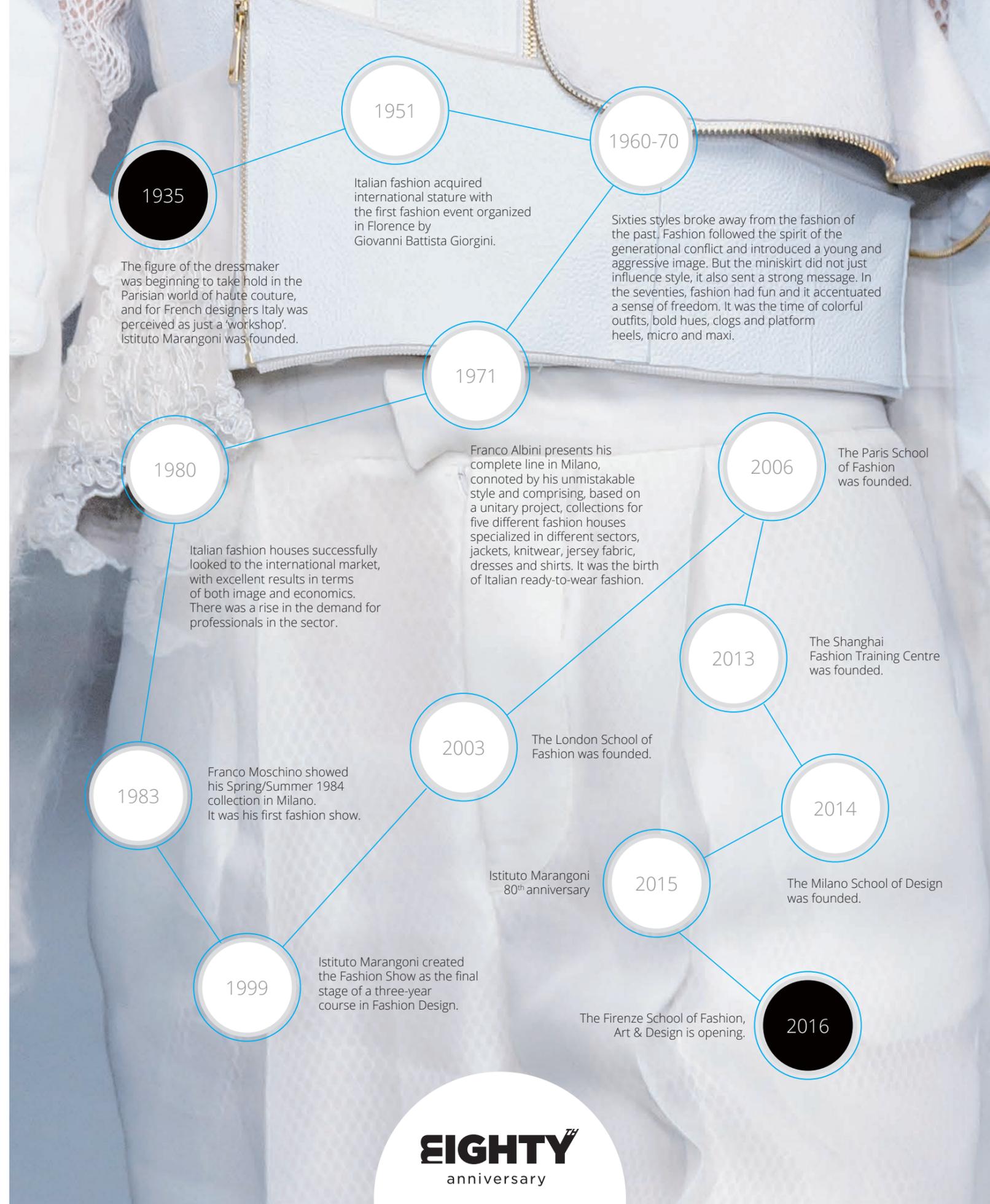
Milano, Firenze, Paris, London and Shanghai have enhanced the talents of four generations of professionals; almost 40,000 individuals worldwide. Over 4,000 talented students from 106 countries participate in the exhaustive offer of a multilingual set of courses. They enjoy an incomparable network of 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.

The first step to expertise with a short course.

This is the opportunity to study at Europe's top Fashion, Art & Design School. Istituto Marangoni welcomes participants from all over the world. Wherever participants come from, they are consistently amazed at the progress they make in just a few short weeks in the schools. Istituto Marangoni offers a wide range of courses in the fields of fashion, art & design, bringing professionals into the classroom to transfer their valuable experience to participants. They will love the atmosphere of the six schools, being able to choose between: Milano, where the great designers work; Firenze, where fashion, art and tradition meet, Paris, the birthplace of luxury; London, a melting pot of cutting-edge ideas; Shanghai, the new fashion frontier. All courses in Fashion, Art & Design will be project-led. Teaching will be therefore task driven, with group activities, and supported by lectures, demonstrations and subject specific presentations given by leading professionals in the field. If participants have no experience of fashion, art & design but would like to become familiar with the disciplines or more specific aspects of them, they can choose from a variety of levels and lengths in courses to suit all circumstances and personal preferences. The aim is to give as much opportunity as possible to aspiring fashion, art or design professionals to experience these magical worlds. Each course will allow participants to grasp the principles of the subject they study, should participants be curious to take their interest further and study it more in-depth. Istituto Marangoni can provide advice to map out a bespoke set of courses, which best suits the individuals needs. These courses are also suited to those already working in the sector, seeking to enhance their existing skills set, or for those wanting a career change.



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, Art & Design, located in the world renowned capitals for Fashion, Art & Design: Milano, Firenze, Paris, London and Shanghai. 5 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 & 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.



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.



Firenze

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, 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.

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.



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.

Shanghai

The new frontier

Istituto Marangoni 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 School 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'.





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.

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m Shanghai ¹

1 week

INTRODUCTION TO FASHION DESIGN

The programme begins with the development of personal design skills. Participants will then learn how to discipline their creativity to fit the marketplace and fulfil consumer demands. Finally, participants will learn the basics of fashion drawing and understand the structure of the fashion system.



m Shanghai ¹

1 week

DRAPING WOMENSWEAR DESIGN

In this 25-hours course participants will create a toile of a draped dress, skirt or top, manipulate fabrics and give immediate shape to their ideas and creativity. By working with fabric and pins on a mannequin, participants can find inspiration and transform it into a concrete idea: they will twist, fold, gather and layer fabrics in order to get immediate artistic results.

¹) This course is held at the Shanghai School of Fashion. For more information, please visit istitutomarangoni.cn/en

Milano **m**

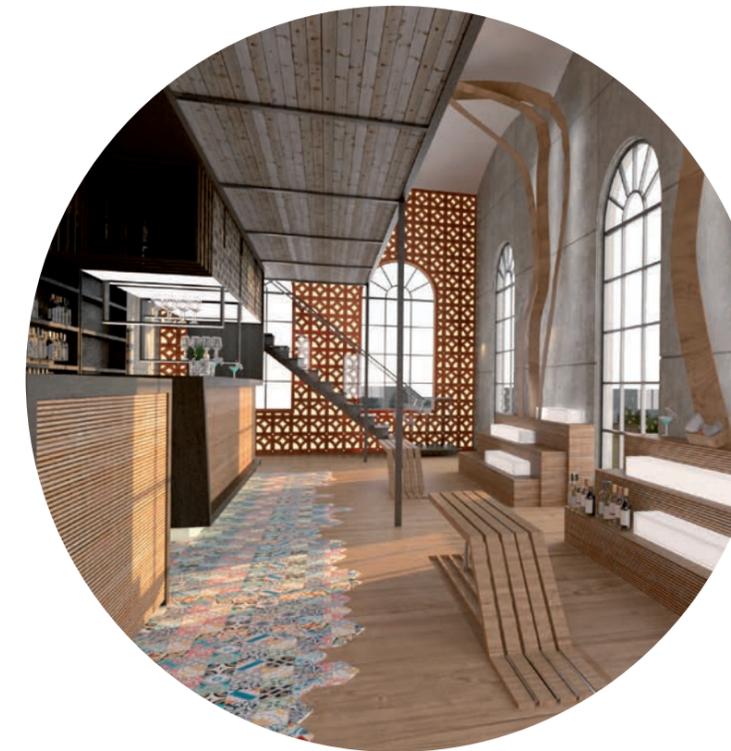
2 weeks

NEW

INTERIOR DESIGN FOR PROFESSIONALS

Conceived for professionals with previous knowledge in the field of interior design, the course explores the multifaceted world of interiors, starting from a focus on the latest fashion trends. It aims to give a general overview of the new trends on Italian design from the last furniture shows which takes place in April. In order to make participants experience the Italian essence, the course provides an excursus on the history of Italian interior design, with special focus on contemporary style. After this historical overview, participants are involved in the creation of a trend book, which aims at classifying the new products available on the market.

Pre-requisites: qualification or work experience in interior design, product design, architecture, engineering.



Milano **m**

2 weeks

BOUTIQUE HOTEL DESIGN

Luxury hotel design aims not only to meet the practical needs of the tourist or businessman, but also intends to capture the imagination of the clients, allowing them to experience the charm and relaxation of holiday travel or a business trip by design. Particular attention is given to high-end experimental design, with innovative solutions of maximum impact, which are more frequently used in contemporary luxury living today. The course will consider the influence of fashion brands on lifestyle living and the link that Istituto Marangoni has always made between the disciplines of fashion and design. This will be illustrated by case studies such as Armani, Missoni, Bulgari, Moschino, Stark and Ito. This course will prepare the participant with skills in how to formulate an aesthetic through design, which will respond to the requirements for luxury living. This course is for those who would like to work in or who are already working in this specific sector, and require to specialize and refine their skills.

Pre-requisites: qualification or work experience in interior design, product design, architecture, engineering. Basic software skills: Autocad (3D studio max, mental ray and V-ray preferably).



2 weeks

FASHION PRODUCTION

The product manager is able to turn ideas and design concepts into reality, by transforming creativity into a commercial offer. Participants will learn about the skills needed to organize and implement production quality assurance protocols of a fashion product. Participants will acquire a deep and broad understanding of various textiles, their properties and uses. Participants will have an idea of the process of cutting and manufacture in relation to the realisation of a fashion collection. This course is for those who already work in or who want to work in this sector and would like to specialize and improve their skills.

Pre-requisites: qualification or work experience in fashion design, product management accessories and specific sectors such as leather, print, knitwear.



2 weeks

THE RETAIL EXPERIENCE

This course will prepare participants with some fundamental skills necessary to work in the luxury retail sector at an international level. Participants will therefore learn the main tools and techniques for managing and organising a retail space and showroom. This course is for those who would like to work in or who are already working in this sector, and aim to specialize and improve their skills.

Pre-requisites: qualification in the following areas: marketing, retail, economics and/or work experience in relevant areas.



2 weeks

SOCIAL MEDIA FOR FASHION

This course will help participants connect the fashion world with the new and exciting domain of interactive marketing: social media. Whether on a mobile phone or through the web, the diffusion of social media has had considerable impact on fashion. Since it has become more user-friendly, it has increased its interactive potential as a means of communication, thus making it excitingly more effective in its immediacy for marketing strategies. Participants will acquire information on specific tools and strategies in order to make their own fashion communication instant, original, seductive and highly competitive. The course is designed for those who would like to work in or who are already working in this sector and aim to specialize and improve their skills.

Pre-requisites: qualification or work experience in fashion styling, journalism, media, advertising, marketing, literature.

m Firenze

3 weeks

NEW

CURATION & CRITICISM

Criticism related to critical writing, as well as critical thinking are key skills to develop successful commentary, and visual communication tools as organisers, or thinkers on the arts, design, architecture, as well as writers and as teachers to facilitate the audience or viewer in the understanding of objects and their contexts. Curation refers to the specific skills and knowledge needed to 'curate' exhibitions. It also takes in the wider meaning of curating as applied to arts events organisation, from planning film festivals to hosting local street events.



m Firenze

3 weeks

NEW

HISTORY OF ITALIAN ART

The course intends to touch the most meaningful landmarks of the History of Italian Art, from the Middle Age to today.. The three weeks of the course will be focused on the keyword, the idea of 'space' because, symbolically and historically, this is the true key of the Italian uniqueness in the cultural context of the development of the language of Western Art. Furthermore the idea of space refers to the nature of the course, based on a constant dialogue between internal and external, that is between the city and the school, incorporating a structured programme of visits to museums and historical spaces, seen as an integral and completing part of the course itself.

Week 1 / The space as symbolic form
Week 2 / The space as social form.
Week 3 / Space and Time



m Milano

3 weeks

LIGHTING DESIGN

The last few years have witnessed exciting and radical changes in lighting design in domestic, commercial and urban environments. Technical innovations, creative developments and new expectations including the need for environmentally friendly technologies and the implications in design will be analysed. Considerations are made as to the artistic value, emotional and social impact of interior lighting. Led by the vision of Architecture for urban and domestic space, the career of the lighting designer has taken centre stage in the design process and has become a highly inter-disciplinary experience. Participants will study the most recent trends in the profession, that cover areas from light sculptures to commercial lighting systems produced in series, as well as new innovative lighting and sustainable lighting solutions applicable to projects of Lighting Design.

Pre-requisites: the course is addressed to participants in Interior Design and Architecture who would like to explore the lighting theme in Interior projects and for experts who desire to keep pace with the latest international trends.



m Milano

3 weeks

INTERIOR DESIGN

This course will guide beginners through the ultimate fashionable trends in contemporary interior design. It encompasses the definition of a style through the furnishing of a retail space or a hotel, helping participants to improve their aesthetic sense and skills in décor. This course will challenge participants' abilities to interpret the world of interiors, their use of complementary styles, colours and lighting effects.



Milano / Firenze 

3 weeks

ACCESSORIES DESIGN

This course introduces the participant to the world of fashion accessories, a product that continues to gain more importance from a fashion point of view as well as in any fashion retail strategy. The course takes participants through basic drawing and colouring as the main tool to express ideas, as well as giving them visual language to communicate design aesthetics through research based on current fashion trends. After just three weeks, participants will have finished design proposals for a fashion accessories collection realised in a professional digital format as the course reflects the work of a real fashion accessory designer. The course is short and intense and gives a real feel of the fast pace of working in the fashion industry.

 Milano

3 weeks

NEW

TRENDS IN DESIGN

The course provides an overview on how trend practice takes place by analysing the leading trends in contemporary design, through design and art exhibitions, publications, as Frame, View on Colour, Cabana, reportages from the fairs, as Maison & Objets in Paris and its themed exhibitions, Salone del Mobile in Milano, 100% design in London, ICFF in New York and Kolmess in Colonia and through the research of recent iconic items, also in the art and fashion field, as art and fashion constantly inspire design.



Milano 

3 weeks

ITALIAN PRODUCT DESIGN

Design is Italian, and this statement defines the exciting programme that explores the contemporary design field. The lifestyle and client demands of today require a greater need for products that serve a specific function, but at the same time are aesthetically seductive and contemporary in feel. This course gives participants the insight and experience of what product design is today, through all the stages and activities involved giving them the opportunity to create a new product from concept design through to manufacturing, prototyping and marketing. This course gives the participants the ability and know-how to turn an idea into a successful product.



 Shanghai ¹

3 weeks

NEW

PRINCIPLES OF DESIGN CREATION

The course trains participants who have no previous knowledge in interior design, product or visual design, to acquire the necessary skills for an overview of the design field. The goal of the course is not only to learn how to design, but also to understand why a project of design can be successful. The course, based on a series of practical exercises mixed with theory and specific lectures, analyses the contexts that determine the product definition and its commercial relevance. The projects that the students are set and the lectures, explain the creative and technical processes of product development related to trend, marketing and sales. Each project follows a method based on specific manufacturing skills.

¹) This course is held at the Shanghai School of Fashion. For more information, please visit istitutomarangoni.cn/en

3-4 weeks

FASHION & THE CITIES

The world of fashion across the 4 world capitals. This unique experience will initially give participants a truly international insight into the European approach to creativity and the business of fashion.

The diverse cultural histories of the 4 fashion capitals give each city its own individual take on the global fashion industry. This experience is designed to give insight into the mechanisms and processes that link the variety of historical and cultural contexts to the global fashion industry. In each city participants will have the opportunity to develop a creative project related to a subject specialism. An exciting opportunity to visit internationally acclaimed fashion shows and exhibitions will be offered whenever possible.

Week 1 in London / The capsule collection

Week 2 in Milano / Image creation

Week 3 in Paris / New business venture

Week 4 optional in Shanghai / Retail and Product Management

WEEK 1 IN LONDON

The capsule collection

London is a source of inspiration, experimentation and cutting-edge concepts where fashion design meets contemporary art. The diversity of style and the culture behind it in London is underlined by the unique approach to the fashion industry of the city. In London participants will be introduced to a project, drawing on the inspiration that top designers find inspiring about this city. London lives for all that is fresh and new, finding original approaches to the subject, questioning the rules and pushing the boundaries of style and taste.

WEEK 2 IN MILANO

Image creation

Style is in the dna of Italy and Milano celebrates this through its fashion culture, reflected in its own unique interpretation of styling and fashion communication publishing. The multiplicity of fashion business in the city supports one of the worlds biggest fashion industries. It is in this city that styling and fashion photography was born. It is where the worlds most acclaimed fashion publicity and editorial campaigns are produced. Milano is the home of contemporary fashion with a refined and focused outlook. Milano is renowned for making trends a reality and turning the creativity of designers into viable proposals that work in every market.



WEEK 3 IN PARIS

New business venture

Paris is the birthplace of fashion. Here participants will look at marketing and will acquire a real taste of the business through an inspiring project.

Paris is in 'the business of elegance'. With the history of couture still rooted in the heart of the french fashion industry, Paris combines a chic outlook with a winning formula for quality and design.

The rules of fashion are created here, through an understanding and appreciation of elegance and tradition.

WEEK 4 OPTIONAL EXTENSION IN SHANGHAI

Retail and Product Management

Following the renowned world fashion capitals Milano, Paris and London, Shanghai claims the title of fashion capital of the East, without doubt the fashion capital of the future. The centre for production, technology and fashion innovation in the world's new leading economy cannot be ignored and this exciting emerging culture needs to be experienced first hand.

¹) This course is held at the Shanghai School of Fashion. For more information, please visit istitutomarangoni.cn/en

3 weeks

FASHION DESIGN

This is an introduction to the fundamentals of fashion design, and what is required to formulate ideas and translate them into a visual representation, through drawing. Participants will be equipped with the tools of the fashion designer and these will help participants to communicate ideas to their audience. After the introduction to drawing and design techniques used in fashion design, an analysis of the founding principles of developing a fashion collection will follow. Afterwards participants begin creative research and use their personal inspiration to develop silhouettes and co-ordinate outfits in addition to using colour and fabrics until the designing of the entire collection based on personal inspiration.



3 weeks

FASHION IMAGE & STYLING

This course focuses on the analysis of image and the development of style. From the definition of fashion moods, the study of the past, present and future trends to the importance of accessories, participants will analyse aspects relating to traits of the human face and body and understand how to enhance and complement physical characteristics with elements such as hairstyling and make-up. They will elaborate a style, which is coherent in all of its visual elements, through the construction of a total look, giving importance to colour, silhouette, accessories and their combination that will be distilled in a photoshoot.

¹) This course is held at the Shanghai School of Fashion. For more information, please visit istitutomarangoni.cn/en



Milano / Firenze / Paris / London / Shanghai ¹ 

3 weeks

FASHION BUSINESS

The course gives participants the opportunity to develop their knowledge and understanding of the fashion context and fashion industry, its competitive forces and the luxury brand structure. It encompasses an analysis of the different segments and markets in fashion and an overview of how fashion organizations develop marketing strategies within the fast evolving and competitive environment. Participants are provided with marketing and management tools to study a brand or a collection positioning and its competitive advantage to set-up a marketing plan.



Milano / London / Shanghai ¹ 

3 weeks

FASHION VISUAL MERCHANDISING

This course will give participants the opportunity to discover the techniques of visual merchandising and visual display, in order to maximise the profitability of a window display or of a retail store. In addition, they will learn the fundamental aspects of consumer behaviour, which is key in order to create a unique buying experience for every customer and make them loyal to a store. Participants learn the origins of visual merchandising, its development and function, in relation to the objective to be achieved. The phases of visual merchandising are explained as well as the communication tools used: suggestion, persuasion, and the visual communication that, through the symbols of messages and decorations, support the product and communicate emotionally with the intended consumer.

¹) This course is held at the Shanghai Fashion Training Centre. For more information, please visit istitutomarangoni.cn/en



Shanghai ¹ 

3 weeks

FASHION DRAWING

This course aims at preparing and sharpening the participants' visual communication skills for fashion. As future illustrators and fashion designers, they will learn how to communicate ideas through drawing, in relation to the various technical requirements of their job. Starting from the fashion silhouette, participants will acquire the sense of proportion and characteristics, sketching ideas for fashion, rendering, understanding forms, shapes and the natural bodies. Therefore participants will practice experimental drawing using all media of art materials, capturing the essence and mood of a look rather than the realistic image of the figure, using both techniques by hand and with digital tools such as Illustrator and Photoshop. Participants will achieve an in-depth fabric & material competency, and understand the contemporary cultural context from which to create a fashion collection.



¹) This course is held at the Shanghai School of Fashion. For more information, please visit istitutomarangoni.cn/en

Milano / Paris 

3 weeks

FASHION PHOTOGRAPHY

This course introduces participants to the basics of fashion photography. They will develop an understanding of how fashion photography emerged and evolved from the 1950s onwards. Photographing a body, deconstructing a look, understanding what styling is and how to apply it are all elements that they will explore, as they will be introduced to digital photography techniques, indoor and outdoor shooting, retouching and image processing as they apply to the fashion industry. The end goal of the course is for participants to produce a fashion photo book.

Week 1 in Paris / Introduction to Fashion Photography
Week 2 in Milano / The Milano Study Trip
Week 3 in Paris / Consolidation

Fashion Photography is a course delivered in collaboration with Atelier De Sèvres (45-47 rue De Sèvres - Paris, France).

**ATELIER
SÈVRES** DE

Milano / Firenze / Paris / London 

3 weeks

TREND FORECASTING

Due to globalization, fashion and fashionable products have to match people's desires from all over the world at the same time. Meanwhile, more local and subcultural trends are emerging creating the long tail effect. Understanding the movement of trends within different social environments and how high culture, popular culture and subcultures influence, in different ways, trends in fashion and lifestyle, which is paramount for every creative professional. This course gives participants the knowledge of trends with the application of research to fashion design and product design, with the aim of interpreting and applying this for their own creative process. Trend analysis looks at the interaction of shifts in fashion, consumer lifestyle and culture and means to perceive upcoming trends and predict what consumers are willing to buy several seasons ahead of time. Interpretation and contextualization of socio-cultural knowledge are the key for a successful trend preview that needs to go beyond simple intuition.



Milano / Paris / London 

NEW

3 weeks

BRIDALWEAR DESIGN

This course will teach how to make the dream of a fabulous wedding gown come true. Participants will explore the history and the evolution of a wedding dress viewed from different cultural perspectives, the evolution in trend, and the choice of fabrics. The course will also reveal the historical figure that established the term 'The White Dress'. Both cultural evolution and social constraints determine how the mainstream trends in fashion impact the bridal market, and the functions to consider when designing for a young woman's special day. The programme will teach the participants how to design to respond to the vision of the dream-dress the client has in mind, by accessing trend, fabric choices and cut that flatter the figure, and achieve a contemporary silhouette. Participants will acquire the knowledge of the influence of this specialist discipline on fashion brand development and the success of key niche bridal labels in the global market. At the end of this course, participants will have the knowhow to design a fabulous wedding gown collection inline with contemporary fashion.



Milano / Firenze / London 

3 weeks

FASHION BUYING

NEW

The aim of the course is to explain and make clear the procedure of fashion buying, starting from the analysis of markets, different store formats, steps needed to understand customer needs in order to buy correctly for different customers and targets. Determining budget, establishing good relationships with the team, from management to sales people in store, and understand to plan Assortment.



Milano / Firenze / Paris / London 

3 weeks

PORTFOLIO FOR FASHION, ART & DESIGN

NEW

The Visual Portfolio course is a 3-week intensive, designed to equip students with the visual skills to communicate design ideas and progress to study at undergraduate level in Fashion, Art or Design. Tutorials will encourage students to analyse the visual world in which we live, through drawing and the sourcing of visual images that together combine the personal research undertaken in the field. The participants will have fun exploring media and mark making to acquire tools of expression through themed projects. These moments will be fast paced to generate instinctive responses to the tasks set, and tease out the enthusiasm and possible subject focus of the student in the field. The final week will see the participants work on a project that is personal, and may be in any one of the three areas of Fashion, Art or Design. This project, along with those developed over the initial 2 weeks with form part of the portfolio submission of projects.

Week 1 / Expression mark making • colour • graphics
Week 2 / Communication drawing skill • presentation
Week 3 / Direction specialism • presentation

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the school of fashion, art & design

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