

MILANO
FASHION
INSTITUTE

WE ARE AN INTERUNIVERSITY CONSORTIUM



FOUNDED IN 2007 BY...

← *aula magna*

Università Bocconi



Università Bocconi

Founded in 1902, it was the first Italian economics university. It is ranked 8th worldwide University for the M. Sc in Finance (Financial Times, 2014) and 1st Italian Business School, European Business School Ranking, Financial Times, 2014.



Politecnico di Milano

Founded in 1863, it is the 1° Italian Engineering & Technology University, ranked by QS 2013. Achille Castiglioni, Giò Ponti, Renzo Piano and Gianfranco Ferré were among its leading students.

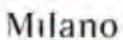


Università Cattolica del Sacro Cuore

Founded in Milan in 1921, it is Europe's largest private University and ranked 12th Italian University by QS 2013.

THE ONLY POST-GRADUATE INSTITUTE IN ITALY IN PARTNERSHIP WITH ALL THE LEADING ITALIAN FASHION ASSOCIATIONS



 	<p>Milano</p> <hr/> <p>Comune di Milano</p>	 <p>Camera Nazionale della Moda Italiana</p>	 <p>ASSOCALZATURIFICI</p>
 <p>smi</p>	<p>SISTEMA MODA ITALIA</p>	 <p>AIMPES</p>	<p>Associazione Pellettieri Italiani</p>
<p>FEDERAZIONE TESSILE E MODA</p>			

OUR MISSION

The background of the slide is a collage of fashion-related images. On the left, a large black hand graphic points towards a photograph of a woman in a light-colored, short-sleeved dress. To the right, there is a photograph of a woman wearing a black, long-sleeved jacket over a white top and blue jeans. Further right, there are sketches and photographs of various clothing items, including a dark jacket and a pair of blue jeans. The collage is set against a background of black and white halftone patterns.

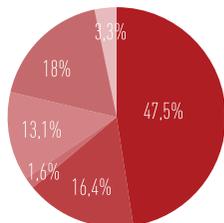
The Masters of Milano Fashion Institute are characterized by the multidisciplinary educational activities conducted by the Faculty of the three founding universities and successful managers of the fashion system. The curriculum of studies is designed to train professionals that are clearly identified and highly desired by the job market. This path is achieved through a program that provides an introduction to the basic tools and techniques (warm-up), followed by the introduction to the industry (fashion pillars), specialized courses of the key business processes (fashion processes), field projects courses concerning real case studies (field projects), and finally professionalizing activities (empowerment and internship).

OUR TARGET

Our Masters are addressed to Junior profiles, mainly aged between 21 and 29 years, both Italians and foreigners with a good knowledge of English language. Students must have a B.A., MSc. or equivalent in order to apply.

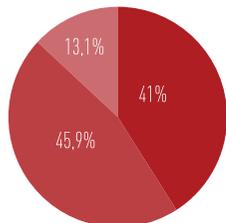


Nationality



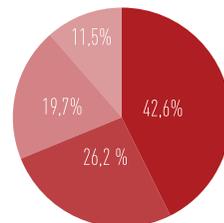
- Italy
- West Europe
- Est Europe
- Middle East & Asia
- America
- Africa

Age



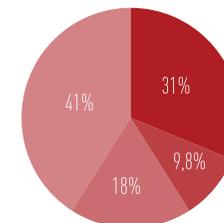
- Up to 24 yo
- From 24 to 27 yo
- More than 27 yo

Studies Degree



- Design, Architectures & Fashion Studies
- Economics & Management
- Communication & Human Science
- Other

Work Experience



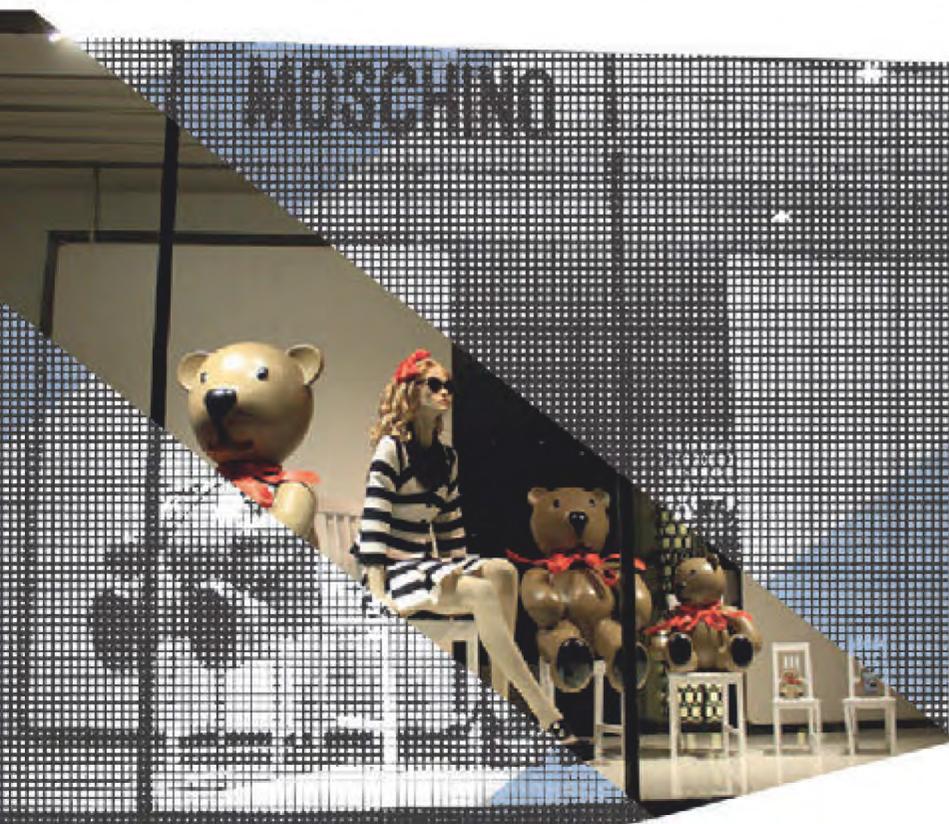
- More than 1 year
- None
- 1 year
- Up to 1 year

OUR COURSES



MASTER IN FASHION DIRECTION BRAND & RETAIL MANAGEMENT

managing retail, designing experiences



Director: **Prof. Francesca Romana Rinaldi**

Next start: January 2017

Lectures from January to June

Internship from September

It's the touch point. Managing retail means to fill a gap, and to design a bridge, between fashion marketing, management, and information technology. In the Master in Fashion Direction: Brand & Retail Management more than one disciplines are merged in order to train the most innovative professionals who are responsible for fashion & luxury retail: from the overview of store operations to the critical understanding of customer behaviors and the influence of sensory design and customers' lifestyles in order to know how retailers are facing the compelling evolution of the external environment, driving innovation.

Retail, connecting fashion to the customer. Thanks to the art of creating emotions, the ability of fostering new trends, and the competence of planning distribution strategies.

MASTER IN FASHION DIRECTION BRAND & RETAIL MANAGEMENT

MELTIN' POT

The main professional roles are:

Retail Area Manager, Buyer, Retail Merchandiser, CRM Manager, Digital Retail Manager, CRM Manager, Visual Merchandiser, Store Manager, Stock and Logistic Manager, Retail Event Manager, Omni-Channel Manager.

WARM UP

Management, Economics, Quantitative Methods
Sociology
Design Projects
TOOLS
Quantitative Tools
Project Tools

FASHION PILLARS

Project Management
Fashion Business Models
Research Methods & Trends
Italian Fashion System
Fashion History
Fashion Marketing & Brand Management

FASHION PROCESSES

Retail Management
Omnichannel Retailing
Sales Management
Experience & Store Design
CRM
Buying and Visual Merchandising
Digital Fashion
Round Tables: open debates on key topics

CURIOSITY

Curiosity

FASHION PRACTICE

Field Projects
Empowerment & Career Management
Internship



MASTER IN FASHION DIRECTION BRAND & PRODUCT MANAGEMENT

managing brand and collection development

Director: **Prof. Marco Turinetto**

Next start: January 2017

Lectures from January to June

Internship from September

It is aimed to form professionals, with different skills, that are able to contribute to the process of brand management and collection development. They are professional figures that integrate multidisciplinary skills (design, management, communication), much in demand by fashion companies, but that are not formed by the traditional educational courses, usually oriented to a single discipline. These professionals are able to manage and coordinate the process of brand management, from the declination of the brand language on the different lines, to the planning and development of the collections, and finally up to the management of product's communication to the trade market.

MASTER IN FASHION DIRECTION BRAND & PRODUCT MANAGEMENT



**The main professional roles are:
Merchandiser, Line Builder, Product Manager, Junior Brand Manager, Licensing
Manager, Fashion Coordinator.**

WARM UP

Management, Economics, Quantitative Methods
Sociology
Design Projects
TOOLS
Quantitative Tools
Project Tools

FASHION PILLARS

Project Management
Fashion Business Models
Research Methods & Trends
Italian Fashion System
Fashion History
Fashion Marketing & Brand Management

FASHION PROCESSES

Brand Design
Communication Design
Fabrics & Materials
Product Design
Family Products & Pricing
Round Table
Trade Design

CURIOSITY

Curiosity

FASHION PRACTICE

Field Projects
Empowerment & Career Management
Internship

MASTER IN FASHION DIRECTION BRAND & COMMUNICATION MANAGEMENT

managing communication strategies

Director: **Prof. Carla Lunghi**

Next start: January 2017

Lectures from January to June

Internship from September

Brands have a cultural identity, which often comes out from the company technical expertise and craftsmanship, while in other cases it is the result of a careful brand strategy and communication architecture. The management of this area is increasingly important for the global competitiveness of fashion companies. Professionals are required to possess skills in order to create value for the final customer and the different targets of communication and marketing strategies. Visual imagery, communication conception, digital management, layout design, events and press management are the founding pillars. Milan – the Italian capital city of communication – the ideal setting and a competitive edge for a comprehensive learning environment.

MASTER IN FASHION DIRECTION BRAND & COMMUNICATION MANAGEMENT



The main professional roles are:

Fashion Stylist, Fashion Editor, Visual and Artistic Researcher, Trend Analyst, Cool Hunter, Junior Marketing Manager, Social Media Manager, Digital PR, Digital Content Manager, PR Manager, Press Office Manager, CSR Manager.

WARM UP

Management, Economics, Quantitative Methods
Sociology
Design Projects
TOOLS
Quantitative Tools
Project Tools

FASHION PILLARS

Project Management
Fashion Business Models
Research Methods & Trends
Italian Fashion System
Fashion History
Fashion Marketing & Brand Management

FASHION PROCESSES

Brand Communication Strategies
Press & P.R.
Event Management
Fashion Images and Advertising
Social Media Management
Digital Fashion
Fashion Lab

CURIOSITY

Curiosity

FASHION PRACTICE

Field Projects
Empowerment & Career Management
Internship

OUR NETWORK...



Experiencing the workplace

Internships are one of the most salient experiences offered by the master course and they are supported by a network of leading firms in the fashion sector. Internships last a minimum of 3 months, allowing students to apply the skills acquired during the course to real working situations, with guidance and advice provided by experts with extensive experience and a range of different professional backgrounds.

Career opportunities

They derive from the sponsors, that are valuable partners in order to maintain the Programs responsive to the needs of the professional sector and are given the important task of scouting talent thanks to grants that they provide to the best students. An extensive network of companies are involved in field projects, internships and placement, to create the ideal setting for an effective contact with the job market.

...YOUR CAREER



INCUBATOR OF TALENTS

Masters provides a full calendar of activities in direct contact with the job market, including itinerant seminars, guest speeches, integrated Team Field Projects to be carried out during the year under the supervision of the Faculty in conjunction with companies, as well as the internships, lasting a minimum of 3 months.



MILAN, A STUNNING EXPERIENCE

As centrally located in Europe, Milan is the epicentre of the global fashion phenomena.





OUR ALUMNI



“When I decided to study at the MFI, I knew it was going to be a great xperience, but it turned out to be amazing. Classes were delivered in a complete and proper environment, and teachers were available for any doubt. I gained valuable personal and professional experience, and now I feel ready to be part of the fascinating fashion world.”

Susana Quinteros, El Salvador | Alumna 2014 | Visual Merchandiser @ Benetton Group

“It was a unique experience of great growth in terms of skills but also on a personal level; the opportunity to know people of cultures very different from my training was a great opportunity for personal enrichment.”

Giacomo Pilato, Italy | Alumnus 2009 | Project Manager @ Vivienne Westwood

STUDYING AT MFI



ENTRY REQUIREMENTS

All candidates with a university degree (B.A., or M.Sc., or M.A., or equivalent level qualification recognized) can apply for the Master. Professional experience in the industry is not mandatory, but it can be positively evaluated during the selection. Each Master course has a maximum of 20 places available.

FEES AND LIVING COSTS

The total annual cost is € 15,400, payable in 4 installments of € 3850 throughout the year. Remaining costs refer to the cost of living in Milan: candidates must consider an average figure of € 1,000 for personal expenses per month, divided as follows: € 400-500 for accommodation, € 300 for meals, € 50 for local transports, and € 150 for miscellaneous costs.



THE STRONGEST LINK TO YOUR CAREER OPPORTUNITIES

MILANO FASHION INSTITUTE

Milano Fashion Institute

Via Sarfatti 25 - 20136 Milan

Classrooms at Bovisa Polytechnic Campus

Via Durando 10 - 20158, Milan

Contact Center

Ph. +39.02.3031.6640

Fax. +39.02.5836.2530

From Monday to Friday, from 9 am to 6 pm

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