



03

WHO WE ARE

- Milano Fashion institute
- Educational Approach
- Fashion Experiences - Milan fashion Week

05

ADMISSIONS

- Selection process
- Admission requirements
- Financial commitment
- Scholarships

08

MASTER IN FASHION, LAW & BUSINESS MANAGEMENT - MIFALAB

16

MASTER IN FASHION, BRANDING & COMMUNICATION - MIFAM

24

MASTER IN FASHION, LICENSING & LUXURY MANAGEMENT - MIFALL

32

MASTER IN FASHION, RETAIL MANAGEMENT & MERCHANDISING - MIFAR

40

MASTER IN FASHION, CSR & SUSTAINABILITY MANAGEMENT - MIFAS

48

MASTER IN FASHION, DESIGN MANAGEMENT & PRODUCT DEVELOPMENT - MIFAD



MILANO FASHION INSTITUTE:

THE BUSINESS SCHOOL WITH DIRECT ACCESS TO THE FASHION INDUSTRY

A place where passion, creativity, and excellence in education come together to prepare you to become the leaders of tomorrow in the fashion system.

Milano Fashion Institute - MFI is the Business School of Camera Nazionale della Moda Italiana - CNMI (the Italian Fashion Council), the non-profit organization that governs, coordinates, and promotes the development of Italian fashion both in Italy and abroad, and is the main organizer of the Milan Fashion Week.

Since its founding in 2007, MFI has been dedicated to becoming the reference point for excellence in fashion system training in Italy, shaping the next generation of managers for the international fashion industry.

Located in Milan, the epicenter of luxury and ready-to-wear fashion, MFI places students directly in the heart of the vibrant and ever-evolving fashion world, offering unrivaled access to the industry's top brands and latest trends.

EDUCATIONAL APPROACH

Milano Fashion Institute's academic approach is shaped by the following educational aims:

- **Exclusive Industry Access:** Students gain direct access to a prestigious network of international fashion and luxury brands, creating unparalleled opportunities for internships, collaborations, and career development.
- **Strong Industry Connections for Career Launch:** MFI connects students with leading fashion companies, ensuring hands-on experience and a strong professional network upon graduation.
- **Global Perspective:** The institute fosters international collaborations and provides access to top global fashion markets, preparing future leaders for the international fashion industry.
- **Comprehensive Fashion Expertise:** Programs offer in-depth knowledge of the fashion industry while refining specialized skills, with a focus on Italian craftsmanship and excellence.
- **High Career Placement and Real-World Projects:** With a 96% placement rate and a focus on practical experience through field projects, MFI prepares students to enter the workforce confidently and successfully.

FASHION EXPERIENCES

MILAN FASHION WEEK

Milano Fashion Institute, the Business School of Camera Nazionale della Moda Italiana - CNMI (the Italian Fashion Council), offers students an exclusive opportunity to take part in Milan Fashion Week. This includes access to high-profile events, shows, and presentations, along with invaluable networking opportunities with leading professionals in the fashion industry. Our students are at the heart of the fashion world, gaining firsthand experience and building connections that will shape their careers.

STUDY TOURS / CITY TOURS

MFI organizes one-day city tours of Milan and two-day tours for an extended experience.

- **City Tours** - Students are guided through the heart of Milan, the global fashion capital. This immersive day-long experience includes visits to prestigious fashion landmarks, such as museums, designer showrooms, and renowned luxury brands. Students gain firsthand insight into the inner workings of the fashion industry while also exploring the city's rich cultural heritage. These tours provide a perfect introduction to Milan's vibrant fashion scene, offering networking opportunities and inspiration for aspiring fashion professionals.
- **Study Tours** - For a more in-depth experience, MFI offers a series of two-day trips to some of Italy's most iconic cities and regions, all deeply connected to the fashion industry. These curated tours include additional activities such as visits to leading cultural institutions, fashion suppliers, and exclusive behind-the-scenes tours of luxury brands. By grouping companies from different regions, these tours provide a comprehensive insight into each territory's heritage, creativity, technical expertise, and capacity for innovation. The aim is to craft an inspiring travel experience that aligns with the academic themes explored throughout the year. Students have the opportunity to choose one destination, according to their personal interests.

All MFI study tours are fully organized in-house by the Institute, in collaboration with the Italian Fashion Council (CNMI), ensuring an authentic and seamless experience without reliance on external agencies.



ADMISSIONS

SELECTION PROCESS

The selection process for the Masters is open for EU students from March 1st, 2025 to December 15th, 2025; for non-EU students, from March 1st 2025 to October 15th, 2025.

After receiving this Application Form, Milano Fashion Institute carries out a pre-selection according to the sent documents. Subsequently, MFI will inform you if the Application is suitable or not.

If eligible, Applicants have to attend an online interview with the Academic Committee, after which the final result (admitted or not admitted) will be communicated.

The process requires a period of 2 to 4 weeks. We therefore invite the candidates to submit their applications as soon as possible.

Starting date of lectures Masters: 12 January 2026.

Selection documents to be sent

- 1.Application Form. The form is available online at: www.milanofashioninstitute.com/en/apply-now/ It must be completed accurately (in English or in Italian) in all its parts.
- 2.Copy of Degree certificate. The Master is aimed at both BA and MSc/equivalent graduates. The documentation must clearly include the University attended. If the degree was obtained between the date of conclusion of the selection process and the beginning of the Master, self-certification is required with a commitment to send the degree certificate by the starting date of the course.
- 3.Copy of your Passport or your ID card
- 4.CV
- 5.Motivation letter. The letter must include the reasons that led the candidate to apply in the Master and the interest in the industry.
- 6.Photo (passport type)
- 7.Copy of the Official Transcript (official certificate issued by the University) of the exams in original language.
- 8.Copy of the English language certificate (TOEFL min 80; IELTS min 6 overall; PTE Academic min 51; CAE; CPE; BEC Higher), if needed.

Sending your Application Form

The Application Form (with all the documents attached) must be submitted no later than December 15th, 2025 (for EU students), and October 15th, 2025, for non-EU students, by the online form.

Selections results

At the end of the selection process, a written confirmation will be sent to applicants with reference to the results of their Admission request. The outcome will be alternatively admitted or not-admitted. The selection will consider not only the profile of the candidate but also the composition of the class, in order to reflect the diversity of educational backgrounds needed in the Master. If the candidate is eligible for admission, but places available are already fully confirmed, the Milano Fashion Institute reserves the right to place such candidates on the waiting list for the next edition.

The results of the selection interviews are normally communicated within 3 working days from the date of the interview with the Academic Committee.

ADMISSION REQUIREMENTS

In order to apply for the admission to the Milano Fashion Institute Master Programs, there are two different typologies of requirements: study requirements and language requirements.

- For study requirements, it's sufficient to have a B.A., M.Sc., or equivalent three year degree;
- For language requirements, at least an upper intermediate level of English is mandatory. Differently, work experience is not required

The Masters are addressed to all graduates, with a BA, MSc or equivalent. It is not necessary to have attended a course of studies on the fashion industry; as an example, students with a degree in economics and management, or fashion design or communication sciences can apply for the Master.

Selection criteria

The selection is based on the evaluation of several factors, including the skills, knowledge, competences and pre-requisites of the applicant. Motivation that led the candidate to apply will be also considered, together with his/her level of involvement in the training project and future career aspirations.

For non-native English speakers, an advanced and certified level of knowledge of the English language is considered an important element of candidate evaluation.

If you are a non-native English speaker and do not hold a bachelor's degree or high school diploma taught in English, MFI requires you to provide one of the following certifications:

- TOEFL, minimum level 80;
- IELTS, minimum 6 overall;
- PTE Academic, minimum 51;
- CAE;
- CPE;
- BEC Higher

Native English speakers and non-native English speakers who hold a bachelor's degree (at least for 3 years) or a high school diploma taught in English are not required to provide an English language certificate.





FINANCIAL COMMITMENT

The participants are required to have a significant commitment both personally and financially. The total value of the Master is € 18,000 to be paid through 4 installments throughout the year as follows:

1st installment> € 4,500 upon acceptance of the admission;

2nd installment> € 4,500 by December 31st, 2025;

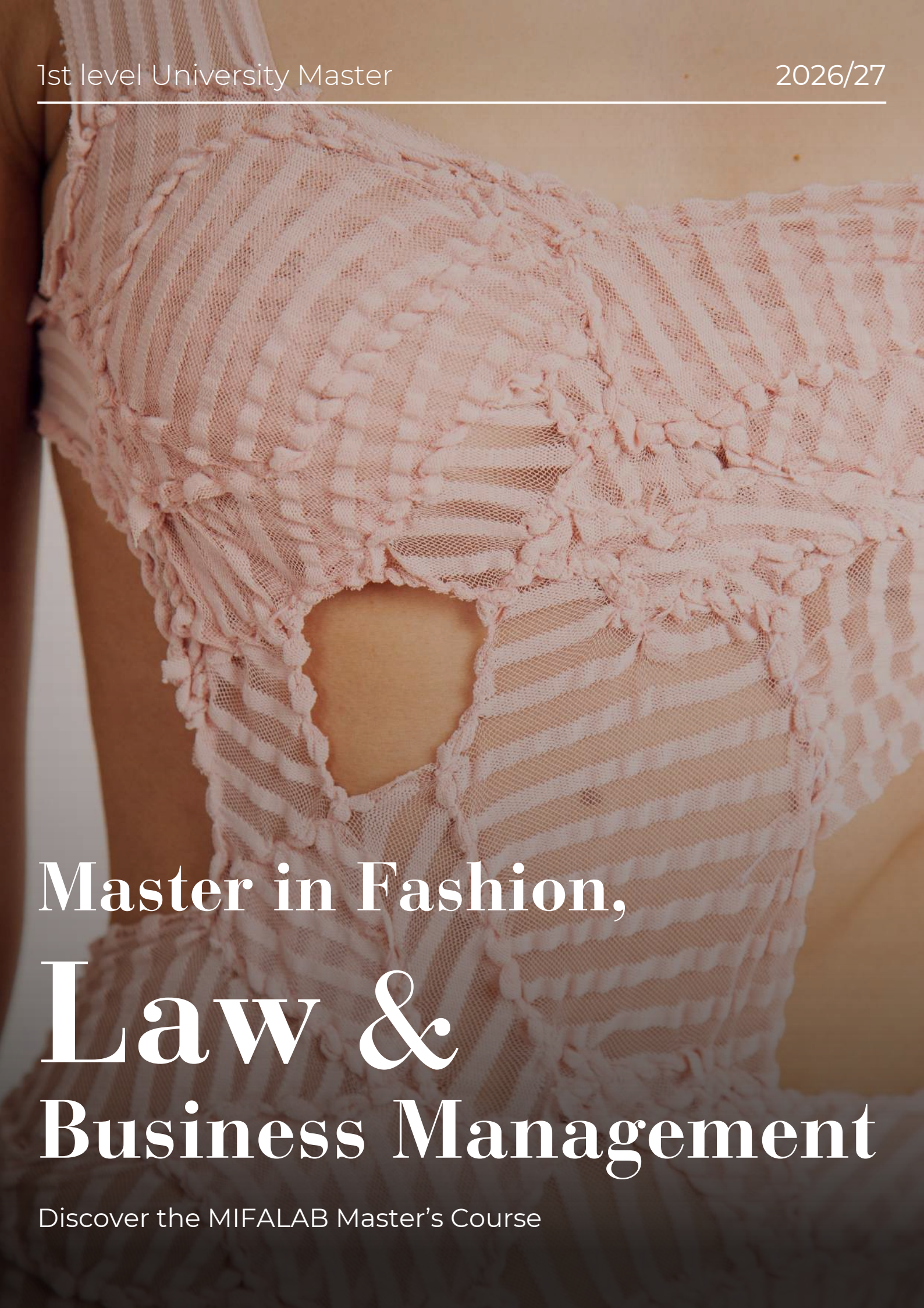
3rd installment> € 4,500 by March 8th, 2026;

4th installment> € 4,500 by May 3rd, 2026.

SCHOLARSHIPS

The Milano Fashion Institute is proud to offer scholarships to students who distinguished themselves for merit and it is also actively involved in seeking scholarships thanks to agreements with private companies.

Information regarding scholarships for the 2026 Masters are available [here](#) or on our website www.milanofashioninstitute.it in the Scholarships section.



Master in Fashion, Law & Business Management

Discover the MIFALAB Master's Course

PROGRAMME INFORMATION

The Master in Fashion, Law & Business Management - MIFALAB offers advanced training for the construction of new business models specific to the Fashion and Luxury sector.

Students will learn the strategies required to implement these models across various channels, ensuring that brands stay relevant and effective. This program has been co-designed with Camera Nazionale della Moda Italiana - CNMI (Italian Fashion Council) to meet the specific needs of leading brands and it is ideal also for those with an entrepreneurial vision, aspiring to build their own independent projects in the fashion industry.

Behind a linear and intuitive customer experience lies a considerable complexity, characterized by the involvement of numerous professionals from diverse fields. Each of these experts has specialized knowledge in their respective domains, such as fashion buyers, marketing managers and omnichannel strategists. This intricate web of expertise and professionalism is guided by a highly specialized Business & Brand Manager, who is equipped to navigate highly complex scenarios, and make informed decisions within the luxury & fashion market – an industry that operates according to its own distinct set of rules.

LEARNING OUTCOMES

The Master trains tomorrow's business managers in the fields of Fashion and Luxury.

In the master's course, you will learn to:

- Analyse current business models in their needs and criticalities, correcting them, and integrating new ones for business development strategies.
- Deepen all channels of action and touch-points for fashion brands, and their underlying logics, with a focus on specific operations, e.g. fashion buying, retail merchandising, sales & digital management.
- Identify and generate business & branding strategies, in accordance with the brand specificities, new trends and the competitive environment.
- Manage the Customer relation across all the customer journey, developing CRM strategies for maximising the brand performance as well as the brand equity.
- Plan successful business and omnichannel strategies and integrating them into the brand.

ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma. Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised through Università della Campania Luigi Vanvitelli by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree.



CALENDAR

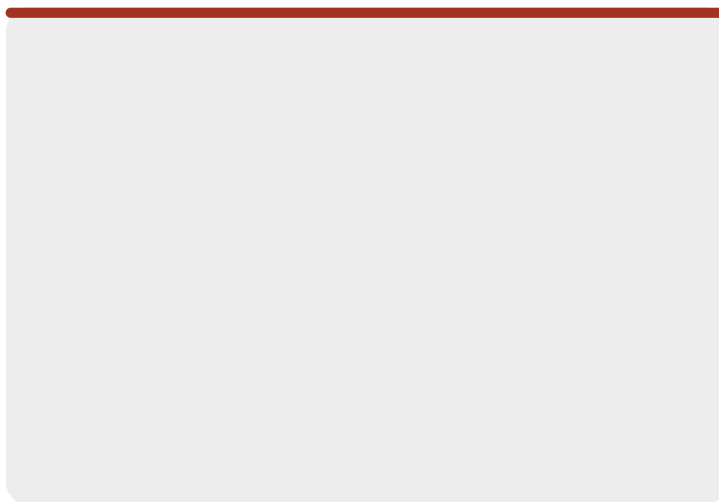
SELECTION PROCESS from March 1st, 2025
 STARTING DATE OF LECTURES Jan 12, 2026
 INTERNSHIP from Oct, 2026
 DURATION 1 year, 1200 hours
 LANGUAGE English

CLASSES



SPECIALIZED COURSES - MIFALAB

- Fashion Business 50h
- Brand Management for Fashion 50h
- Marketing for Fashion 50h
- Fashion Law & Finance 50h
- Sales Management 50h
- Entrepreneurship & Markets 50h
- Value Chain 50h



TOOLS: AI for Law and Business

44h



EMPOWERMENT & PROFESSIONAL DEVELOPMENT

20h



OPEN SEMINARS

28h



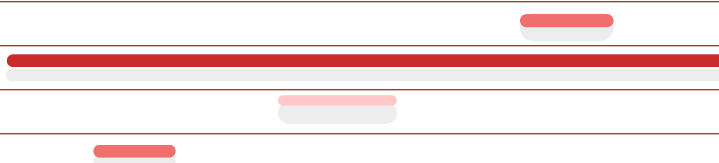
ACADEMIC COMPETITIONS

12h



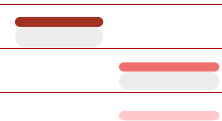
EXPERIENCES

- STUDY TOUR 24h
- CITY TOUR 24h
- DESIGN WEEK 24h
- FASHION WEEK 24h



FINAL ACTIVITIES

- FIELD PROJECTS 140h
- INTERNSHIP 480h
- THESIS 30h



*GRADUATION CEREMONY July, 2027

SPECIALIZED COURSES - MIFALAB

FASHION BUSINESS

The course provides a comprehensive overview of the key principles shaping the global fashion industry. Students will explore Fashion Business Models, gaining insight into how brands operate, from luxury to fast fashion. The Italian Fashion System module highlights Italy's influential role in design, craftsmanship, and market structure. Organization Theory in Fashion examines how fashion companies are structured and managed for efficiency and creativity. Lastly, Fashion Sustainability & ESG focuses on ethical production, environmental responsibility, and the impact of ESG factors on the industry. This course lays the foundation for the following Master's Program modules.

SALES MANAGEMENT

The course provides students with the knowledge and skills to drive sales and optimize retail performance in the fashion industry. Covering Merchandising & Buying, students will learn how to curate collections, forecast trends, and make strategic purchasing decisions. Retail Management explores store operations, customer experience, and inventory control. Omnichannel Strategy focuses on creating seamless shopping experiences across physical and digital platforms, while E-commerce Management delves into online retail, digital marketing, and conversion optimization. This course equips students with the tools to succeed in today's competitive fashion market.

BRAND MANAGEMENT FOR FASHION

The course equips students with essential skills to build, sustain, and grow successful fashion brands. Covering key topics such as Pricing & Budgeting, students will learn how to set competitive prices and manage financial resources effectively. Contemporary CRM explores modern customer relationship strategies to enhance brand loyalty and engagement. Key Account Management focuses on maintaining strong partnerships with high-value clients, while Consumer Analysis provides insights into customer behavior and market trends. This course prepares fashion students to navigate the dynamic industry with strategic decision-making and innovative brand-building techniques.

MARKETING FOR FASHION

This course in Fashion Marketing equips students with the essential tools and strategies to thrive in the dynamic fashion industry. It covers key topics such as Digital Marketing for Fashion, where students learn how to leverage social media, e-commerce platforms, and online advertising to promote fashion brands. The course also delves into Trends Forecasting, teaching techniques for predicting future fashion trends and consumer behaviors. Marketing Research provides insights into market analysis and customer preferences, while Trade Marketing & Channel Management explores the distribution and retail strategies crucial for reaching target audiences effectively.

FASHION LAW AND FINANCE

The course offers a comprehensive understanding of the legal and financial frameworks that underpin the fashion industry. It covers Fashion Law, addressing intellectual property, contracts, and regulatory issues relevant to designers and brands. The course also explores Risk Management, teaching students how to identify and mitigate legal and financial risks in fashion businesses. Additionally, Corporate Finance & Business Valuation equips students with the tools to analyze the financial health of fashion companies, focusing on valuation techniques, financial planning, and decision-making in a competitive market.

VALUE CHAIN

The course equips students with the skills to oversee and optimize every stage of the fashion supply chain. Project Management provides essential strategies for planning, executing, and controlling fashion production processes. Quality & Certifications explores industry standards, sustainability certifications, and quality control measures. Transparency & Traceability Tools focus on ethical sourcing, supply chain visibility, and digital tracking solutions. HSE Management (Health, Safety, and Environment) ensures students understand workplace safety, environmental regulations, and responsible production practices. This course prepares future professionals to build efficient, ethical, and sustainable fashion value chains.

ENTREPRENEURSHIP & MARKETS

The course equips fashion students with the essential skills to launch, manage, and grow successful fashion ventures. Covering Fashion Markets & Legal Framework, students will gain insights into industry regulations, intellectual property, and market structures. Entrepreneurship & Start-ups for Fashion provides practical strategies for developing innovative business models, securing funding, and scaling new fashion brands. Executive Leadership focuses on decision-making, team management, and strategic thinking to drive business success. This course prepares students to navigate the complexities of the fashion industry with confidence and innovation.

TOOLS: AI for law and business

This course on AI in fashion law and business explores the intersection of artificial intelligence and the fashion industry, focusing on legal, ethical, and business implications. Students will examine how AI is transforming key areas like intellectual property, data privacy, supply chain management, and consumer rights. The course also covers the regulatory landscape surrounding AI in fashion, addressing emerging challenges and opportunities. Through case studies and real-world applications, students will gain a deep understanding of how AI is reshaping business models and legal practices within the fashion industry.

EMPOWERMENT & Professional Development

The module is aimed at providing the necessary skills to deal with company selection processes, both in internship and job market placement contexts. During the module, students will be put in contact both with Head Hunters specialised in the fashion and design sectors, and with the selection managers of the most important and significant companies operating in the fashion sector, in order both to understand the dynamics of selection and to enhance their professional profile.

OPEN SEMINARS

Seminars offer students the opportunity to attend lectures led by prominent guest speakers from the fashion industry. These seminars bring in key industry leaders, designers, executives, and innovators to share their expertise, insights, and experiences. Students will engage with thought leaders on a range of topics, from design and marketing to sustainability and trends, gaining invaluable knowledge and inspiration. The course provides a unique platform for students to network, ask questions, and learn directly from influential professionals shaping the future of fashion.

ACADEMIC COMPETITIONS

Academic competitions, such as hackathons, are events where students collaborate in teams to solve challenges or develop innovative solutions within a set timeframe. In the fashion industry, these competitions often focus on areas like sustainable design, tech innovation, marketing strategies, or trend forecasting. They encourage creativity, problem-solving, and teamwork while providing students with a platform to showcase their skills and ideas to industry professionals. Participating in these competitions is important for students as it enhances their practical knowledge, boosts their portfolio, and helps them build connections, all of which are crucial for launching successful careers in the competitive fashion industry.

EXPERIENCES

STUDY TOUR

A study tour for fashion students provides a hands-on, immersive learning experience by taking them to key luxury districts and iconic "Made in Italy" companies. The tour allows students to explore the heart of Italian high-end fashion, gaining insights into the design, production, and marketing of luxury goods. They will visit renowned fashion houses, ateliers, and manufacturing facilities, where they can witness craftsmanship and industry practices up close. This experience enhances their understanding of global fashion trends, Italian craftsmanship, and the luxury market, offering invaluable knowledge for their future careers in the fashion industry.

CITY TOUR

This experience takes fashion management students on a guided exploration of Milan, the capital of luxury fashion. Students will visit the flagship stores and showrooms of iconic fashion companies, sector fairs, retailers, as well as renowned museums showcasing the history and evolution of fashion. This tour offers an up-close look at Milan's vibrant fashion scene, from high-end boutiques to cultural landmarks, providing students with a deeper understanding of the city's influential role in the global fashion industry. It's an immersive opportunity to witness both the craftsmanship behind luxury brands and the rich cultural heritage that shapes Milan's fashion identity.

DESIGN WEEK

The "Design Week Experience" immerses students in Milan's prestigious Design Week, one of the world's most important events for furniture and interior design. Students will visit the renowned Milan Furniture Fair, exploring cutting-edge designs and innovative trends from global brands and designers. In addition to the fair, they will experience various events, exhibitions, and installations spread across the city, highlighting Milan's status as the capital of furniture design. This hands-on experience provides students with firsthand exposure to the latest design movements, offering invaluable insights into the intersection of creativity, craftsmanship, and design innovation in Milan.

FASHION WEEK

The "Fashion Week Experience" offers students a unique opportunity to immerse themselves in the heart of Milan Fashion Week. They will visit the Fashion Hub where they will attend Fashion Talks with important players of the sector. In addition, students will attend presentations, fashion shows, and various fashion events, experiencing the latest collections and trends firsthand. This experience provides an invaluable opportunity to observe the dynamic world of fashion as it unfolds, giving students an insider's view of the creative process, industry networking, and the high-energy atmosphere of one of the most important fashion weeks globally.

FINAL ACTIVITIES

FIELD PROJECTS

A field project in the fashion industry involves students working on a real-world project that addresses current industry challenges. It typically includes tasks such as market research, trend forecasting, design development, or business strategy. Students collaborate with industry professionals, brands, or companies to apply their knowledge and skills in a practical setting. The project allows students to gain hands-on experience, solve real fashion-related problems, and develop solutions that are relevant to the ever-evolving fashion landscape. It serves as a bridge between academic learning and professional practice, helping students prepare for careers in the fashion industry.

INTERNSHIP

The internship is one of the most qualifying experiences of the Master's course; coordinated by the Director of the Master's course, it consists in experimenting, in a corporate context, the skills learnt during the Master's course, on the basis of a training project collegially agreed upon by Milano Fashion Institute and the host company.

Since MFI is the Business School of Camera Nazionale della Moda Italiana - CNMI (Italian Fashion Council), we are in contact with most of the leading brands in the sector, including for internship positions: MFI students can count on many different tools to find the internship they want. Completing an internship, and being able to put into practice everything you have learned during your Master's program, is a valuable opportunity that can immediately launch your career in the Fashion and Luxury world: very often Fashion and Luxury brands use internships as a tool to find the professionals they need.

THESIS

A thesis at the end of a master's program is a comprehensive research project that demonstrates a student's ability to conduct independent, in-depth investigation into a specific topic within their field of study. It involves identifying a research question, conducting thorough analysis, and presenting findings in a structured, academic format. The thesis showcases the student's critical thinking, problem-solving, and writing skills, contributing original insights to the discipline. Successfully completing the thesis is a key requirement for earning a master's degree.



CAREER DEVELOPMENT

At Milano Fashion Institute, learning goes beyond the classroom. Becoming a fashion specialist means immersing yourself in the real world of work from the very beginning. That's why our Career Development track is designed to prepare you for the highly competitive and complex environments of major Fashion & Luxury brands—helping you succeed in a rapidly evolving industry.

AFTER THE MASTER'S DEGREE: WORKING IN FASHION

Professionals trained by the Master in Fashion,Business & Brand Management - MIFABB will be able to plan and manage offline and online distribution and marketing: from international brand DOS, department stores, and fast fashion retailers to online e-tailers. These are junior profiles capable of providing qualified support for the processes of buying, retail merchandising, digital management, e-commerce, sales management, experience management, CRM management, visual merchandising, store management, and omnichannel management.

The profiles may therefore qualify as junior figures such as:

- Supply Chain Manager;
- Operations Manager;
- Entrepreneur
- Startupper
- Retail Marketing Manager;
- E-commerce Manager;
- Brand Manager ;
- CRM Manager;
- Junior Store Manager;
- Omni-channel Manager.

Master in
**Fashion Branding
& Communication**

Discover the MIFAM Master's Course

PROGRAMME INFORMATION

The Master in Fashion Marketing & Communication Management - MIFAM trains professionals to manage a brand's voice and communication from every angle. From advertising campaigns and events to press releases, public relations, and social media, students will learn to handle the complete brand narrative.

The world of fashion and luxury extends far beyond runway shows or photoshoots. Iconic brands embody a deep cultural identity, whether rooted in cutting-edge innovation or centuries of heritage. This identity is meticulously built through strategic branding and communication efforts, which hold the potential to determine the success or downfall of even the most renowned fashion houses. Mastering the art of highlighting and crafting communication that leaves a lasting impact is among the most intricate—and rewarding—roles in the fashion industry. This program has been co-designed with Camera Nazionale della Moda Italiana to prepare students to become the next generation of communication professionals, equipped to navigate the digital revolution in fashion.

LEARNING OUTCOMES

The Master trains specialist managers in FASHION COMMUNICATION.

In the master's course, you will learn to:

- Manage and coordinate brand management processes, from the declination of the brand language on the different lines to collection planning and communication.
- Create a coherent identity project by interfacing with the management figures in the company.
- Interact with press offices, PR agencies, and corporate communication divisions.
- Design a communication strategy, enhancing brand values & heritage, and portraying it in the new digital communication landscape.
- Development, produce, and manage successful events for the fashion industry.
- Set up social media strategies, and influencer marketing plans.
- Coordinate the different areas of each brand, from creative to the communication production.

ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma. Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised through Università della Campania Luigi Vanvitelli by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree.



CALENDAR

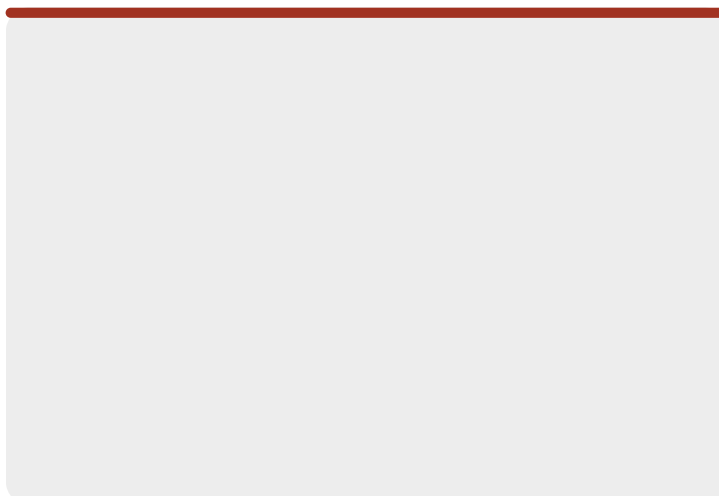
SELECTION PROCESS from March 1st, 2025
 STARTING DATE OF LECTURES Jan 12, 2026
 INTERNSHIP from Oct, 2026
 DURATION 1 year, 1200 hours
 LANGUAGE English

CLASSES



SPECIALIZED COURSES - MIFAM

- Fashion Studies 50h
- Digital Fashion Communication 50h
- Fashion Business 50h
- Fashion Marketing 50h
- Off-line Fashion Communication 50h
- Fashion Brand Management 50h
- Cross-Cultural Communication in the Fashion Industry 50h



TOOLS: AI for fashion Marketing & Communication

44h



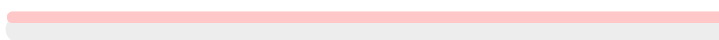
EMPOWERMENT & PROFESSIONAL DEVELOPMENT

20h



OPEN SEMINARS

28h



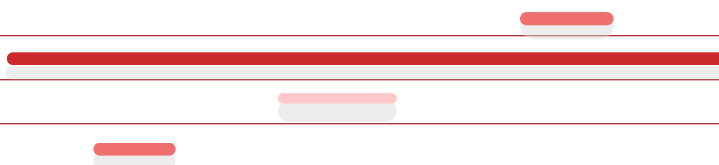
ACADEMIC COMPETITIONS

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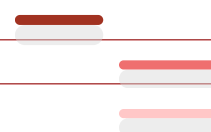
EXPERIENCES

- STUDY TOUR 24h
- CITY TOUR 24h
- DESIGN WEEK 24h
- FASHION WEEK 24h



FINAL ACTIVITIES

- FIELD PROJECTS 140h
- INTERNSHIP 480h
- THESIS 30h



*GRADUATION CEREMONY July, 2027

SPECIALIZED COURSES - MIFAR

FASHION STUDIES

This course offers an in-depth exploration of the cultural significance of fashion across time and media. It begins with the History of Fashion, tracing key developments and influential designers that shaped the industry. The course also examines Fashion Curation and Cultural Programming, where students learn how fashion is presented in museums, exhibitions, and cultural events. Fashion Films are explored as an art form, showcasing how cinema and media reflect and influence fashion trends. Finally, Fashion Trends Forecasting teaches methods for predicting future fashion movements, understanding cultural shifts and consumer behaviors.

DIGITAL FASHION COMMUNICATION

The course explores the dynamic role of digital media in shaping fashion brands and consumer engagement. Students will develop expertise in Social Media Strategy, learning how to create compelling content and drive brand visibility across platforms. Media Planning will provide insights into selecting the right channels and budgeting for maximum impact. Fashion Images and Advertising focuses on visual storytelling and crafting powerful campaigns, while Data Analytics in the Fashion Industry teaches students how to leverage consumer insights to refine marketing strategies. This course equips students with the tools to navigate and innovate in the fast-paced digital fashion landscape.

FASHION BUSINESS

The course provides a comprehensive overview of the key principles shaping the global fashion industry. Students will explore Fashion Business Models, gaining insight into how brands operate, from luxury to fast fashion. The Italian Fashion System module highlights Italy's influential role in design, craftsmanship, and market structure. Organization Theory in Fashion examines how fashion companies are structured and managed for efficiency and creativity. Lastly, Fashion Sustainability & ESG focuses on ethical production, environmental responsibility, and the impact of ESG factors on the industry. This course lays the foundation for the following Master's Program modules.

FASHION MARKETING

This course in Fashion Marketing equips students with the essential tools and strategies to thrive in the dynamic fashion industry. It covers key topics such as Digital Marketing for Fashion, where students learn how to leverage social media, e-commerce platforms, and online advertising to promote fashion brands. The course also delves into Trends Forecasting, teaching techniques for predicting future fashion trends and consumer behaviors. Marketing Research provides insights into market analysis and customer preferences, while Trade Marketing & Channel Management explores the distribution and retail strategies crucial for reaching target audiences effectively.

OFF-LINE FASHION COMMUNICATION

The course explores traditional media and event-driven strategies that shape the fashion industry's public image. Fashion Journalism covers storytelling techniques, trend reporting, and editorial writing for print and digital publications. Press and PR focuses on building brand visibility through media relations, press releases, and influencer collaborations. Event Management & Fashion Weeks provides insights into planning and executing fashion shows, brand launches, and industry events. Creative Writing for Fashion hones the art of crafting compelling narratives, brand stories, and marketing content. This course equips students with the skills to master offline communication in the fashion world.

FASHION BRAND MANAGEMENT

The course equips students with essential skills to build, sustain, and grow successful fashion brands. Covering key topics such as Pricing & Budgeting, students will learn how to set competitive prices and manage financial resources effectively. Contemporary CRM explores modern customer relationship strategies to enhance brand loyalty and engagement. Key Account Management focuses on maintaining strong partnerships with high-value clients, while Consumer Analysis provides insights into customer behavior and market trends. This course prepares fashion students to navigate the dynamic industry with strategic decision-making and innovative brand-building techniques.

CROSS-CULTURAL COMMUNICATION IN THE FASHION INDUSTRY

The course provides fashion management students with the essential skills to effectively communicate and market fashion brands across diverse global markets. Through specialized modules such as Communicating Fashion in Asian Markets, the Middle East, the US, Europe, and South America, students will explore cultural nuances, consumer behavior, and regional preferences that shape fashion communication. The course covers strategies for brand messaging, digital marketing, and consumer engagement tailored to each market, ensuring students develop a deep understanding of how to successfully navigate and adapt to the global fashion landscape.

TOOLS: AI for Fashion Marketing & Communication

This course on AI for marketing and communication in fashion explores how artificial intelligence is revolutionizing the way fashion brands engage with consumers. Students will learn how AI tools can optimize personalized marketing, customer insights, and content creation, while also enhancing digital advertising strategies. The course covers applications such as chatbots, predictive analytics, social media monitoring, and influencer partnerships, equipping students with the skills to use AI in developing data-driven marketing campaigns and effective communication strategies within the fashion industry.

EMPOWERMENT & PROFESSIONAL DEVELOPMENT

The module is aimed at providing the necessary skills to deal with company selection processes, both in internship and job market placement contexts. During the module, students will be put in contact both with Head Hunters specialised in the fashion and design sectors, and with the selection managers of the most important and significant companies operating in the fashion sector, in order both to understand the dynamics of selection and to enhance their professional profile.

OPEN SEMINARS

Seminars offer students the opportunity to attend lectures led by prominent guest speakers from the fashion industry. These seminars bring in key industry leaders, designers, executives, and innovators to share their expertise, insights, and experiences. Students will engage with thought leaders on a range of topics, from design and marketing to sustainability and trends, gaining invaluable knowledge and inspiration. The course provides a unique platform for students to network, ask questions, and learn directly from influential professionals shaping the future of fashion.

ACADEMIC COMPETITIONS

Academic competitions, such as hackathons, are events where students collaborate in teams to solve challenges or develop innovative solutions within a set timeframe. In the fashion industry, these competitions often focus on areas like sustainable design, tech innovation, marketing strategies, or trend forecasting. They encourage creativity, problem-solving, and teamwork while providing students with a platform to showcase their skills and ideas to industry professionals. Participating in these competitions is important for students as it enhances their practical knowledge, boosts their portfolio, and helps them build connections, all of which are crucial for launching successful careers in the competitive fashion industry.

EXPERIENCES

STUDY TOUR

A study tour for fashion students provides a hands-on, immersive learning experience by taking them to key luxury districts and iconic "Made in Italy" companies. The tour allows students to explore the heart of Italian high-end fashion, gaining insights into the design, production, and marketing of luxury goods. They will visit renowned fashion houses, ateliers, and manufacturing facilities, where they can witness craftsmanship and industry practices up close. This experience enhances their understanding of global fashion trends, Italian craftsmanship, and the luxury market, offering invaluable knowledge for their future careers in the fashion industry.

CITY TOUR

This experience takes fashion management students on a guided exploration of Milan, the capital of luxury fashion. Students will visit the flagship stores and showrooms of iconic fashion companies, sector fairs, retailers, as well as renowned museums showcasing the history and evolution of fashion. This tour offers an up-close look at Milan's vibrant fashion scene, from high-end boutiques to cultural landmarks, providing students with a deeper understanding of the city's influential role in the global fashion industry. It's an immersive opportunity to witness both the craftsmanship behind luxury brands and the rich cultural heritage that shapes Milan's fashion identity.

DESIGN WEEK

The "Design Week Experience" immerses students in Milan's prestigious Design Week, one of the world's most important events for furniture and interior design. Students will visit the renowned Milan Furniture Fair, exploring cutting-edge designs and innovative trends from global brands and designers. In addition to the fair, they will experience various events, exhibitions, and installations spread across the city, highlighting Milan's status as the capital of furniture design. This hands-on experience provides students with firsthand exposure to the latest design movements, offering invaluable insights into the intersection of creativity, craftsmanship, and design innovation in Milan.

FASHION WEEK

The "Fashion Week Experience" offers students a unique opportunity to immerse themselves in the heart of Milan Fashion Week. They will visit the Fashion Hub where they will attend Fashion Talks with important players of the sector. In addition, students will attend presentations, fashion shows, and various fashion events, experiencing the latest collections and trends firsthand. This experience provides an invaluable opportunity to observe the dynamic world of fashion as it unfolds, giving students an insider's view of the creative process, industry networking, and the high-energy atmosphere of one of the most important fashion weeks globally.

FINAL ACTIVITIES

FIELD PROJECTS

A field project in the fashion industry involves students working on a real-world project that addresses current industry challenges. It typically includes tasks such as market research, trend forecasting, design development, or business strategy. Students collaborate with industry professionals, brands, or companies to apply their knowledge and skills in a practical setting. The project allows students to gain hands-on experience, solve real fashion-related problems, and develop solutions that are relevant to the ever-evolving fashion landscape. It serves as a bridge between academic learning and professional practice, helping students prepare for careers in the fashion industry.

INTERNSHIP

The internship is one of the most qualifying experiences of the Master's course; coordinated by the Director of the Master's course, it consists in experimenting, in a corporate context, the skills learnt during the Master's course, on the basis of a training project collegially agreed upon by Milano Fashion Institute and the host company.

Since MFI is the Business School of Camera Nazionale della Moda Italiana - CNMI (Italian Fashion Council), we are in contact with most of the leading brands in the sector, including for internship positions: MFI students can count on many different tools to find the internship they want. Completing an internship, and being able to put into practice everything you have learned during your Master's program, is a valuable opportunity that can immediately launch your career in the Fashion and Luxury world: very often Fashion and Luxury brands use internships as a tool to find the professionals they need.

THESIS

A thesis at the end of a master's program is a comprehensive research project that demonstrates a student's ability to conduct independent, in-depth investigation into a specific topic within their field of study. It involves identifying a research question, conducting thorough analysis, and presenting findings in a structured, academic format. The thesis showcases the student's critical thinking, problem-solving, and writing skills, contributing original insights to the discipline. Successfully completing the thesis is a key requirement for earning a master's degree.



CAREER DEVELOPMENT

At Milano Fashion Institute, learning goes beyond the classroom. Becoming a fashion specialist means immersing yourself in the real world of work from the very beginning. That's why our Career Development track is designed to prepare you for the highly competitive and complex environments of major Fashion & Luxury brands—helping you succeed in a rapidly evolving industry.

AFTER THE MASTER'S DEGREE: WORKING IN FASHION

The professional figures trained by the Master in Fashion, Marketing & Communication - MIFAM are profiles endowed with advanced communication and digital skills, artistic/cultural knowledge, and organizational/managerial competencies.

The figures trained are therefore junior profiles able to provide qualified support to the style and marketing areas, as Fashion Stylists, Fashion Editor, Visual & Artistic Researcher, Trend Analyst, Cool Hunter, Junior Marketing Managers, Event Managers; in the communication area, Communication Manager, Social Media Manager, Digital PR, Digital Content Manager, PR Manager, Press Office Manager; the cultures and heritage area, as Cultural Heritage Manager.

A person wearing a dark blue long-sleeved top and black pants is holding a light blue handbag with a gold chain handle. The handbag is open, showing its interior. The background is a plain, light gray.

Master in Fashion, Licensing & Luxury Management

Discover the MIFALL Master's Course

PROGRAMME INFORMATION

The Master's in Fashion, Licensing & Luxury Management – MIFALL at Milano Fashion Institute prepares students to navigate the dynamic world of luxury brands, where success goes beyond products to encompass a complete lifestyle. Luxury brands today create immersive worlds that blend fashion, design, beauty, jewelry, cosmetics, and experiences, providing customers with a distinctive, all-encompassing lifestyle.

This master's program, co-designed with Camera Nazionale della Moda Italiana to meet the specific needs of leading brands, equips students with the creative and strategic skills needed to build and enhance luxury brand identities. From understanding the business dynamics of the fashion and luxury sectors to mastering buying, merchandising, and digital marketing strategies, students are trained to confront future challenges. Key areas of focus include brand heritage, storytelling, and crafting unique customer experiences that elevate a brand's core business and project it into new territories, ensuring long-term success and relevance.

LEARNING OUTCOMES

In the master's course, you will learn to:

- Mastering the decision-making strategies and marketing processes of luxury brands.
- Fully understand all business logics and specific industry-based fundamentals: from the core processes, to buying & merchandising and the latest digital communication trends.
- Manage brand positioning and communication by expanding it towards lifestyle and innovation, creatively and consistently, to create an experience beyond the individual product.
- Insightfully know the luxury market, and how to develop strategies around the luxury client: from CRM and omnichannel, to events.

ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma. Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised through Università della Campania Luigi Vanvitelli by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree.



CALENDAR

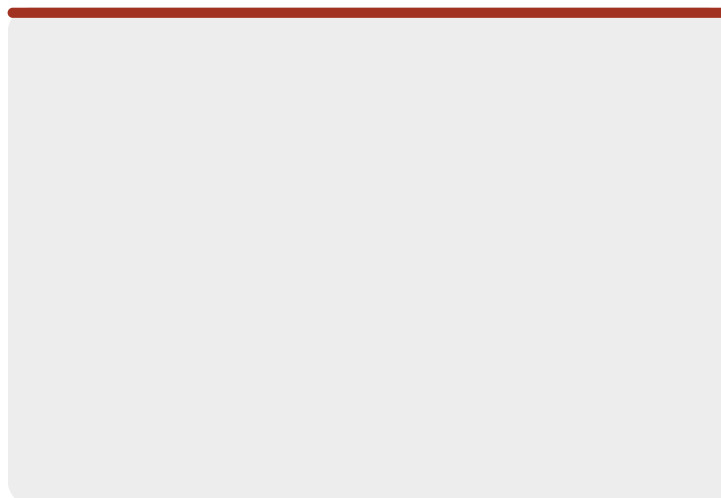
SELECTION PROCESS from March 1st, 2025
 STARTING DATE OF LECTURES Jan 12, 2026
 INTERNSHIP from Oct, 2026
 DURATION 1 year, 1200 hours
 LANGUAGE English

CLASSES



SPECIALIZED COURSES - MIFALL

- Fashion Business 50h
- Brand Extention & Licensing 50h
- Fashion Brand Management 50h
- Sales Management 50h
- Jewelry & Watches Management 50h
- Luxury HoReCa Management 50h
- Beauty & Wellness Management 50h



TOOLS: AI for Licensing & Luxury

44h



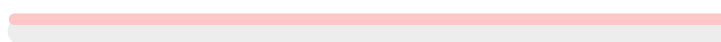
EMPOWERMENT & PROFESSIONAL DEVELOPMENT

20h



OPEN SEMINARS

28h



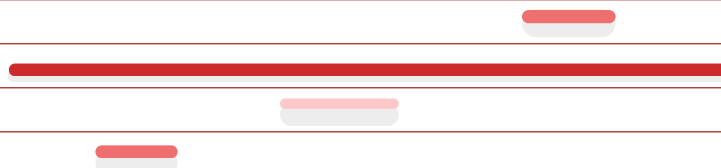
ACADEMIC COMPETITIONS

12h



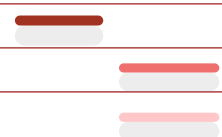
EXPERIENCES

- STUDY TOUR 24h
- CITY TOUR 24h
- DESIGN WEEK 24h
- FASHION WEEK 24h



FINAL ACTIVITIES

- FIELD PROJECTS 140h
- INTERNSHIP 480h
- THESIS 30h



*GRADUATION CEREMONY July, 2027

SPECIALIZED COURSES - MIFALL

FASHION BUSINESS

The course provides a comprehensive overview of the key principles shaping the global fashion industry. Students will explore Fashion Business Models, gaining insight into how brands operate, from luxury to fast fashion. The Italian Fashion System module highlights Italy's influential role in design, craftsmanship, and market structure. Organization Theory in Fashion examines how fashion companies are structured and managed for efficiency and creativity. Lastly, Fashion Sustainability & ESG focuses on ethical production, environmental responsibility, and the impact of ESG factors on the industry. This course lays the foundation for the following Master's Program modules.

SALES MANAGEMENT

The course provides students with the knowledge and skills to drive sales and optimize retail performance in the fashion industry. Covering Merchandising & Buying, students will learn how to curate collections, forecast trends, and make strategic purchasing decisions. Retail Management explores store operations, customer experience, and inventory control. Omnichannel Strategy focuses on creating seamless shopping experiences across physical and digital platforms, while E-commerce Management delves into online retail, digital marketing, and conversion optimization. This course equips students with the tools to succeed in today's competitive fashion market.

BRAND EXTENTION & LICENSING

The course introduces the dynamics and business logic related to the main product categories involved in brand extension and brand licensing processes within the domain of fashion and luxury goods, ranging from design to accessories, experiences, and lifestyle. The course will address the main challenges characterizing these product sectors, as well as the construction of merchandising plans for product portfolio design by companies. Company meetings and case studies will also highlight the specificities of B2B and licensing strategies for luxury (e.g. in the successful cases of International luxury brands and Italian cosmetics manufacturers).

JEWELLERY & WATCHES MANAGEMENT

The course explores the intersection of craftsmanship, luxury, and business strategy within the high-end jewelry and watch industries. It covers key luxury concepts, focusing on brand positioning, consumer behavior, and the global market for premium products. Students will also delve into the significance of Made in Italy, examining how Italian craftsmanship and heritage shape the perception and value of jewelry and watches. The course combines practical insights with theoretical knowledge to help students understand the management, marketing, and distribution strategies that drive success in this prestigious sector.

LUXURY HoReCa MANAGEMENT

The course provides an in-depth understanding of managing high-end hospitality businesses. It focuses on the unique aspects of luxury service and how to deliver exceptional guest experiences in exclusive hotels, fine dining restaurants, and premium cafés. Students will explore key topics such as customer experience management, brand positioning, and operational excellence within the luxury hospitality sector. The course also covers sustainability, staff training, and financial management, equipping students with the skills to manage and lead in this competitive and dynamic industry.

FASHION BRAND MANAGEMENT

The course equips students with essential skills to build, sustain, and grow successful fashion brands. Covering key topics such as Pricing & Budgeting, students will learn how to set competitive prices and manage financial resources effectively. Contemporary CRM explores modern customer relationship strategies to enhance brand loyalty and engagement. Key Account Management focuses on maintaining strong partnerships with high-value clients, while Consumer Analysis provides insights into customer behavior and market trends. This course prepares fashion students to navigate the dynamic industry with strategic decision-making and innovative brand-building techniques.

BEAUTY & WELLNESS MANAGEMENT

The course introduces the product development process within the cosmetics and fragrance sector, starting from the idea and sharing of the concept, to the realization phases and market entry, along with relevant marketing techniques. The course includes contributions from guest speakers in the industry and features case studies. It is developed in collaboration with leading cosmetic companies and brands of Made in Italy.

TOOLS: AI for Licensing & Luxury

This course on AI for licensing and the luxury sector focuses on how artificial intelligence is transforming business practices within luxury brands and licensing agreements. Students will explore how AI enhances brand protection, streamlines licensing processes, and optimizes product development and distribution. The course covers AI-driven tools for market analysis, counterfeit detection, and customer personalization, providing insights into how luxury brands can leverage technology to maintain exclusivity while expanding their reach. Through case studies and practical applications, students will understand AI's role in driving innovation and efficiency in the luxury sector.

EMPOWERMENT & PROFESSIONAL DEVELOPMENT

The module is aimed at providing the necessary skills to deal with company selection processes, both in internship and job market placement contexts. During the module, students will be put in contact both with Head Hunters specialised in the fashion and design sectors, and with the selection managers of the most important and significant companies operating in the fashion sector, in order both to understand the dynamics of selection and to enhance their professional profile.

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CAREER DEVELOPMENT

At Milano Fashion Institute, learning goes beyond the classroom. Becoming a fashion specialist means immersing yourself in the real world of work from the very beginning. That's why our Career Development track is designed to prepare you for the highly competitive and complex environments of major Fashion & Luxury brands—helping you succeed in a rapidly evolving industry.

AFTER THE MASTER'S DEGREE: WORKING IN FASHION

The professional figures trained by the Master in Fashion, Licensing & Luxury Management - MIFALL will be able to plan and manage the managerial and marketing processes of companies in the fashion, luxury, lifestyle & experience sectors. In particular, these are junior profiles able to provide qualified support to marketing & digital communication, buying & merchandising, and marketing & brand management processes.

At the end of the Master's course, the profiles will then qualify as juniors such as:

- Junior Brand Manager;
- Merchandiser;
- Buyer;
- CRM Manager;
- Digital Manager;
- Marketing Manager;
- Event Manager.

1st level University Master

2026/27



Master in Fashion, Retail Management & Merchandising

Discover the MIFAR Master's Course

PROGRAMME INFORMATION

The Master's degree in Fashion, Retail Management & Merchandising - MIFAR is designed to train expert retail managers & merchandisers who can successfully manage brands within the fashion and luxury sectors. This highly multidisciplinary master's degree blends theoretical knowledge with practical expertise, equipping students with the skills necessary to navigate the complexities of the industry.

The program, co-designed with Camera Nazionale della Moda Italiana to meet the specific needs of leading brands, focuses on the development of specific project management skills related to the fashion design process, complementing the essential aspects of product management.

LEARNING OUTCOMES

The Master trains specialist retail managers & merchandisers in fashion brands.

In the master's course, you will learn to:

- Managing day-to-day operations in retail business environment including sales & customer service.
- Manage and coordinate brand management processes, from the declination of the brand language on the different lines to collection planning and communication.
- Coordinate the different areas of each brand, from creative to production.
- Mastering the line building & merchandising process, to develop a fashion collection and how it is articulated up to the entry into the market.

ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma. Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised through Università della Campania Luigi Vanvitelli by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree.



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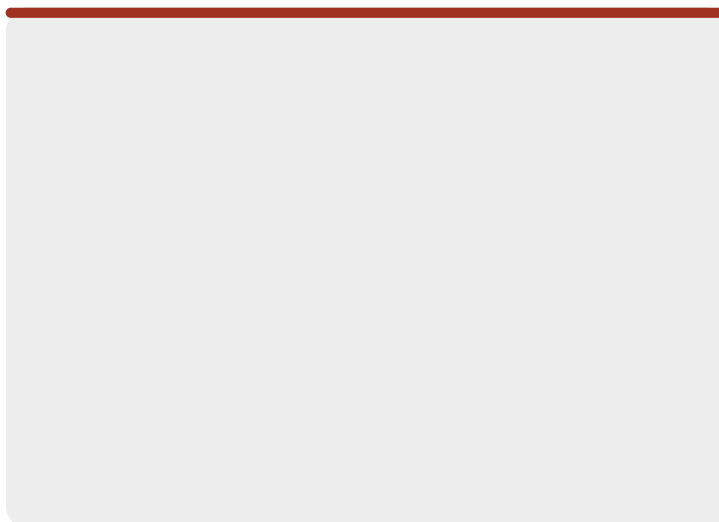
SELECTION PROCESS from March 1st, 2025
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 LANGUAGE English

CLASSES



SPECIALIZED COURSES - MIFAR

- Fashion Business 50h
- Sales Management 50h
- Trends Scenarios and CMF Design 50h
- Fashion Studies 50h
- Cross-Cultural Communication in the Fashion Industry 50h
- Fashion Visual Merchandising 50h
- Brand Management for Fashion 50h



TOOLS: AI for fashion retail & merchandising

44h



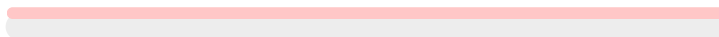
EMPOWERMENT & PROFESSIONAL DEVELOPMENT

20h



OPEN SEMINARS

28h



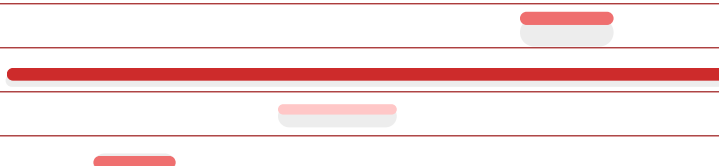
ACADEMIC COMPETITIONS

12h



EXPERIENCES

- STUDY TOUR 24h
- CITY TOUR 24h
- DESIGN WEEK 24h
- FASHION WEEK 24h



FINAL ACTIVITIES

- FIELD PROJECTS 140h
- INTERNSHIP 480h
- THESIS 30h



*GRADUATION CEREMONY July, 2027

SPECIALIZED COURSES - MIFAR

FASHION BUSINESS

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TRENDS SCENARIOS AND CMF DESIGN

The course will guide students through the crucial phases of research and the development of scenarios for a fashion project—an essential starting point for any collection. By exploring key variables of innovation, such as color, materials, and finishes, students will learn to create an integrated and forward-thinking design system. Scenarios and research play a fundamental role in shaping fashion, helping designers anticipate trends, understand cultural influences, and develop unique creative directions. Through an in-depth overview of materials and their applications, supported by real-world case studies, students will gain the strategic and analytical skills necessary to build strong, research-driven collections that resonate in the market.

FASHION STUDIES

This course offers an in-depth exploration of the cultural significance of fashion across time and media. It begins with the History of Fashion, tracing key developments and influential designers that shaped the industry. The course also examines Fashion Curation and Cultural Programming, where students learn how fashion is presented in museums, exhibitions, and cultural events. Fashion Films are explored as an art form, showcasing how cinema and media reflect and influence fashion trends. Finally, Fashion Trends Forecasting teaches methods for predicting future fashion movements, understanding cultural shifts and consumer behaviors.

CROSS-CULTURAL COMMUNICATION IN THE FASHION INDUSTRY

The course provides fashion management students with the essential skills to effectively communicate and market fashion brands across diverse global markets. Through specialized modules such as Communicating Fashion in Asian Markets, the Middle East, the US, Europe, and South America, students will explore cultural nuances, consumer behavior, and regional preferences that shape fashion communication. The course covers strategies for brand messaging, digital marketing, and consumer engagement tailored to each market, ensuring students develop a deep understanding of how to successfully navigate and adapt to the global fashion landscape.

FASHION VISUAL MERCHANDISING

This visual merchandising course in fashion focuses on the art and strategy behind creating compelling in-store displays that attract and engage customers. Students will learn the principles of design, layout, and storytelling through visual elements, while understanding how to align merchandising strategies with brand identity and consumer behavior. The course covers everything from window displays to product placement, emphasizing the importance of color, lighting, and seasonal trends to enhance the shopping experience and drive sales. Hands-on projects and case studies provide practical insights into the world of fashion visual merchandising.

BRAND MANAGEMENT FOR FASHION

The course equips students with essential skills to build, sustain, and grow successful fashion brands. Covering key topics such as Pricing & Budgeting, students will learn how to set competitive prices and manage financial resources effectively. Contemporary CRM explores modern customer relationship strategies to enhance brand loyalty and engagement. Key Account Management focuses on maintaining strong partnerships with high-value clients, while Consumer Analysis provides insights into customer behavior and market trends. This course prepares fashion students to navigate the dynamic industry with strategic decision-making and innovative brand-building techniques.

TOOLS: AI for fashion retail & merchandising

This course on AI tools for retail management and merchandising in fashion explores how artificial intelligence can transform the way fashion retailers optimize inventory, pricing, customer experience, and product placement. Students will learn to leverage AI-powered solutions for demand forecasting, personalized marketing, and trend analysis, helping fashion brands stay competitive in an ever-evolving market. The course covers practical applications, case studies, and hands-on experience with AI tools that drive efficiency and innovation in retail merchandising strategies.

EMPOWERMENT & PROFESSIONAL DEVELOPMENT

The module is aimed at providing the necessary skills to deal with company selection processes, both in internship and job market placement contexts. During the module, students will be put in contact both with Head Hunters specialised in the fashion and design sectors, and with the selection managers of the most important and significant companies operating in the fashion sector, in order both to understand the dynamics of selection and to enhance their professional profile.

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FINAL ACTIVITIES

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INTERNSHIP

The internship is one of the most qualifying experiences of the Master's course; coordinated by the Director of the Master's course, it consists in experimenting, in a corporate context, the skills learnt during the Master's course, on the basis of a training project collegially agreed upon by Milano Fashion Institute and the host company.

Since MFI is the Business School of Camera Nazionale della Moda Italiana - CNMI (Italian Fashion Council), we are in contact with most of the leading brands in the sector, including for internship positions: MFI students can count on many different tools to find the internship they want. Completing an internship, and being able to put into practice everything you have learned during your Master's program, is a valuable opportunity that can immediately launch your career in the Fashion and Luxury world: very often Fashion and Luxury brands use internships as a tool to find the professionals they need.

THESIS

A thesis at the end of a master's program is a comprehensive research project that demonstrates a student's ability to conduct independent, in-depth investigation into a specific topic within their field of study. It involves identifying a research question, conducting thorough analysis, and presenting findings in a structured, academic format. The thesis showcases the student's critical thinking, problem-solving, and writing skills, contributing original insights to the discipline. Successfully completing the thesis is a key requirement for earning a master's degree.



CAREER DEVELOPMENT

At Milano Fashion Institute, learning goes beyond the classroom. Becoming a fashion specialist means immersing yourself in the real world of work from the very beginning. That's why our Career Development track is designed to prepare you for the highly competitive and complex environments of major Fashion & Luxury brands—helping you succeed in a rapidly evolving industry.

AFTER THE MASTER'S DEGREE: WORKING IN FASHION

The professional figures trained by the Master's degree in Fashion, Retail Management & Merchandising - MIFAR represent the sought-after professional figures of retail managers & merchandisers.

The diploma makes many professional profiles accessible, such as:

- Retail Management;
- Merchandising and Pricing;
- Brand Management;
- Trade Marketing & Communication;
- Licensing Management;
- E commerce Managers.

1st level University Master

2026/27



Master in Fashion, CSR & Sustainability Management

Discover the MIFAS Master's Course

PROGRAMME INFORMATION

The Master in Fashion, CSR & Sustainability Management - MIFAS is one of our most contemporary programs, training hybrid managerial figures who combine talent, creativity, and inventiveness to make a real impact on the fashion industry's most pressing challenge.

Sustainability in fashion and luxury is no longer a trend, but an essential asset that adds a valuable dimension to every product in the fashion ecosystem. This unique master's degree provides exclusive skills and know-how in high demand by major fashion brands, empowering you to offer innovative managerial solutions that make even the most complex luxury products and services sustainable and forward-thinking. The fashion industry, particularly luxury Made in Italy, is increasingly focused on sustainability, and this master's program has been co-designed with Camera Nazionale della Moda Italiana to meet the specific needs of leading brands.

LEARNING OUTCOMES

The Master program trains future managers with expertise in sustainability in fashion and luxury. In the master's program, you will learn to:

- Lead the phases of creation and management of a product/service system.
- Interface cross-functionally with Design, Production, Marketing, and CSR.
- Understand the value chain, its processes, and actors.
- Design sustainability from a communication and marketing perspective.
- Gain detailed knowledge of sustainability criteria and issues, design approaches, analysis tools, and communication.
- Understand the needs, challenges, and potential areas of sustainability specifically in the world of luxury and fashion.
- Develop creative and sustainable systems and original solutions.

ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma. Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised through Università della Campania Luigi Vanvitelli by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree.



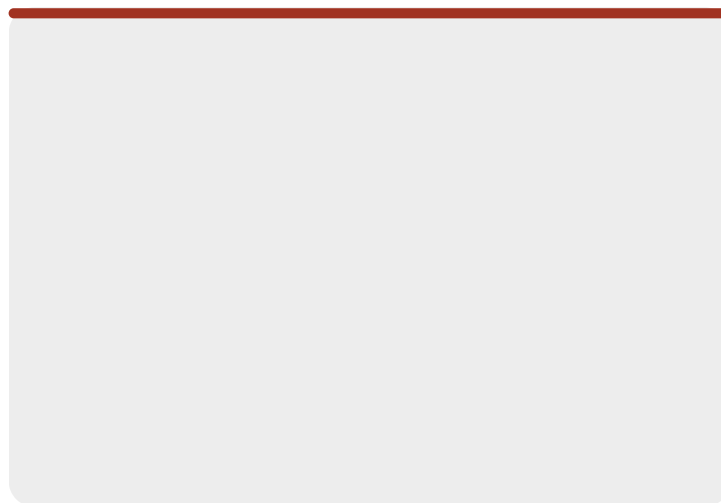
CALENDAR

SELECTION PROCESS from March 1st, 2025
 STARTING DATE OF LECTURES Jan 12, 2026
 INTERNSHIP from Oct, 2026
 DURATION 1 year, 1200 hours
 LANGUAGE English

CLASSES

SPECIALIZED COURSES - MIFAS

- Fibers & Materials 50h
- Social Sustainability Management 50h
- Environmental Sustainability Management 50h
- Sustainability Communication Trends & Marketing 50h
- Value Chain Management 50h
- ESG Governance & Non Financial Reporting 50h
- Finance & Sustainable Entrepreneurship 50h



TOOLS: AI for conscious Fashion

44h



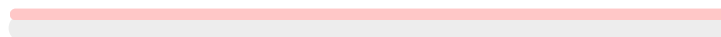
EMPOWERMENT & PROFESSIONAL DEVELOPMENT

20h



OPEN SEMINARS

28h



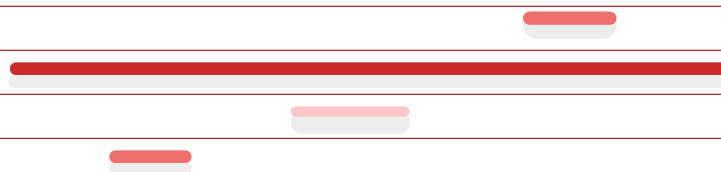
ACADEMIC COMPETITIONS

12h



EXPERIENCES

- STUDY TOUR 24h
- CITY TOUR 24h
- DESIGN WEEK 24h
- FASHION WEEK 24h



FINAL ACTIVITIES

- FIELD PROJECTS 140h
- INTERNSHIP 480h
- THESIS 30h



*GRADUATION CEREMONY July, 2027

SPECIALIZED COURSES - MIFAS

FIBERS & MATERIALS

The Fibers and Materials for Fashion course explores the diverse materials used in the fashion industry, from traditional fabrics to innovative sustainable options. It covers Raw Materials for Fashion, where students learn about the origins and properties of fibers like cotton, wool, silk, and synthetic materials. The course also delves into Leather & Accessories, examining the production, sourcing, and ethical considerations surrounding leather and accessory materials. Additionally, the course emphasizes Conscious Design, teaching students how to select and use eco-friendly materials, promoting circularity, and reducing waste in fashion production.

SOCIAL SUSTAINABILITY MANAGEMENT

The course explores the ethical and legal responsibilities of fashion brands in a globalized world. Through DE&I in the Fashion Industry, students will examine the importance of diversity, equity, and inclusion in fostering a more inclusive and representative fashion landscape. International Labour Law provides insights into workers' rights, fair wages, and ethical production practices worldwide. Made in Italy Fashion & Labour Law delves into the legal framework governing Italy's renowned fashion industry, emphasizing craftsmanship, labor rights, and sustainability. This course prepares students to advocate for responsible and fair business practices in the fashion industry.

ENVIRONMENTAL SUSTAINABILITY MANAGEMENT

This focuses on key practices to reduce the industry's ecological impact. It explores the importance of Climate Change & Carbon Footprint, teaching students how to assess and reduce the carbon emissions associated with fashion production and consumption. The course also covers the Circular Economy & Life Cycle Assessment (LCA), focusing on sustainable design, recycling, and minimizing waste. Chemicals Management addresses the safe use and regulation of chemicals in fashion manufacturing, while Animal Welfare Management emphasizes ethical sourcing and treatment of animals in the fashion supply chain.

SUSTAINABILITY COMMUNICATION TREND & MARKETING

The course explores how brands effectively convey their commitment to sustainability through strategic messaging. CSR Online & Offline Communication examines how companies communicate corporate social responsibility across digital and traditional platforms. Sustainability Communication Trends Scenario provides insights into emerging best practices and consumer expectations. Stakeholders Engagement Theory & Reporting, Rating ESGs teaches students how to engage key stakeholders and navigate ESG reporting and ratings. Copywriting for Sustainability focuses on crafting clear, impactful messaging that resonates with audiences while maintaining authenticity. This course prepares students to drive meaningful change through responsible fashion communication.

VALUE CHAIN MANAGEMENT

The course equips students with the skills to oversee and optimize every stage of the fashion supply chain. Project Management provides essential strategies for planning, executing, and controlling fashion production processes. Quality & Certifications explores industry standards, sustainability certifications, and quality control measures. Transparency & Traceability Tools focus on ethical sourcing, supply chain visibility, and digital tracking solutions. HSE Management (Health, Safety, and Environment) ensures students understand workplace safety, environmental regulations, and responsible production practices. This course prepares future professionals to build efficient, ethical, and sustainable fashion value chains.

ESG GOVERNANCE & NON FINANCIAL REPORTING

The course provides a comprehensive overview of environmental, social, and governance (ESG) practices and their integration into business operations. It begins with Organization Theory & Sustainability, exploring how companies can align their structures and strategies with sustainable practices. The course delves into The Origins of ESG, tracing the evolution of ESG factors and their growing importance in business today. Students will also learn about Non-Financial Reporting Rules and the Corporate Sustainability Reporting Directive (CSRD), focusing on the latest regulations and frameworks guiding transparent reporting of non-financial performance, ensuring companies meet global sustainability standards.

FINANCE & SUSTAINABLE ENTREPRENEURSHIP

This course explores the intersection of corporate finance and sustainability within the fashion and luxury sector. It delves into Sustainable Entrepreneurship, examining how to build and finance fashion/luxury startups with a focus on ethical and environmentally responsible practices; sustainability in Corporate Finance, Analyzing how traditional financial tools (valuation, investment analysis) are adapted to incorporate ESG (Environmental, Social, Governance) factors; Startup Planning, covering financial modeling, fundraising strategies, and investor relations specific to sustainable fashion/luxury ventures; Circular Economy Finance, assessing financial models that support circularity, such as resale, rental, and recycling initiatives.

TOOLS: AI FOR CONSCIOUS FASHION

This course on AI and fashion sustainability explores how artificial intelligence can drive sustainable practices within the fashion industry. Students will learn how AI technologies can optimize resource management, reduce waste, improve supply chain transparency, and promote circular fashion. The course covers AI applications in materials innovation, demand forecasting, eco-friendly production processes, and recycling, offering insights into how data-driven solutions can help fashion brands meet sustainability goals. Through case studies and practical examples, students will gain a deep understanding of how AI can foster a more sustainable and efficient fashion industry.

EMPOWERMENT & PROFESSIONAL DEVELOPMENT

The module is aimed at providing the necessary skills to deal with company selection processes, both in internship and job market placement contexts. During the module, students will be put in contact both with Head Hunters specialised in the fashion and design sectors, and with the selection managers of the most important and significant companies operating in the fashion sector, in order both to understand the dynamics of selection and to enhance their professional profile.

OPEN SEMINARS

Seminars offer students the opportunity to attend lectures led by prominent guest speakers from the fashion industry. These seminars bring in key industry leaders, designers, executives, and innovators to share their expertise, insights, and experiences. Students will engage with thought leaders on a range of topics, from design and marketing to sustainability and trends, gaining invaluable knowledge and inspiration. The course provides a unique platform for students to network, ask questions, and learn directly from influential professionals shaping the future of fashion.

ACADEMIC COMPETITIONS

Academic competitions, such as hackathons, are events where students collaborate in teams to solve challenges or develop innovative solutions within a set timeframe. In the fashion industry, these competitions often focus on areas like sustainable design, tech innovation, marketing strategies, or trend forecasting. They encourage creativity, problem-solving, and teamwork while providing students with a platform to showcase their skills and ideas to industry professionals. Participating in these competitions is important for students as it enhances their practical knowledge, boosts their portfolio, and helps them build connections, all of which are crucial for launching successful careers in the competitive fashion industry.

EXPERIENCES

STUDY TOUR

A study tour for fashion students provides a hands-on, immersive learning experience by taking them to key luxury districts and iconic "Made in Italy" companies. The tour allows students to explore the heart of Italian high-end fashion, gaining insights into the design, production, and marketing of luxury goods. They will visit renowned fashion houses, ateliers, and manufacturing facilities, where they can witness craftsmanship and industry practices up close. This experience enhances their understanding of global fashion trends, Italian craftsmanship, and the luxury market, offering invaluable knowledge for their future careers in the fashion industry.

CITY TOUR

This experience takes fashion management students on a guided exploration of Milan, the capital of luxury fashion. Students will visit the flagship stores and showrooms of iconic fashion companies, sector fairs, retailers, as well as renowned museums showcasing the history and evolution of fashion. This tour offers an up-close look at Milan's vibrant fashion scene, from high-end boutiques to cultural landmarks, providing students with a deeper understanding of the city's influential role in the global fashion industry. It's an immersive opportunity to witness both the craftsmanship behind luxury brands and the rich cultural heritage that shapes Milan's fashion identity.

DESIGN WEEK

The "Design Week Experience" immerses students in Milan's prestigious Design Week, one of the world's most important events for furniture and interior design. Students will visit the renowned Milan Furniture Fair, exploring cutting-edge designs and innovative trends from global brands and designers. In addition to the fair, they will experience various events, exhibitions, and installations spread across the city, highlighting Milan's status as the capital of furniture design. This hands-on experience provides students with firsthand exposure to the latest design movements, offering invaluable insights into the intersection of creativity, craftsmanship, and design innovation in Milan.

FASHION WEEK

The "Fashion Week Experience" offers students a unique opportunity to immerse themselves in the heart of Milan Fashion Week. They will visit the Fashion Hub where they will attend Fashion Talks with important players of the sector. In addition, students will attend presentations, fashion shows, and various fashion events, experiencing the latest collections and trends firsthand. This experience provides an invaluable opportunity to observe the dynamic world of fashion as it unfolds, giving students an insider's view of the creative process, industry networking, and the high-energy atmosphere of one of the most important fashion weeks globally.

FINAL ACTIVITIES

FIELD PROJECTS

A field project in the fashion industry involves students working on a real-world project that addresses current industry challenges. It typically includes tasks such as market research, trend forecasting, design development, or business strategy. Students collaborate with industry professionals, brands, or companies to apply their knowledge and skills in a practical setting. The project allows students to gain hands-on experience, solve real fashion-related problems, and develop solutions that are relevant to the ever-evolving fashion landscape. It serves as a bridge between academic learning and professional practice, helping students prepare for careers in the fashion industry.

INTERNSHIP

The internship is one of the most qualifying experiences of the Master's course; coordinated by the Director of the Master's course, it consists in experimenting, in a corporate context, the skills learnt during the Master's course, on the basis of a training project collegially agreed upon by Milano Fashion Institute and the host company.

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CAREER DEVELOPMENT

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AFTER THE MASTER'S DEGREE: WORKING IN FASHION

Sustainability is one of the main pillars of the strategy of the Camera Nazionale della Moda Italiana, an association that is a pioneer in the dissemination of the values of sustainability and social responsibility in luxury fashion, as well as an international point of reference, which since 2011 has set up a Sustainability Commission with the aim of supporting its member companies in achieving the highest sustainability standards.

The Master thus aims to train a professional figure with a strong knowledge of the environmental, economic, social, and production sustainability that will characterize the luxury fashion sector.

A manager capable of dealing with the environmental aspects of the business both upstream and downstream of the process so that he or she can help raise awareness of the need to operate with greater responsibility and care for the environment.

The professional figures trained are therefore junior profiles capable of guiding the creation and management phases of a product/service system operating in agreement with the figures of Design, Marketing, and Production present in the company, as well as being able to support the CSR manager in activities related to the actions pursued with a view to corporate sustainability.



Master in Fashion, Design Management & Product Development

Discover the MIFAD Master's Course

PROGRAMME INFORMATION

The Master in Fashion, Design Management & Product Development – MIFAD is specifically designed for those who aim to work in product development rather than in design offices. It focuses on the managerial side of the creative process, preparing you to become a project manager in the fashion and accessories industry, overseeing the transition from design to production. Ready-to-wear & accessories have always been among the absolute excellences of Made in Italy, thanks to a centuries-old tradition of craftsmanship: and thanks to the workshop-based structure of the master's course, all the practical aspects of the subject can also be explored in depth, through projects developed in collaboration with international designers and professionals in the sector, together with a deep understanding of the managerial process.

From theory to practice, a Master's course unlike any other awaits you, in which you will work as much with your mind as with your hands, combining experimentation and tradition, technology and craftsmanship, prototype and industrial production, in direct collaboration with some of the biggest companies in the sector.

LEARNING OUTCOMES

The Master trains designers specialized in ready-to-wear, luxury, and accessories: the professional who will work inside style offices, design and creative departments of Italian fashion & luxury brands, as well as international brands, portraying the refinement and beauty of the Italian fashion products into the word.

In the master's course, you will learn to:

- Design and work on prototypes of apparel & accessories.
- Discover materials and technologies.
- Design a fashion collection, with a focus on ready-to-wear, luxury, and Made in Italy excellence.
- Understand the industrial production mechanisms that make fashion and accessories sustainable for the brand, and master all the phases of the collection development.
- Understand the business logic of collection: from line building to capsules & specials.
- Offer your collection to the market: from presentation to styling, with the Italian touch.
- Design the visual communication of fashion and accessories as well.

ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma. Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised through Università della Campania Luigi Vanvitelli by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree.



CALENDAR

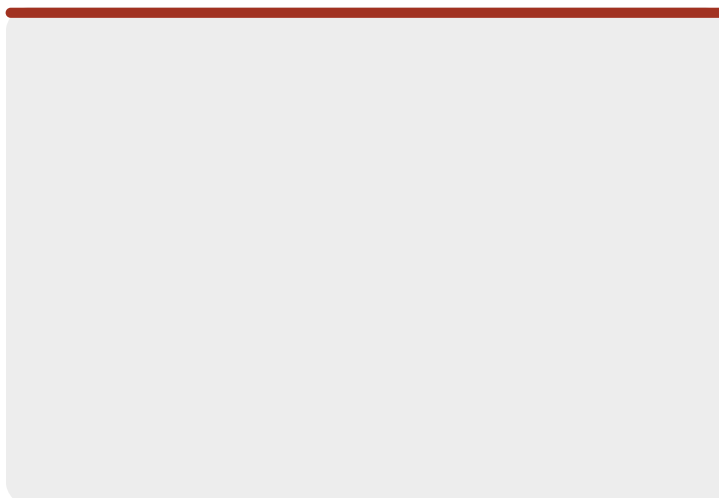
SELECTION PROCESS from March 1st, 2025
 STARTING DATE OF LECTURES Jan 12, 2026
 INTERNSHIP from Oct, 2026
 DURATION 1 year, 1200 hours
 LANGUAGE English

CLASSES



SPECIALIZED COURSES - MIFAD

- Trend Scenarios and CMF Design 50h
- Fibers & Materials 50h
- Line Building for Capsules & Specials 50h
- Tailoring and Made in Italy Design 50h
- Ready-to-Wear Design 50h
- Accessories Design & Leather Goods 50h
- Entrepreneurship & Markets 50h



TOOLS: AI for Design & Product Development

44h



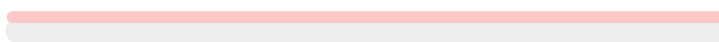
EMPOWERMENT & PROFESSIONAL DEVELOPMENT

20h



OPEN SEMINARS

28h



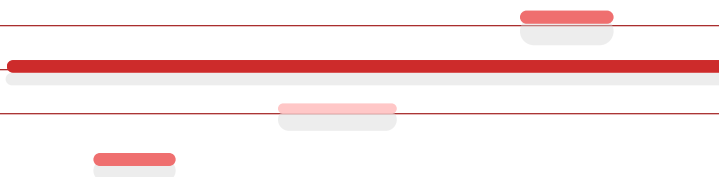
ACADEMIC COMPETITIONS

12h



EXPERIENCES

- STUDY TOUR 24h
- CITY TOUR 24h
- DESIGN WEEK 24h
- FASHION WEEK 24h



FINAL ACTIVITIES

- FIELD PROJECTS 140h
- INTERNSHIP 480h
- THESIS 30h



*GRADUATION CEREMONY July, 2027

SPECIALIZED COURSES - MIFAD

TRENDS SCENARIOS AND CMF DESIGN

The course will guide students through the crucial phases of research and the development of scenarios for a fashion project—an essential starting point for any collection. By exploring key variables of innovation, such as color, materials, and finishes, students will learn to create an integrated and forward-thinking design system. Scenarios and research play a fundamental role in shaping fashion, helping designers anticipate trends, understand cultural influences, and develop unique creative directions. Through an in-depth overview of materials and their applications, supported by real-world case studies, students will gain the strategic and analytical skills necessary to build strong, research-driven collections that resonate in the market.

FIBERS & MATERIALS

The Fibers and Materials for Fashion course explores the diverse materials used in the fashion industry, from traditional fabrics to innovative sustainable options. It covers Raw Materials for Fashion, where students learn about the origins and properties of fibers like cotton, wool, silk, and synthetic materials. The course also delves into Leather & Accessories, examining the production, sourcing, and ethical considerations surrounding leather and accessory materials. Additionally, the course emphasizes Sustainable Design, teaching students how to select and use eco-friendly materials, promoting circularity, and reducing waste in fashion production.

LINE BUILDING FOR CAPSULES & SPECIALS

The course explores the fashion collection development process, focusing on how to present product lines to target markets with specific objectives. You will learn to translate brand codes into a cohesive system, considering key variables such as styling, assortments, timing, and the integration of real case studies from fashion and luxury brands. Emphasizing the excellence of Made in Italy, the course highlights the craftsmanship, innovation, and heritage that define Italian fashion. Through this approach, students will gain a deep understanding of quality, design refinement, and market positioning—essential skills for working with prestigious brands in the global fashion industry.

TAILORING AND MADE IN ITALY DESIGN

The course delves into the uniqueness of the design process for *Made in Italy*, from the methodologies adopted by Italian fashion brands to the analysis of renowned brands and design excellence recognized worldwide. A key focus is the interplay between creativity and the industry, offering students the opportunity to understand and engage with both fashion brands and the Italian supply chain. By working closely with manufacturers, artisans, and industry professionals, students will gain valuable insight into the craftsmanship, innovation, and production processes that define *Made in Italy*, equipping them with the skills to navigate and contribute to the industry effectively.

READY-TO-WEAR DESIGN

The course introduces students to the world of Italian fashion, starting from its most important and innovative segment: ready-to-wear and its unique characteristics, including materials, finishes, timing, and the relationship between product, creative concept, and market. Held in Milan, a global fashion capital, the course offers students the opportunity to collaborate with renowned brands, gaining firsthand industry experience and insights into market dynamics. Through practical projects and mentorship, students will not only develop professional skills but also refine their own creative vision, building a distinctive approach to ready-to-wear design.

ACCESSORIES DESIGN & LEATHER GOODS

Accessory is essential in fashion and in the development of a collection, whether for a luxury or non-luxury brand. This course explores the main product categories, balancing experimental design and functionality, from materials to research, all the way to an innovative design vision that aligns with the ready-to-wear collection. Beyond creative exploration, this course equips students with practical industry knowledge that will be invaluable once they enter a company. Understanding accessory design enhances a designer's ability to contribute to a brand's overall identity and commercial success.

ENTREPRENEURSHIP & MARKETS

The course provides fashion management students with the essential skills to effectively communicate and market fashion brands across diverse global markets. Through specialized modules such as Communicating Fashion in Asian Markets, the Middle East, the US, Europe, and South America, students will explore cultural nuances, consumer behavior, and regional preferences that shape fashion communication. The course covers strategies for brand messaging, digital marketing, and consumer engagement tailored to each market, ensuring students develop a deep understanding of how to successfully navigate and adapt to the global fashion landscape.

TOOLS: AI FOR DESIGN & PRODUCT DEVELOPMENT

This course on AI for product development and design focuses on how artificial intelligence is reshaping the creative and design processes within the industry. Students will explore how AI tools can assist in trend forecasting, design optimization, and fabric innovation, while also improving product prototyping and customization. The course covers the integration of AI in the entire design lifecycle, from concept creation to production, and examines how data-driven insights can lead to more efficient, sustainable, and innovative fashion products. Through practical applications and case studies, students will gain the skills to leverage AI in creating the next generation of fashion designs.

EMPOWERMENT & PROFESSIONAL DEVELOPMENT

The module is aimed at providing the necessary skills to deal with company selection processes, both in internship and job market placement contexts. During the module, students will be put in contact both with Head Hunters specialised in the fashion and design sectors, and with the selection managers of the most important and significant companies operating in the fashion sector, in order both to understand the dynamics of selection and to enhance their professional profile.

OPEN SEMINARS

Seminars offer students the opportunity to attend lectures led by prominent guest speakers from the fashion industry. These seminars bring in key industry leaders, designers, executives, and innovators to share their expertise, insights, and experiences. Students will engage with thought leaders on a range of topics, from design and marketing to sustainability and trends, gaining invaluable knowledge and inspiration. The course provides a unique platform for students to network, ask questions, and learn directly from influential professionals shaping the future of fashion.

ACADEMIC COMPETITIONS

Academic competitions, such as hackathons, are events where students collaborate in teams to solve challenges or develop innovative solutions within a set timeframe. In the fashion industry, these competitions often focus on areas like sustainable design, tech innovation, marketing strategies, or trend forecasting. They encourage creativity, problem-solving, and teamwork while providing students with a platform to showcase their skills and ideas to industry professionals. Participating in these competitions is important for students as it enhances their practical knowledge, boosts their portfolio, and helps them build connections, all of which are crucial for launching successful careers in the competitive fashion industry.

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FINAL ACTIVITIES

FIELD PROJECTS

A field project in the fashion industry involves students working on a real-world project that addresses current industry challenges. It typically includes tasks such as market research, trend forecasting, design development, or business strategy. Students collaborate with industry professionals, brands, or companies to apply their knowledge and skills in a practical setting. The project allows students to gain hands-on experience, solve real fashion-related problems, and develop solutions that are relevant to the ever-evolving fashion landscape. It serves as a bridge between academic learning and professional practice, helping students prepare for careers in the fashion industry.

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AFTER THE MASTER'S DEGREE: WORKING IN FASHION

The Master in Fashion, Design Management & Collection Development - MIFAD trains fashion designers for ready-to-wear and Made in Italy Luxury. Trained profiles can work in the creative departments of fashion companies, professional studios, and corporate structures in the fashion, luxury & accessory sectors (eyewear, footwear, leather goods, jewelry) and in the related value chains.

The professional potential of outgoing students in the different sectors includes:

- The creation of the fashion product: Fashion Designer, RTW Designer (Womenswear and Menswear), Textile & Materials Researcher, Style Dept. Designer;
- The production of the fashion collection: Product Developer, Technical Developer, Fabric Developer, Pattern Maker, Model Maker, Production Technician.

With this Master, you will combine design skills and managerial skills, in order to know not only the creative process but also the context of reference in which you will work, its digital & conscious transformation.



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