

MILANO
FASHION
INSTITUTE

WE ARE AN INTERUNIVERSITY CONSORTIUM



FOUNDED IN 2007 BY...



Cattolica University

1st private University in Europe.



Politecnico of Milan

1st Italian Engineering & Technology University, Ranking QS 2015.



Bocconi University

1st Italian Business School, European Business School Ranking, Financial Times, 2015.

OUR MISSION

ANALYSIS OF THE COLLECTION

LEADING TALENTS EMPOWERING INNOVATION

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

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



Milano



Comune
di Milano



Camera Nazionale
della
Moda Italiana



ASSOCALZATURIFICI

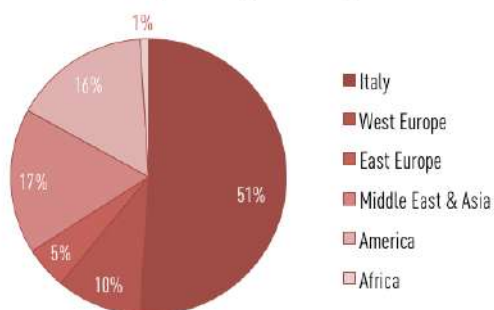
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Associazione Pellettieri Italiani

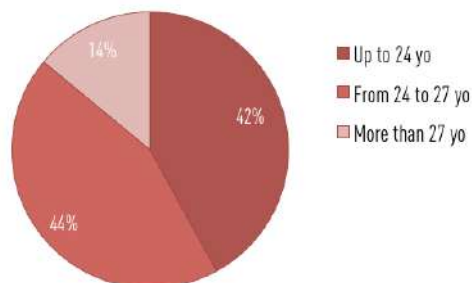
OUR TARGET

Our Masters are addressed to Junior profiles, mainly aged between 22 and 29 years, both Italians and foreigners with a good knowledge of English. Students must have a B.A., or MSc. or equivalent in order to apply.

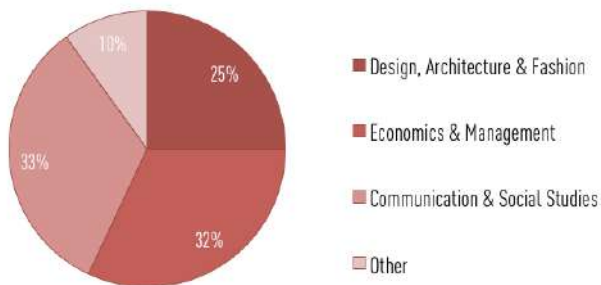
Composition by Nationality



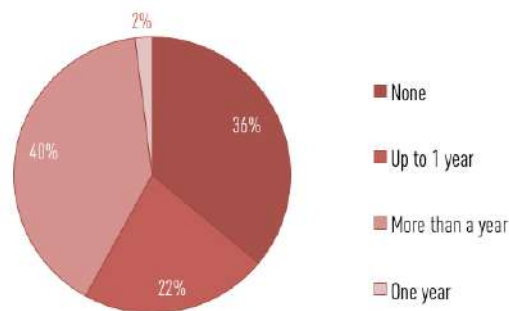
Composition by Age



Composition by Degree



Composition by Work Experience



OUR MASTERS

1 year University Masters (60 ECTS), from January to December
(January–July: in class lectures; September–December: curricular internship).

MASTER IN BRAND
AND PRODUCT MANAGEMENT

MASTER IN BRAND
AND BUSINESS MANAGEMENT

MASTER IN BRAND
AND COMMUNICATION MANAGEMENT



11%

FENDI

4%

CHANEL

6%

PRADA

3%

HERMES

UNBRANDED

8%

STELLA MCCARTNEY

5%

MICHAEL KORS

8%

GUCCI

5%

FURLA

26%

LOUIS VUITTON

H&M

6%

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CAMPAIGN

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SS

60%

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MASTER IN FASHION DIRECTION BRAND AND PRODUCT MANAGEMENT

managing brand and collection development



Director: **Prof. Alba Cappellieri**

Next start: January 2019

Lectures from January to July - Total Hours: 1200

Internship from September

Our Brand and Product Management Master takes a unique focus centered on the relationship between branding and product from the fashion design and the management perspectives. Specifically, we fill the gap of competences related to design management in fashion products with an hands on methodology. You will take the opportunity to learn branding theory, the interplaying between branding strategy and new products development applying them to the design of real products developed with professionals. The involvement of professionals from the industry will transfer to you the proper competences to design, to plan and to develop the collections, to manage the entire fashion processes and to deliver brand values to the marketplace. All that learning dynamics will be run in Milan - recognized as the world capital for fashion and design - where you will experience the creative atmosphere and the diffused culture of beauty.



WARM UP

60h

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

FASHION PILLARS

140h

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

FASHION PROCESSES

180h

Brand Design & Product Design
Communication Design
Fabrics, Materials & Technologies
BPM Processes: Fashion Design
BPM Processes: Accessory Design
BPM Processes: Sportswear Design
BPM Processes: Merchandising & Pricing
Entrepreneurship & Start Up

CURIOSITY

30h

Curiosity

FASHION PRACTICE

790h

Field Projects
Empowerment & Career Management
Internship

MASTER IN FASHION DIRECTION BRAND AND BUSINESS MANAGEMENT

managing business, designing experiences



Director: **Prof. Francesca Romana Rinaldi**

Next start: January 2019

Lectures from January to July - Total Hours: 1200

Internship from September

Fashion Buyer. Marketing Manager. Omnichannel Strategist.

Managing the business of a Fashion Company means to combine fashion marketing, fashion management and fashion retail. In the Master in Fashion Direction: Brand & Business Management more than one discipline will be merged, in order to train the most qualified and innovative professional figures who will be responsible of the business management in the world of fashion and luxury. First step: studying the business models, their evolution, and their business strategies in the industry. Second step: recognizing and studying the different retail and business channels, the underlying business logics and in their specific operations: from fashion buying and retail merchandising, to sales & digital management. Third step: understanding the consumer and the relationships between different channels. From the analysis of customer's behaviors and the influence of the sensory design and their lifestyles, until the omnichannel strategy and the digital integration.

TOWARDS THE FUTURE



WARM UP

60h

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

FASHION PILLARS

140h

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

FASHION PROCESSES

180h

Fashion Business Management
Omnichannel Strategy
Sales Management
Seamless Experience & Store Design
Contemporary CRM
Merchandising & Buying
Digital Fashion
Round Tables: open debates on key topics

CURIOSITY

30h

Curiosity

FASHION PRACTICE

790h

Field Projects
Empowerment & Career Management
Internship

MASTER IN FASHION DIRECTION BRAND AND COMMUNICATION MANAGEMENT

managing communication strategies



Director: **Prof. Carla Lunghi**

Next start: January 2019

Lectures from January to July - Total Hours: 1200

Internship from September

Nowadays on line and off line communication strategies are able to create strong identity for products and brands. The management of these processes is increasingly important for the global competitiveness of fashion companies. Professionals are required to possess skills in order to create value for different targets of customers and to manage communication and marketing strategies. Social media management, digital PR, press office, events management are the milestones of this master. Milan – the Italian capital of communication – is the ideal setting and a competitive edge for a comprehensive learning environment.

Dressing up...

...we're not doing it anymore.

...we have to change that.

John Galliano

WARM UP

60h

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

FASHION PILLARS

140h

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

FASHION PROCESSES

180h

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

CURIOSITY

30h

Curiosity

FASHION PRACTICE

790h

Field Projects
Empowerment & Career Management
Internship

OUR NETWORK

Experiencing the workplace

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

Career opportunities

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



...YOUR CAREER



INCUBATOR OF TALENTS

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

WHERE WE ARE

Milan, Campus Politecnico Bovisa.
2 stops from Downtown Milan from Cadorna Station,
inside one of the creative districts of Milan.



STUDYING AT MFI



ENTRY REQUIREMENTS

All students currently enrolled or with already a university degree (B.A., or M.Sc., or M.A., or equivalent level qualification recognized) can apply for the Master. Professional experience in the industry is not mandatory, but it can be positively evaluated during the selection. Each Master course has a maximum of 25 places available.

FEES AND LIVING COSTS AND FUNDING

MASTERS IN FASHION DIRECTION

The total annual cost is € 15,600, payable in 4 installments of € 3900 throughout the year. Every year, scholarships equal to 7.800€ for Italian and International students are offered by merit and income criteria. They cover half of the Master's fee and their attribution takes place before the beginning of the Masters.

Remaining costs refer to the cost of living in Milan: candidates must consider an average figure of € 1,000 for personal expenses per month, divided as follows: € 400-500 for accommodation, € 300 for meals, € 50 for local transports, and € 150 for miscellaneous costs.

MILAN, A STUNNING EXPERIENCE

The epicentre of the global fashion phenomena.

More than 600 showrooms, 3.000 fashion companies, and the cutting edge flagship stores. Milan is also home to some of the most active and PR and AD agencies. And that's not all. More than a production and professional system, this is a global fashion stage, home to the industry associations and the leading fair events: Milano Collezioni, MIPEL, MIDO, MICAM ShoeEvent, Milano Unica fairs, Salone del Mobile (furniture fair) that act as a catalyst, drawing fashion sector operators from around the world throughout the year.





Federica Gatti

Merchandising Assistant, L'Oreal

MFI is not only about learning but also about networking; I got a complete view of the multidisciplinary aspects of the fashion market



Ludovica Tofanelli

Fashion Editor, MFFashion

MFI was the key to access the career I was aspiring to. This background is carried out through the editorial work for MFFashion and managing my start-up business.



Costanza Fasino

Marketing Assistant, Dolce & Gabbana

I had the possibility of measuring myself with people from all over the world and it enabled me to work experiencing the relationship between the consumer and the brand

THE STRONGEST LINK TO YOUR CAREER OPPORTUNITIES



Yunuz Yagiz

Junior Brand Manager, NewYorker

The case studies, provided me the professional approach into the dynamic and high demand of the industry; it taught me hard and soft skills crucial to the industry



Alejandro Aguilar Rojas

WW Men's Footwear Jr. Merchandiser, Geox

The support of the best Italian universities gave me the tools to enhance my professional career... everything started in MFI!



Sarah Zwerger

Merchandise Planning Assistant, Zalando

Studying in MFI has been a great opportunity to know amazing people, inspiring professionals, thanks to the right course selections and network.

MILANO FASHION INSTITUTE

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Classrooms at Bovisa Polytechnic Campus

Via Candiani 72 - 20158, Milan

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 [/MilanoFashionInstitute](https://www.facebook.com/MilanoFashionInstitute)