



MASTER LUXURY ACCESSORIES DESIGN & MANAGEMENT

FLORENÇA

23 de setembro de 2024

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inglês e italiano

LUXURY ACCESSORIES DESIGN & MANAGEMENT

A indústria de acessórios de luxo evoluiu de origens humildes na produção de complementos funcionais para o status elevado que possui hoje: transformando bolsas, sapatos, cintos e pequenos artigos de couro em novos objetos icônicos de desejo. Os acessórios embelezam a moda, e o mercado da moda reconhece o ornamento, a beleza e a fama dos acessórios 'Made in Italy', elevando-os a um produto internacional. Fazendo a ponte entre os mundos da criatividade e dos negócios, este curso prepara perfis especializados e altamente requisitados em design e gestão de produtos. Este curso é destinado a participantes que já tenham cursado nível de graduação nas áreas de moda, design ou similares, ou que possuam experiência de trabalho comprovada, desejando ampliar seus conhecimentos em design, planejamento e gestão de coleções de acessórios, com foco no artesanato e estilo italiano – admirado e celebrado globalmente. Marcas de luxo italianas e gerações de artesãos e mestres altamente qualificados trabalham incessantemente para manter e apoiar a marca registrada 'Made in Italy', reconhecida mundialmente por técnicas de fabricação de qualidade de classe mundial. Os participantes exploram como a manufatura italiana é exemplar na identificação e uso de materiais e técnicas de fabricação, e aprendem a equilibrar com sucesso design e funcionalidade com uma estética sofisticada; visitas organizadas a empresas italianas também fornecem experiência prática de design e fabricação de acessórios. Os participantes aprendem a projetar e criar coleções relacionadas ao conceito de luxo "decorativo" através do estudo das mais importantes tendências internacionais. Os alunos também desenvolvem suas habilidades de pesquisa e tornam-se

competentes na apresentação de suas ideias através dos softwares digitais mais avançados, sem nunca negligenciar o aspecto físico de um projeto. A pesquisa sobre a história dos acessórios de luxo e a influência do panorama contemporâneo da moda nos conceitos de estilo e técnicas de produção, bem como as questões atuais em sustentabilidade e o uso de novos materiais. Projetos da indústria em colaboração com empresas exploram valores reais de herança empresarial e técnicas de fabricação, e a natureza inter-sazonal dos produtos de acessórios, colocando juntos uma coleção coordenada e uma gama diversificada de acessórios que podem incluir: bolsas, carteiras, sapatos e pequenos itens de acessórios. Ao longo do projeto, eles recebem feedback profissional e orientação de acadêmicos e profissionais da indústria. Elaborar uma dissertação de sucesso, obter experiência prática e criar uma coleção pessoal de acessórios requer, de fato, uma mistura estratégica de pesquisa, criatividade, design avançado e planejamento de projetos de negócios; este curso oferece as habilidades e o conhecimento para produzir propostas de design inovadoras para o mercado de luxo de alto padrão.

FOCO DE APRENDIZAGEM

- Construção e gestão de coleções
- Comunicação visual e identidade de marca
- Métodos de pesquisa
- Fabricação 'Made in Italy'
- Marketing de moda

POSSÍVEIS CARREIRAS

- Designer de Acessórios de Moda
- Ilustrador de Acessórios de Moda e renderizador digital
- Gerente de Produto de Acessórios
- Pesquisador/Previsor de Tendências
- Gerente de Marca de Acessórios

ABOUT ISTITUTO MARANGONI

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni undergraduate courses prepare students with the necessary knowledge and know-how in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Visual Design, Art History and Culture. Students will initially acquire basic skills, advancing over the 3 years into independent learners, ready for a career in their chosen profession.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma.

Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

STUDY PLAN

Semester	Subject	ECTS Credits
S1	History and Criticism of Contemporary	3
S1	Fashion	3
S1	Visual Research Image Digital Processing	2
S1	Fashion Trend Forecasting	4
S1	Product Engineering Project	6
S2	Management Design Methodology	3
S2	Fashion Project Communication	8
S2	Experimental Prototype Realization	6
S2	Fashion Design	6
A	Internship	7
S2	Dissertation	10 6
A	TOTAL	60

EDUCATIONAL APPROACH

Istituto Marangoni's academic approach is shaped by the following educational aims:

- Develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
- Provide a supportive and inclusive learning environment which will enable success for all learners;
- Encourage and nurture the development of students' intellectual and imaginative powers, Creativity, independence, critical self-awareness, imagination and soft skills that will enhance Global employment opportunities in all programmes;
- Establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- Provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

CONTENTS' OVERVIEW

Curriculum

This postgraduate level course is devised for participants that have previous undergraduate level study in the fields of fashion, design or similar, or proven work experience, wishing to extend their knowledge in accessories collection design, planning and management, with a focus on Italian craftsmanship and style admired and celebrated globally. Participants explore how Italian manufacturing is exemplary in its identification and use of materials and manufacturing techniques, and learn how to successfully balance design and functionality with sophisticated aesthetics; organized visits to Italian companies provide first-hand experience of design and accessories manufacturing. Industry projects in collaboration with Italian and international companies make it possible to explore real business heritage values and manufacturing techniques, and the inter-seasonal nature of accessory products, putting together a coordinated collection and diverse range of accessories that may include: bags, purses, shoes and small accessory items. Throughout the development of their own projects, participants receive professional feedback and guidance from the company. Putting together a successful accessories collection requires in fact a strategic mix of research, creativity, advanced design, and business project planning. This course provides the skills and knowledge to produce forward design proposals and to communicate them for the high-end luxury market in the best way possible.

Final Project (Dissertation)

The final project consists in the development of an accessories collection for a reference Brand. The final outcome will be a professional and complete portfolio, containing all essential and detailed information on the research process, the product development phases, and a fully illustrated accessories collection - presented with all the relevant standards used in the sector and with use as well of digital tools. The Portfolio shall also include a detailed description of the market analysis process and communication strategies for the product; the final collection proposed will also take into consideration the latest consumer trends and the processes' sustainability, both from a creation and production perspectives.

Internship

As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Plan of Study of each programme. This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment. The internship consists of a period of an experience in professional practice through the realisation of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

LEARNING OUTCOMES

Students who attend Programmes at Postgraduate level, on successful completion of their course of study, will be able to:

- Apply skills of critical analysis to real situations within a defined range of contexts;
- Select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
- Demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management;
- Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- Critically analyse their results and draw logical conclusions;
- Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
- Manage their professional development reflecting on progress and taking appropriate action;
- Find, evaluate, synthesise and use information from a variety of sources;
- Articulate an awareness of the social and community contexts within their disciplinary field; •
- Exercise initiative and personal responsibility in the work environment; • continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;
- Carry out further independent learning or continuing professional development.

Programme-Specific Learning Outcomes

Students who successfully complete this specific Programme shall be able to:

- Deepen and assimilate fashion history and culture by critically applying the fundamental concepts, in order to interpret the phenomena of contemporary fashion;
- Concretely apply a research method that investigates trends and inspiration by developing a project that highlights a method in product design and development;
- Choose appropriate materials for the product and experiment with new shapes and proportions;
- Understand and know how to manage the production phases of accessories as defined by costs and draw up professional production boards;
- Develop and plan a creative project with a wide mix of commodity-related well-coordinated products.
- Communicate personal projects using advanced digital tools in order to provide a contemporary and experimental vision of creative ideas.

TEACHING AND LEARNING METHODS

Course teaching methods are based around a wide variety of formats, such as frontal lectures, workshops, seminars, case studies and self-directed study: experienced professionals and visiting specialist Lecturers (industry professionals) make valuable contributions and enrich the learning experience of all students.

Self-Directed Study

This plays a major role in the programme, as students are expected to spend time researching and analysing subject matters independently to support and substantiate taught material.

Frontal Lectures

An integral part of the programme - with formal delivery of subject-specific contents to the whole cohort of students. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

Seminars

Used to build on themes that are connected to the contents part of the Study Plan. Students are encouraged to make an active contribution by sharing in the argument and debate, while expressing their views.

Case Studies

A detailed discussion and in-depth analysis of real-life situations and existing Brands - to substantiate and assess concrete examples of contents and theories studies in class.

Workshop / Laboratory / Practical Sessions

Used to enable and nurture the creative and practical skill development of the student in an environment which simulates what happens in the industry.

Team Work

Requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.

Study Trips (when applicable)

An exciting opportunity to enhance the students' learning path and consolidate their understanding of specific-subject contents. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.

Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

STUDENT SUPPORT STRATEGY

A dedicated Student Support Officer is available for all students on the programme. For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties. A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress. For matters of pastoral care the Student Support Officers will help in:

- Finding their way around;
- Managing their time;
- Dealing with stress;
- Getting the best from their course;
- Understanding and applying the school's rules;
- Anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.