

Academic Master's Programme  
and Dual Award Master's Programme in  
**FASHION STYLING &  
VISUAL MERCHANDISING**

September 1th 2025

November 6th 2025

February 1th 2026

*The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.*

*The Dual Award Master's Programme path includes additional dedicated modules, as the 6<sup>th</sup> module related to the Final Major Project.*

**THEORETICAL  
COURSES**

Fashion Culture  
Integrated Communication  
Strategy  
Fashion Marketing &  
Management  
Professional Accelerator  
Activities

**CORE  
WORKSHOPS**

Fashion Styling  
Retail & Visual Merchandising

**ELECTIVE  
WORKSHOP**

*One to be chosen among:*  
Fashion Brand Management  
Fashion Merchandising &  
Buying  
Design of Spaces  
Identity Design  
Fashion Collection

**Fashion Brands are focusing on coherent visual communication to be genuinely believable and highly recognizable. The booming craving for experience and interactive participation is challenging fashion brands to create original and always evolving and memorable experiences, aligned to the aesthetics of their DNA.**

The Master in Fashion Styling & Visual Merchandising covers at 360 degrees the visual communication of fashion brands envisioning and designing branded content for Omni-channel strategies; where the physical and digital touchpoints are merged together and each of them increases always more information during the customer journey. There is a growing demand for fashion brand image architects and visual communicators who can translate brand values into idiosyncratic and multifaceted projects that captivate the viewer attention and increase brand awareness.

LOVE RECIPROCATES  
by Anna Quirino,  
Aonratai Yangomut,  
Supagan Kuwachkapun

**FASHION STYLING & VISUAL MERCHANDISING**

**DOMUS ACADEMY MILANO** design mundo afora







## AUDIENCE

The programme is directed at candidates who have a first level degree and/or professional experience in fashion design, photography, video making, architecture and communication. The programme is also open to candidates with a background in industrial design, journalism, media, fashion styling, visual merchandising, or equivalent fields. Furthermore, the programme is open to all candidates with a strong motivation and interest in tackling the programme subject areas.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Launch a career in the fashion visual communication industry. Become Visual Fashion Brand Communicators who create engaging concepts, innovative strategies, and powerful storytelling.
- Manage sophisticated aesthetic languages directing visual outputs on different platforms.
- Get a thorough grounding in fashion theory and practice including what motivates fashion consumers, how fashion visual communication works in the contemporary scene, and how new technologies are changing the future of fashion communication.

The programme ensures students will gain the skills and attributes to:

- Explore the market through practical classes and collaboration with companies to develop innovative solutions for visual communication of the brand DNA and products.
- Develop critical thinking skills. Evaluate brand values and identity to translate them into holistic projects that increase brand awareness.
- Create innovative and powerful communication projects. Work on appealing and contemporary storytelling to attract consumers through images and videos, shop windows, in-store and online displays, and multi-sensory retail experiences.

## CAREER OPPORTUNITIES

Students will get the abilities and skills to meet the increasing demand for Fashion Brand Image Architects and Visual Communicators. The programme will equip them with the core knowledge for a career in international fashion styling and visual merchandising field. Students will be able to consider a wide range of related roles, including:

- FASHION STYLIST
- E-STYLIST
- VISUAL MERCHANDISER
- E-MERCHANDISER
- ART DIRECTOR
- SOCIAL MEDIA MANAGER
- FASHION TREND RESEARCHER

## COMPANIES

The Master in Fashion Styling & Visual Merchandising has collaborated with: 10 Corso Como, Biffi Boutiques, Boglioli, Bonaveri, Cap 74024, Diesel, Freeda, Io Donna RCS, K-Way, L'Officiel Italia, Moncler, Oltrefrontiera progetti, Patrizia Pepe, PleatsPlease, Salvatore Ferragamo, Slowear, Stone Island, The Greatest, Trussardi, Versus Versace, Vogue Talents, YNAP.

TOP: PLAYGROUND  
by Chiara Rosina, Hiral  
Arora, Mahak Gupta,  
Pooja Somani.  
Photo: A. Lo Faro

BOTTOM: DELIGHTED  
FUNERAL by  
Giuseppina Nuzzo,  
Namratha Rayadurgam  
Srinivas, Hojeong  
Son, Jiani Hou for  
Voguetalents