

MILAN FASHION LAB

Discover and Create

Unleash your inner designer in **Milan Fashion Lab**, a high energy two week exploration of fashion **concept, style, and visual storytelling** against Milan's unmatched backdrop of couture, ateliers, and trendsetting streets. From **moodboards to sketches, fabric sampling to styling**, this course gives you **real tools and inspiration**. **Visit flagship stores, museums** dedicated to fashion & textiles, and immerse yourself in the City of Fashion itself. Finish with **your own fashion concept**, illustrated and presented – and leave Milan inspired, **portfolio ready, and confident in your creative voice**.

A hands-on exploration of fashion design, from **moodboards to sketching and basic styling**. Students will build **their own concept** inspired by **Milan's fashion culture** and present it through **visuals and storytelling**.

Fashion Concept, Styling & Visual Storytelling

- Fashion design principles & trend research
- **Moodboarding, color palettes & materials**
- **Field trips to Quadrilatero della Moda, Armani/Silos, Fondazione Prada or Palazzo Morando**
- Fashion illustration, styling & storytelling
- **Final presentation & certificate ceremony**

WEEK 1

Day 1

Welcome & Foundations

Morning: Welcome session, intro to Domus Academy & fashion design principles

Afternoon: Trend research and fashion inspiration

Monday

Tuesday

Day 2

From research to Moodboard

Morning: Building a fashion concept

Afternoon: Moodboarding & color palette exploration

Day 3

Field Trip 1

Morning: Guided walk in the Quadrilatero della Moda (Fashion District)

Afternoon: Debrief + materials workshop (fabrics, textures)

Wednesday

Thursday

Day 4

Sketch and Style

Morning: Basic fashion illustration and silhouette study

Afternoon: Accessory, detail, and style exploration

Friday

Day 5

Studio time

Morning: Drafting your mini-collection concept

WEEK 2

Day 6

Field Trip 2

Morning: Visit to Armani/Silos

Afternoon: Continue sketching & composition

Monday

Tuesday

Day 7

Styling and Storytelling

Morning: Look creation and styling concepts

Afternoon: Fashion storytelling: how to present your idea

Day 8

Field Trip 3

Morning: Visit to Fondazione Prada or Costume History Museum Palazzo Morando (TBC)

Afternoon: Final preparation (moodboard + sketches + material)

Wednesday

Thursday

Day 9

Final Presentations

Morning: Project review and rehearsals

Afternoon: Student presentations & feedback

Closing: Certificate ceremony