



MASTER LUXURY ACCESSORIES DESIGN

PARIS

29 de setembro de 2025
inglês

LUXURY ACCESSORIES DESIGN

Esses cursos de pós-graduação em tempo integral são programas altamente especializados que apoiam as carreiras dos participantes nas indústrias de moda, luxo e criativas. Eles são voltados para aqueles que já adquiriram habilidades específicas no nível de graduação ou para profissionais que desejam aprofundar seu conhecimento em uma área específica da moda. A indústria de acessórios de luxo evoluiu de suas origens funcionais para o status elevado de hoje, transformando bolsas, sapatos, cintos e pequenos artigos de couro em novos objetos icônicos de desejo. Acessórios complementam a moda, e o negócio da moda reconhece o valor, a beleza e a fama dos acessórios “Made in Italy”, elevando-os a produtos de destaque internacional.

Este curso conecta os mundos da criatividade e dos negócios, preparando perfis especializados e cobiçados em design e gerenciamento de produtos. Destinado a participantes que possuem formação prévia em moda, design ou áreas similares, ou experiência comprovada no mercado, o curso visa ampliar o conhecimento no design, planejamento e gestão de coleções de acessórios, com foco no artesanato italiano e estilo, admirados e celebrados mundialmente.

As marcas de luxo italianas e gerações de artesãos altamente qualificados trabalham incansavelmente para sustentar o selo “Made in Italy”, reconhecido globalmente pela qualidade e técnicas de fabricação de alto nível. Os participantes exploram como a manufatura italiana se destaca na identificação e uso de materiais e técnicas de produção, aprendendo a equilibrar design e funcionalidade com uma estética sofisticada. Visitas organizadas a empresas italianas proporcionam uma experiência de primeira mão no design e fabricação de acessórios.

Os alunos aprendem a projetar e criar coleções relacionadas ao conceito de luxo “decorativo”, estudando as principais tendências internacionais. Além disso, desenvolvem habilidades de pesquisa e se tornam competentes em apresentar suas ideias por meio de softwares digitais avançados, sem deixar de lado o aspecto físico dos projetos. A pesquisa sobre a história dos acessórios de luxo, a influência do panorama contemporâneo da moda nos conceitos de estilo e nas técnicas de produção, bem como as questões atuais de sustentabilidade e o uso de novos materiais, são parte central do curso. Os projetos desenvolvidos em parceria com empresas exploram valores de herança empresarial e técnicas de fabricação, além da natureza intersazonal dos produtos de acessórios. O curso também inclui a montagem de uma coleção coordenada que pode incluir bolsas, carteiras, sapatos e pequenos itens acessórios. Ao longo do projeto, os alunos recebem feedback profissional e orientação de acadêmicos e especialistas da indústria. Montar uma dissertação de sucesso, ganhar experiência prática e desenvolver uma coleção pessoal de acessórios exige uma mistura estratégica de pesquisa, criatividade, design avançado e planejamento de negócios. Este curso proporciona as habilidades e o conhecimento necessários para apresentar propostas de design inovadoras para o mercado de luxo.

FOCO DE APRENDIZAGEM

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

POSSÍVEIS CARREIRAS

- Designer de acessórios de moda
- Ilustrador de moda digital e renderizador de acessórios
- Gerente de produtos de acessórios
- Pesquisador/Previsor de tendências
- Gerente de marca de acessórios

ABOUT ISTITUTO MARANGONI

Istituto Marangoni has more than 80 years' experience in training highly skilled future fashion professionals. During this time, we have built outstanding international networks within the fashion and design industries and have expanded to comprise 11 schools in 9 prime city locations, across 4 continents. We provide an outstanding, internationally recognised educational experience that responds to the evolving demands and requirements of tomorrow's industry professionals.

Our ethos as a school embraces the creative synergies that evolve constantly between the refined professionalism of the Italian luxury sector, the rebellious and provocative innovation of the Parisian accessories scene, and the nuanced global perspectives offered by our international student and tutor body. This is a distinctive characteristic that offers a unique environment in which our students can develop their individual creative identities and gain understanding of where their practice might be positioned in a rapidly evolving design and cultural landscape.

PROGRAMME INFORMATION

STUDY PLAN

Units

Your course is composed of a number of units that each have a specific credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree. One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then you would expect to spend 100 hours studying this. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this course is indicated in Section 6.

Term 1: Provides a foundation of knowledge of materials, techniques and processes for Luxury Accessories design that will evolve and increase term by term. (individual) Unit: Experimental Research and Crafting, mandatory, assessed end of term 1

Terms 1 & 2: Theory, field trips and case studies in term 1, application in term 2. Unit: Contextual & Cultural Studies - a unit comprising elective subjects such as Alternative Business Models, High Technology, Neocraft, or Regenerative Systems. This is a common, interdisciplinary unit shared with other MA programmes, in terms 1 and 2, assessed at the end of term 2.

Term 2: Builds upon term 1 to conceptualise and propose new approaches to Luxury Accessories design. (individual) Unit: Reimagining Luxury Accessories, mandatory, assessed at end of term 2.

Terms 2 & 3: Research theory that underpins other units on the MA programme, but most specifically Contextual & Cultural Studies and the Dissertation unit. Unit: Research Methods - a common unit with other MA programmes, mandatory, assessed at the end of term 4.

Term 3: Strategic research, experimentation, and design processes to Inform your personal collection development, career planning. (individual) Unit: Accessory Design Futures, mandatory, assessed at the end of term 3.

Term 4: Testing emerging theory and practice through work-based learning or project-based work. (individual) Unit: Professional Development, mandatory, assessed at the end of term 4.

Term 5: Dissertation project (individual) Unit: Dissertation, mandatory, assessed at the end of term 5.

The programme will be supported by a range of relevant trips and practical activities, guest speakers and workshops.

Class times are scheduled between 08.30 -20.00, Monday to Friday, normally spread over 3 days during the week. There may be some exceptions to this when opportunities arise to add value to the student learning experience.

- Assessment periods are normally 2 weeks after the end of each term.
- Placements are normally scheduled to take place in term 3, at IM London School, for the Professional Development unit.
- Dissertations are completed in the final term - January to March for October intakes and October to December for February intakes.

On a postgraduate degree course, you can usually expect to study 180 credit per level (or year), with no more than 80 credits per term.

Term 1	Term 2	Term 3	Term 4	Term 5
EXPERIMENTAL RESEARCH & CRAFTING	REIMAGINING LUXURY ACCESSORIES	ACCESSORY DESIGN FUTURES	PROFESSIONAL DEVELOPMENT	DISSERTATION
30 credits	30 credits	30 credits	15 credits	40 credits
EXPERIMENTAL RESEARCH & DESIGN	LUXURY ACCESSORY CONCEPTS	ACCESSORY COLLECTION	WORK PLACEMENT OR PROFESSIONAL PROJECT - 3 MONTHS	DISSERTATION
EXPERIMENTAL RESEARCH & DESIGN	LUXURY ACCESSORY CONCEPTS	CRAFTING TECHNOLOGIES		
CRAFTING ACCESSORIES	CONTEMPORARY ARTISAN	CRAFTING TECHNOLOGIES		
CRAFTING ACCESSORIES	VISUAL COMMUNICATION	CONTEMPORARY PORTFOLIO		
DIGITAL LANGUAGE	RESEARCH METHODS (theory)	RESEARCH METHODS (tutorials)		
		20 credits		
	RESEARCH METHODS	RESEARCH METHODS		
CONTEXTUAL & CULTURAL STUDIES				
15 credits				
HIGH-TECHNOLOGY				
ALTERNATIVE BUSINESS MODELS				
NEOCRAFT				
REGENERATIVE SYSTEMS				

The MA Luxury Accessories Design programme provides a framework in which you can develop your knowledge and understanding of accessory design and its creative potential in new luxury landscapes. Through a structured programme of classes, you will gain insights into cultural, social and environmental contexts, emerging schools of thought, and the role of luxury accessories design in shaping futures. Working to design briefs that present exciting and challenging opportunities to develop and extend your skills – and in response to new developments in the industry or new schools of thought - accessory design classes will be supported and sometimes fluidly integrated with practical workshop sessions that enhance your understanding of the responsible design process (in 2D and 3D), and how to both innovate and¹⁰ refine your ideas for specific markets and/or imperatives. In this way, you will cultivate your skills as a critical accessory design practitioner that is equipped with the problem-solving abilities required to address foreseen and unforeseen challenges and opportunities.

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Within a carefully structured framework, you will be expected to work with increasing imagination, creativity and autonomy and to progress your learning and project work outside of class, as well as your understanding of what luxury accessories are and what they might become. The programme primarily focuses on bags, small accessories and footwear, with the potential for you to focus more in one or more areas. In addition, this programme supports the formation of the collaborative and multi-disciplinary skills and perspectives that are now considered essential to the future.

In terms 1 and 2, emphasis is given to industry or competition linked projects that equip students with the essential creative, problem-solving skills, an understanding of the craft and artisanship of accessories, research and contextual awareness that are considered core to the MA Luxury Accessories Design programme. You will produce a series of samples and maquettes and prototype accessories, while improving your digital and visual communication skills.

In term 3, you will develop your own luxury accessories design project brief in response to your career or academic goals, to design a luxury accessories collection (in whichever way you choose to conceptualise 'luxury' for the future) and to prototype an accessory in the area you choose. You will further refine your visual communication skills to a professional standard in a project portfolio. A 12-week accessory industry placement, positioned in term 4, will support your awareness of current developments in the sector and your progression to employment, through practical experience that provides further opportunity for continuous personal and professional development within contemporary accessory design and/or manufacturing contexts. Students that already have industry experience may prefer to join a special project or research hub at Istituto Marangoni instead. As the course progresses, emphasis is placed increasingly upon your individual design vision and your practice-based research, as you extend and refine your personal design identity. The course culminates in a substantial dissertation research project that may include extensive accessory samples/artefacts supported by a written dissertation.

Course aim: To equip students with the contextual awareness, critical thinking, creative and practical skills, and knowledge that are essential to luxury accessories design futures.

Programme-Specific Learning Outcomes

- Appraise and synthesise information and/or current debates that are the forefront of social, environmental, and economic sustainability to inform own practice. (Context, implications)
- Integrate a holistic understanding of different theories, concepts, and their applications in the development of fashion or accessories design practices. (Knowledge, applications)
- Demonstrate originality and creativity in the practical application of new and established techniques of research and enquiry, to create and interpret knowledge in your discipline. (Research, applications)
- Critically reflect on own and/or others' values, perceptions, and practices, reflecting on progress and taking appropriate action, in a process of continuous personal and professional development. (Critical thinking, empirical learning)
- Creatively employ advanced knowledge, techniques, and tools appropriate to your discipline. (Skills in disciplinary field)
- Anticipate the potential impacts of decision making at local level and further afield, assessing the consequences of actions and managing risk and uncertainty. (Ability to anticipate impacts)
- Manage complex issues both creatively and systematically, make sound judgements in the absence of complete data, and communicate your conclusions effectively to specialist and nonspecialist audiences. (Decision-making)
- Relate self-direction and originality to tackling and solving problems, acting autonomously in planning, and implementing tasks at a professional or equivalent level. (Professionalism)
- Develop effective working relationships using teamwork and leadership skills, recognising, and respecting different perspectives. (Collaboration)
- Find, evaluate, synthesise, and use relevant information from a variety of sources. (Research, sourcing information, applications)
- Express ideas persuasively and communicate information appropriately and accurately using a range of relevant media and/or technologies. (Communication)

STUDENT SUPPORT STRATEGY

Istituto Marangoni provides a range of student support mechanisms which include (but not limited to):

- **Admissions:** the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- **Academic and Student Services department:** the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- **Library:** the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students to discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the School.
- **Careers Service:** the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.
- **Counselling service:** the aim of the service is for students to receive immediate professional support as well as set up a safe and healthy path for student journey in a longer term. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.
- **SEN support:** it is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. It devises a Personal Learning Plan, monitors students' progress, and formalises reasonable adjustments.

ADMISSIONS INFORMATION

Entry requirements:

- Copy of a high-school diploma or school certificates
- A relevant undergraduate qualification (equivalent professional experience may be considered).
- Submission of a portfolio of evidence to support their application.
- 2 references, of which at least 1 should be academic.
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g., IELTS Academic with 6.5 overall, no less than 6 for each element)