



SHORT COURSE FASHION IMAGE & BUSINESS

PARIS

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inglês

FASHION IMAGE & BUSINESS

Este **curso intensivo dinâmico** foca na imagem e no desenvolvimento de **estilo na moda**, juntamente com práticas comerciais essenciais que trabalham em conjunto para impulsionar o sucesso das marcas de luxo. Ao entender tanto o papel quanto a influência do estilista de moda dentro de um ambiente empresarial, os participantes adquirem uma percepção única sobre a real influência e o 'poder' da imagem na indústria da moda. Os participantes aprendem a avaliar, aprimorar e complementar características físicas para desenvolver um estilo individual e criar um **'look total'**. Levando adiante suas próprias ideias de styling, eles são introduzidos ao negócio do 'estilo'; identidade de marca de moda, imagem de marca e posicionamento de coleção, análise da concorrência e merchandising são apenas algumas das questões abordadas.

SEMANA 1

A primeira semana começa com uma visão geral das tendências econômicas e sociais. Entender a evolução econômica e social e como isso influencia o consumo de moda é uma parte importante deste curso. Os participantes estudam e exploram os principais períodos da história que representam estilos passados e presentes, tendências futuras da moda e os elementos que os caracterizam e influenciam. Além disso, para entender o papel dos estilistas, os participantes serão guiados na busca e na coleta de informações de ferramentas de pesquisa, como livros e revistas de moda e através de domínios virtuais específicos relevantes para a moda e luxo.

SEMANA 2

Esta semana começa com uma visão geral das indústrias de moda e luxo, incluindo, por exemplo: têxteis, vestuário, acessórios, cosméticos, óculos e joalheria. Os participantes analisam os fatores críticos que definem o sucesso de algumas das principais marcas italianas e internacionais, além da imagem da marca. Nesta fase do curso, os participantes também começam a reunir suas pesquisas da semana anterior para definir um estilo individual específico, realizar pesquisas iconográficas e entender os principais conceitos do planejamento da sessão de fotos e da narração de histórias.

SEMANA 3

Na última semana, os participantes analisarão as principais práticas de marketing e comunicação de imagem e estilo, bem como os principais componentes da distribuição, o ciclo de vida do produto e os pontos de preço. Eles avaliam o impacto do estilo na atividade do consumidor, merchandising e vendas, online e offline, e aplicam seus conhecimentos para desenvolver um plano básico de marketing ilustrado. Os participantes também poderão reunir sua pesquisa de estilo (a importância da cor, silhueta, acessórios e sua combinação) e apresentar um conceito de estilo individual ligado à sua proposta de marketing, compilando seu trabalho para apresentação em um livro de estilo individual.

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 short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate

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.

STUDY PLAN

Subjects

Basic Principles of Fashion Business
Fashion Panorama and Styling
Contemporary Fashion Communication
Digital Campaign and Promotion Strategies
Digital Editing of Imaginary
Trend Forecasting

CONTENTS' OVERVIEW

Curriculum

This dynamic short course focuses on image and the development of style in fashion together with key business practices that work hand in hand to drive the success luxury brands. By understanding both the role and influence of the fashion stylist within a business environment, participants gain a unique insight into the real influence and 'power' of image within the fashion industry. Participants learn how to evaluate, enhance and complement physical characteristics to develop an individual style and put together of a 'total look'. Taking forward their own styling ideas they are introduced to the business of 'style'; fashion brand identity, brand image and collection positioning, competitor analysis, and merchandising are just some of the issues addressed.

Week 1

The first week begins with an overview of economic and social trends. Understanding economic and social evolution and how this influences fashion consumption is an important part of this course. Participants study and explore key periods in history that represent past and present styles, future fashion trends and the elements that characterize and influence them. Furthermore, in order to understand the role of the stylist participants will be guided in sourcing and collating information from research tools such as books and fashion magazines and through specific virtual domains relevant to fashion and luxury.

Week 2

This week begins with an overview of the fashion & luxury industries including for

example: textiles, clothing, accessories, cosmetics, eyewear and jewellery. Participants take a look at critical factors defining the success of some leading Italian and international brands as well as brand image. At this point in the course participants also begin to bring together their research from the previous week to define a particular individual style as well as conducting iconographic research, and understanding key notions in photo shoot planning and narrative.

Week 3

In the last week participants look at key practices in the marketing and communication of image and style, as well as key components in distribution, product lifecycle, and price points. They evaluate the impact of style on consumer activity, merchandising and sales, both offline and online, and apply their knowledge to develop a basic illustrated marketing plan. Participants are also able to bring together their style research (the importance of colour, silhouette, accessories and their combination) and present an individual style concept linked to their marketing proposal, collating their work for presentation in an individual stylebook.

LEARNING OUTCOMES

Programme-Specific Learning Outcomes

On successful completion of the Fashion Business short course, students will be able to:

- Understand the contemporary fashion system with its important business practices;
- Analyse creative imaginary of contemporary fashion and art;
- Elaborate a complete marketing and distribution plan for a fashion brand;
- Produce diverse contemporary fashion images illustrating a fashion brand;
- Understand and put History of Fashion and Luxury into a contemporary context.

ASSESSMENT

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments: These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects > allow students to apply their theoretical understanding of a specific subject area.

Written Reports > are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing

Presentations > are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate

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.