

Academic Master's Programme and Dual Award Master's Programme in **FASHION MANAGEMENT**

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 6th module related to the Final Major Project.

THEORETICAL COURSES

Fashion Marketing & Management
Integrated Communication Strategy
Advanced Business for Design
Professional Accelerator Activities

CORE WORKSHOPS

Fashion Brand Management
Fashion Merchandising & Buying

ELECTIVE WORKSHOP

One to be chosen among:
Fashion Styling
Entrepreneurship through Design
Retail & Visual Merchandising
Digital Communication

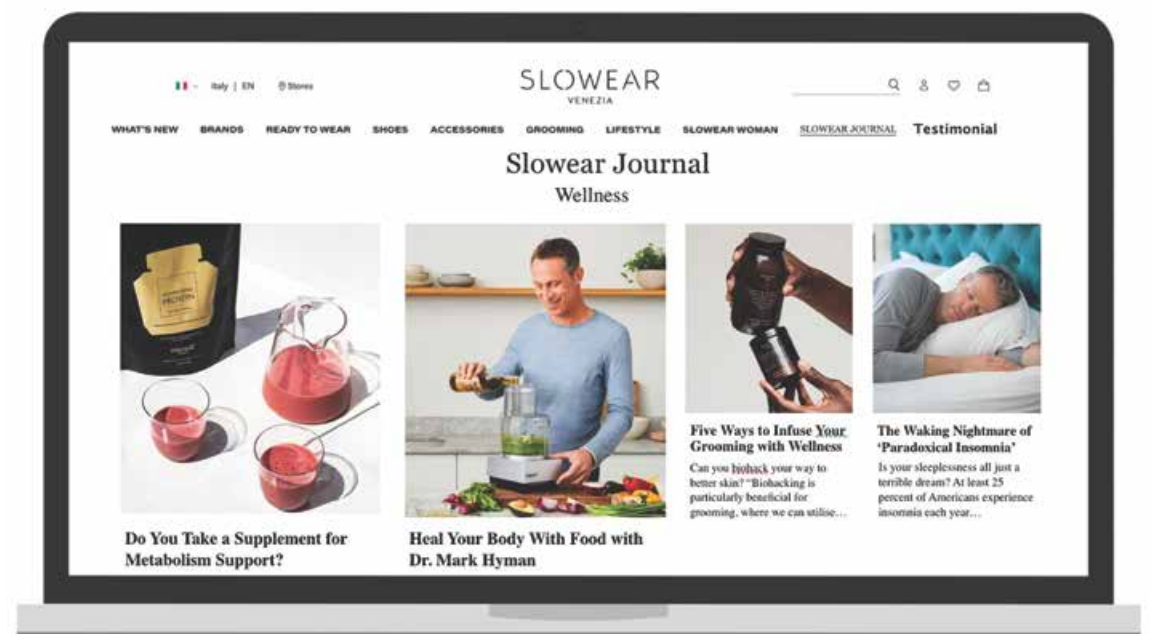
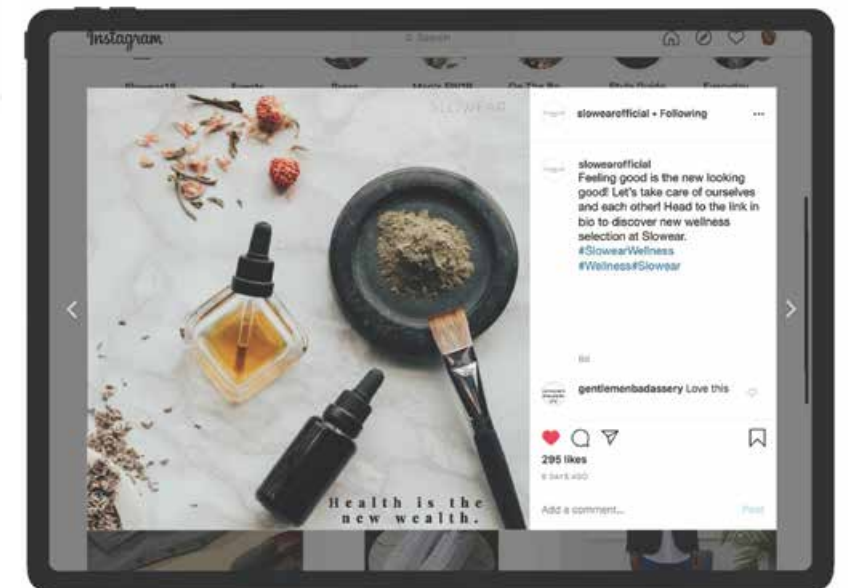
Fashion is dynamic and in perpetual flux, and it evolves with social, cultural, economic and technological shifts to adapt to the ever-changing needs of its consumers. Current and future managers must be able to detect and predict these global macro-trends. They need to create and implement imaginative solutions in order to succeed in this transitional world of fashion.

The Master in Fashion Management combines fashion studies with management principles covering aspects of buying, merchandising, communication, marketing, distribution and production. Students are introduced to the language and the codes of the fashion world. They are guided to formulate and execute relevant research based projects, to analyse, evaluate and make informed decisions to arrive at creative and commercially viable strategies coherent with the brand identity. Students are given the opportunity to pitch their innovative proposals in written and visual formats.

WELLNESS BY SLOWEAR by Daniela Vasquez, Veronika Lapina, Charvi Venkat, Nina Van Gossum, in collaboration with Slowear

FASHION MANAGEMENT

DOMUS ACADEMY MILANO design mundo afora





COEXIST by Arshika
Singhal, Snigdha Rawat,
Samiksha Gupta

AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in fashion and accessory design, art, the humanities, economics and business. The programme is also open to candidates with a background in other disciplines if they demonstrate adequate motivation and interest in tackling the programme's subject area.

LEARNING OUTCOMES

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

- Thrive in the fast-paced world of fashion management.
- Gain a broad view of the fashion industry by interacting with professionals and brands.
- Explore all areas of fashion brand management, from buying to store management, through to public relations and events.

- Apply management skills in a creative context and in challenging and complex business arena.

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

- Get familiar with the fashion culture, marketing tools and buying methods and engage in research projects to develop creative and financially viable strategies.
- Enjoy unique opportunities with professionals and cutting-edge labels to gain industry-relevant experience and transition their brand management knowledge from theory to practice.
- Analyse key values, products and financial parameters to produce innovative and creative business solutions that will make them stand from the crowd.

CAREER OPPORTUNITIES

Mastering the culture and practices of the fashion business to progress to top management positions in the fashion industry. With many Alumni now working for innovative brands including Prada, Luis Vuitton and Ferragamo, students can aim high and aspire to a successful career in a variety of roles, including:

- FASHION BRAND MANAGER
- FASHION BUYER
- FASHION MERCHANDISER
- PRODUCT MANAGER
- RETAIL/STORE MANAGER
- PR AND EVENTS MANAGER

COMPANIES

The Master in Fashion Management has worked with: 10 Corso Como, Albino, Antonia, Antonioli, Bonaveri, Calvin Klein Collection, Camera Italiana Buyer Moda, Felice Limosani, Fendi & Maserati, Google Italy, Hogan / Gruppo Tod's, L.A. Distribuzione, L'Oreal, Lambert & Associates, La Rinascente/ Tiziana Cardini, Maison Margiela MM6, Moncler, Montblanc Germany, Penelope Stores, Pleats Please, Privalia, Red Valentino, Roberto Cavalli, Salvatore Ferragamo, Sergio Tacchini International, Sisley - Fabbrica, Slam Jam, Slowear, Stone Island, Swarovski Elements, Sonae Sierra, The Firman, Trussardi, Versace Gioielli, Versus /VJC, Value Retail Group (Fidenza Village), Vionnet, Wemanage, Youtube, and others.