



# MASTER FASHION DESIGN

## LONDRES

27 de janeiro de 2025  
inglês

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# FASHION DESIGN

Faça um impacto no mundo da moda. Estes cursos de pós-graduação em tempo integral são programas altamente especializados que apoiam a carreira dos participantes nas indústrias de moda, luxo e criativas. São projetados para aqueles que já adquiriram habilidades específicas na área apropriada no nível de graduação, ou para profissionais da indústria que desejam aprofundar seus conhecimentos em uma área específica da moda. O programa de pós-graduação em Fashion Design Womenswear tem consistentemente equipado os participantes com as habilidades criativas e o profissionalismo exigidos pelo sistema global da moda, com excelentes conexões com a indústria e um alto número de ex-alunos bem-sucedidos em grandes marcas de moda e luxo ou comandando suas próprias labels.

Ao concluir este programa, os alunos serão capazes de produzir e desenvolver uma coleção, supervisionar a gestão dos recursos humanos, materiais e financeiros necessários para o lançamento e desenvolvimento de uma coleção de moda, além de supervisionar a confecção da coleção. Eles terão as ferramentas para aprimorar e promover sua coleção para as maiores casas de moda.

Dessa forma, os participantes são desafiados a desenvolver seu pensamento sobre a moda - o que é e o que pode se tornar - para realizar seu pleno potencial, adquirindo habilidades avançadas em design de moda junto com a preparação para a indústria. Os participantes se formam com uma compreensão de sua identidade única como designers e de sua posição na indústria da moda com base na inteligência de mercado. No nível de pós-graduação, os participantes já terão experiência em design de moda, modelagem, confecção de roupas e criação de portfólio para enfrentar com sucesso os desafios deste curso em pesquisa conceitual, desenvolvimento de design e experimentação, desenvolvimento de projetos profissionais, desenvolvimento de coleção e marketing e branding pessoal.

Eles são incentivados a trabalhar experimentalmente com a forma e construção de roupas, com o uso de recursos renováveis e sustentáveis e a elaborar maneiras imaginativas de trabalhar com materiais e técnicas - a verdadeira criatividade artesanal da moda combinada com a excelência do “Italian Style”: artesanato, design e estilo internacionalmente aclamados. Os elementos fortes de design e prática do curso correm paralelamente a perspectivas contextuais, teóricas, conceituais e voltadas para o futuro, levando a um projeto de dissertação acompanhado de trabalho prático individualmente proposto, como um artefato de moda ou coleção cápsula. Os links profissionais do Istituto Marangoni incluem palestrantes convidados da indústria que fornecem aos participantes uma visão das realidades e oportunidades da moda.

## FOCO DE APRENDIZAGEM

- Processo de design para coleções femininas
- Ilustração de moda e técnicas de apresentação
- Modelagem, confecção de roupas e planejamento de produção
- O futuro da moda
- Conexões entre design e cultura
- Marketing, comunicação, promoção e identidade da marca
- Pesquisa de tendências
- Técnicas de pesquisa criativa
- Artesanato da moda
- Tecidos, novos materiais e tecnologias em design
- Estudos contextuais e teóricos

## POSSÍVEIS CARREIRAS

- Designer de moda
- Ilustrador de moda
- Diretor criativo
- Designer de tecidos
- Consultor de moda
- Pesquisador/prevê de tendências

# 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 London cultural 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 research, materials, techniques and processes for fashion 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 of some elective subjects, such as: Alternative Business Models, High Technology, Neocraft and Regenerative Systems. This is a common, interdisciplinary unit across 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 fashion design. (individual) Unit: Reimagining Luxury Fashion, 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 (MA Fashion Styling & Creative Direction, MA Luxury Accessories Design), mandatory, assessed at the end of term 4.

**Term 3:** Strategic research, experimentation, and design processes to Inform your personal collection development. (individual) Unit: Fashion 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 4, 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.

#### MA FASHION DESIGN WOMENSWEAR

Term 1	Term 2	Term 3	Term 4	Term 5
<b>EXPERIMENTAL RESEARCH &amp; CRAFTING</b>	<b>REIMAGINING LUXURY FASHION</b>	<b>FASHION DESIGN FUTURES</b>	<b>PROFESSIONAL DEVELOPMENT</b>	<b>DISSERTATION</b>
30 credits	30 credits	30 credits	15 credits	40 credits
EXPERIMENTAL RESEARCH & DESIGN	LUXURY FASHION CONCEPTS	FASHION COLLECTION	WORK PLACEMENT OF 3 MONTHS / PROJECT DEVELOPMENT PLAN	DISSERTATION
EXPERIMENTAL RESEARCH & DESIGN	LUXURY FASHION CONCEPTS	CRAFTING FASHION FUTURES		
CRAFTING FASHION	CONTEMPORARY ARTISAN	CRAFTING FASHION FUTURES		
CRAFTING FASHION	VISUAL COMMUNICATION	CONTEMPORARY PORTFOLIO		
DIGITAL LANGUAGE	RESEARCH METHODS (theory)	RESEARCH METHODS (tutorials)		
		20 credits		
	RESEARCH METHODS	RESEARCH METHODS		
<b>CONTEXTUAL &amp; CULTURAL STUDIES</b>				
15 credits				
HIGH TECHNOLOGY				
ALTERNATIVE BUSINESS MODELS				
NEO CRAFT				

## CURRICULUM

The MA Fashion Design programme provides a framework in which you can develop your knowledge and understanding of fashion design and your creative potential as a contemporary fashion practitioner. Through a structured programme of classes, you will gain insights into cultural, social and environmental contexts, emerging schools of thought, evolving concepts of luxury and the role of fashion 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 - fashion 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 and refine your ideas for specific markets and/or imperatives. In this way, you will cultivate your skills as a critical fashion design practitioner that is equipped with the problem-solving abilities required to address foreseen and unforeseen challenges and opportunities.

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 fashion is and what it might become. The programme primarily focuses on womenswear but recognises the limitations of this term and therefore is open to genderless fashion and other expressions of contemporary clothing. In addition, this programme supports the formation of the collaborative and multidisciplinary 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 fashion, in depth research and contextual awareness that are considered core to the MA Fashion Design programme. You will learn about design strategies, producing experimental samples, toiles and prototype garments, while improving your digital and visual communication skills. In term 3, you will develop your own fashion design project brief in response to your career or academic goals, and your personal ethical framework, to design a personal collection and to prototype an outfit. You will further refine your visual communication skills to a professional standard in a project portfolio. You will be encouraged to challenge your thinking about fashion and your values as a designer. A 12-week fashion 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 fashion design and/or manufacturing contexts. Students that already have industry experience may prefer to join a special project 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 a small, capsule collection 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 fashion 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 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 non-specialist 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)