



# PRE-COLLEGE COURSES

**ISTITUTO MARANGONI MIAMI**  
**THE MIAMI SCHOOL OF FASHION AND DESIGN**

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ADMISSIONS GUIDANCE  
ACADEMIC YEAR 2024/25



ISTITUTO MARANGONI MIAMI  
**PRE-COLLEGE  
COURSES**



The Pre-College courses at The Miami School of Fashion and Design offer a comprehensive approach that integrates theoretical and practical applications, allowing the students to develop a profound understanding of the fashion disciplines. Our learning methods encompass interactive lectures showcasing the fundamentals, industry examples, and a practical approach within each fashion course. From fashion illustration and pattern cutting to sewing, photography, and building business plans, our curriculum covers a wide range of essential skills. At Istituto Marangoni Miami, sustainability is at the forefront of our values. We believe in teaching students to create sustainably, and this is a skill that is integrated into our pre-college courses. Through hands-on projects and discussions, students learn about sustainable practices and how they can apply them in the fashion industry. By the end of each program, may it be The Fashion Summer Camp, or The Portfolio Experience, or The Atelier Experience, students must submit a final project being either a portfolio, an up-cycled garment, or a fashion styling and business project to add to their college application.

**1****Holistic Understanding**

Explore various aspects of the fashion and design industry, from its historical roots to contemporary trends, through engaging lectures and interactive workshops.

**2****Practical Skill Development**

Develop practical skills such as fashion illustration, sewing, and photography, essential for pursuing further education or careers in the field.

**3****Expert Guidance**

Learn from seasoned instructors and industry professionals, receiving personalized coaching and constructive feedback to refine your skills and deepen your understanding.

**4****College-Level Rigor**

Experience the rigor of college-level education through dynamic coursework and hands-on projects, preparing you for the academic challenges ahead.

**5****State-of-the-Art Facilities**

Access cutting-edge tools and facilities that foster an immersive learning environment, allowing you to apply your knowledge and skills in real-world scenarios.



# SUMMER CAMP



The Fashion Experience' is designed for young students aged 15 and above that are looking for a pre-college course to understand the intricacies of the fashion industry. The program will delve into the main areas of fashion: design, styling, and business. Led by our higher education faculty, the students have the opportunity to understand fashion trends, learn about textile selection and garment construction techniques, and explore the role of marketing and branding in the fashion world, and help building their college fashion portfolio.

## SUBJECTS

### FASHION ILLUSTRATION + PORTFOLIO BUILDING

Fashion sketching class will be all about experimentation and refining your drawing abilities, your knowledge of basic figures and fashion as illustrations. To develop a sense of fabric movement, fabric draping and light reflections.

### FASHION BUSINESS

Students will learn how to develop ideas for a business, learning about excel, line sheets, how to write a mission statement for a business and the key elements of how the fashion business works through case study research.

### COLOR THEORY + DIGITAL PRINT DESIGN

Color Theory is a course that offers students a foundation in the processes and interactions of color. Students will address and apply the theories of color design to compositions and then develop mood boards and print designs for clothing.

### TRENDS FOR FASHION

Current fashion trends encompass bold color palettes, playful patterns, and statement accessories. These elements collectively contribute to an elevated sense of style, encouraging individuals to express themselves confidently through their fashion choices.

### HISTORY OF FASHION PHOTOGRAPHY

Exploring the history of photography is of significance to the stylist as the storyteller. Students will develop their unique fashion point of view and learn how to translate it into styling by pulling, sorting, and organizing images into mood boards.

### FASHION STYLING

Students will learn the roles and responsibilities of stylists and will take part in planning and staging a fashion photoshoot. The students will learn to provide professional fashion advice, learning from wardrobe styling, to creative direction, to media management.

### UPCYCLING

Students will learn to be creative and resourceful as they re-purpose used fabrics and trims into stylish new fashion items while being empowered about doing their part in reducing our carbon footprint.

### FASHION SHOW PRODUCTION

Students will learn to understand what goes into the production a fashion show from start to finish. From creating the garment to seeing it in a runway, choosing models, make up, accessories, and more.



# MY PORTFOLIO EXPERIENCE

FASHION DESIGN AND ILLUSTRATION



## LEVEL 1

Preparing a creative portfolio before graduating high school is fundamental when applying to college admissions, or to bring along to an interview. Specifically designed with the high school student in mind, this short 6-week program (Saturday mornings only) provides a step by step guide to prepare a college ready portfolio. Through a mentorship approach in class, while students start to master their fashion illustration techniques, they will receive guidance on how to curate and present their portfolio effectively showcasing their unique style and creativity.

### LEARNING OUTCOMES

1. Explore basic figure drawing, hand illustration, and digital skills.
2. Put together simple creative research in preparation for a college bound portfolio along with a clear visual presentation.
3. They will learn how designers work to put together a fashion collection, and will also have the opportunity to channel their creativity through hands-on workshops.

## LEVEL 2

Level up your drawing skills for a head start in your fashion career with our Level 2 'Portfolio Experience.' Designed to equip you with college-level expertise in fashion illustration, this program ensures you're ready to create a standout portfolio that impresses higher education institutions. Learn advanced drawing techniques to meet and exceed their expectations, setting you on the path to success in the fashion industry.

### LEARNING OUTCOMES

1. Develop and execute detailed fashion drawings of their own designs using a variety of tools.
2. Demonstrate techniques of fashion rendering skills will be taught by hand.
3. Produce various designs for their portfolios.
4. Learning lessons of storytelling and building concepts of working with various media channels.



# MY PORTFOLIO EXPERIENCE

FASHION STYLING AND BUSINESS





## LEVEL 1

Learn about the fundamentals of creating your fashion styling and business portfolio with our Level 1 program. Students will learn the basics of fashion styling, including color theory, trend analysis, and fashion photography, as well as fundamental concepts of fashion business such as marketing strategies, social media strategies, and brand management. Through engaging lessons and hands-on projects, you'll gain valuable insights and practical skills that lay the foundation for your future success in the fashion world.

### LEARNING OUTCOMES

1. Explore Image manipulation.
2. Understand how to look at mood- boards and inspiration boards.
3. Work on the digital presentation of ideas.
4. Discover visual merchandising and fashion styling.
5. Create a basic fashion photoshoot through contemporary digital media.

## LEVEL 2

Building upon the fundamentals learned in Level 1, this program showcases the art of fashion styling, equipping you with advanced techniques in photo shoot coordination and visual storytelling. Additionally, students will explore the intricacies of fashion business management, including advanced marketing strategies and business planning. With expert guidance and immersive projects, you'll refine your skills and develop a professional portfolio that showcases your expertise.

### LEARNING OUTCOMES

1. Advanced fashion styling techniques for effective photo shoot coordination and visual storytelling.
2. Gain expertise in fashion business management, including advanced marketing strategies and business planning.
3. Refine skills through immersive projects guided by industry experts.
4. Develop a professional portfolio showcasing advanced proficiency in fashion styling and business management.



# MY ATELIER EXPERIENCE



## LEVEL 1

"My Atelier Experience" is designed to provide you with a comprehensive understanding of the fashion industry, offering a hands-on approach to learning key concepts and techniques of pattern cutting and garment construction. The program places a special emphasis on sustainability and upcycling, helping you understand the manipulation of different fabrics, the meticulous pattern cutting techniques, and the sewing techniques and patch work to create your final piece.

### LEARNING OUTCOMES

1. Master Fashion Techniques: Gain proficiency in fashion draping, design, sewing, and embroidery – the fundamental elements of fashion design.
2. Revive Garments: Explore fabrics, textiles, and the transformative potential of upcycling existing garments.
3. Unleash Creativity: Engage in interactive workshops, such as draping fabric on mannequins and exploring textiles, to breathe new life into garments.

## LEVEL 2

Elevate your fashion expertise with Level 2 of 'My Atelier Experience.' This advanced program integrates digital design platforms with traditional craftsmanship, enhancing your skills in pattern cutting and garment construction. Explore visual storytelling in fashion, mastering digital tools for creating compelling narratives through clothing. With a continued focus on sustainability and upcycling, Level 2 equips you to craft innovative fashion pieces while minimizing environmental impact.

### LEARNING OUTCOMES

1. Essential Craftsmanship: Familiarize yourself with various sewing machines and their applications. Learn about pockets, zippers, buttons, and other design elements.
2. Digital Design Techniques: Discover the digital side of the industry, delving into digital design through Photoshop and Adobe Illustrator.
3. Visual Storytelling: Learn to create and build a story using images for a collection.



# FACULTY PRE-COLLEGE



**AMY BERKOWITZ**  
PROGRAM LEADER



**ELISA CRISTILLI**  
STYLING PROFESSOR



**TARYN HIPWELL**  
FASHION CONSULTANT



**RAFAEL NUÑEZ**  
PHOTOGRAPHER



**ELLIOTT PRADA**  
ILLUSTRATOR & TEXTILE DESIGNER



**STEPHANIE DICKSTEIN**  
FASHION BUSINESS EXPERT



**NICOLE LEAVE**  
FASHION STYLIST



**INES BALZA**  
FASHION BUSINESS

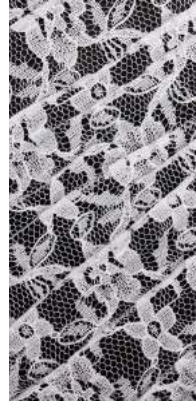


# COMPETITIONS



### **RADO** **WATCH DESIGN COMPETITION** **DECEMBER 2023**

Rado is a Swiss luxury watch company known for its high-quality timepieces. Founded in 1917 in Lengnau, Switzerland, Rado has gained a reputation for innovation and craftsmanship in the watchmaking industry. Fashion Design Students had the opportunity to submit a proposal for a visual concept of festive packaging. The brand will then produce the packaging for the upcoming season. The winner of this design competition acquired \$5k scholarship towards their program.



### **SOLSTISS LACE** **FASHION DESIGN COMPETITION** **OCTOBER 2023**

Fashion Design students submitted designs made with Solstiss lace. Winner will receive \$3,000 in lace fabric and a 2-week internship at the Solstiss Showroom in NYC. Second place will be awarded with \$1500 in lace fabric and the third place will be awarded with \$500 in lace fabric. Solstiss is a French lace company founded in 1876, with a long history of providing the finest lace for luxury companies such as Chanel, Louis Vuitton, Rodarte, Michael Kors, and films like Titanic and The Great Gatsby.



### **SPRAYGROUND | NYFW** **FASHION DESIGN COMPETITION** **SEPTEMBER 2023**

The Sprayground contest consisted in a creative garment creation, using the iconic materials and motifs associated with the backpack brand. Five finalists from the Fashion Design program were awarded the chance to produce their designs and show during New York Fashion Week, Spring/Summer 2024 collection at the Fotografiska Museum. Through this competition, students had the opportunity to practice their drawing techniques, pattern cutting and garment construction skills.



### **HALSTON** **FASHION DESIGN COMPETITION** **DECEMBER 2022**

Halston, the American fashion brand known for their elegant designs with a disco era twist, had the opportunity of working with IMM Fashion Design students. The competition offered design students the opportunity to create clothing inspired by Halston using sustainable Ultrasuede. The top three finalists: Camila Balleste, Ryan Hamilton and Valentina Arenas, received a scholarship and the opportunity to have their fashion illustrations published in The Fashion Arts and Illustration Magazine (FIDA).



### **PARAISO SWIM WEEK** **SWIMWEAR DESIGN & STYLING** **JUNE 2022-2023**

Istituto Marangoni Miami made a splash for Paraiso Swim Week, where students raise awareness for sustainability through a Swimwear Upcycle Challenge Fashion Show. Each year, six talented students created designs by upcycling donated dead stock fabrics, and were paired with established swimwear brands. This is an ongoing competition with Paraiso Swim Week done each year in the summer. While the designers create the products, the styling students tie everything up by directing the styling on each model.



### **ALEXANDRE BIRMAN** **SHOE DESIGN COMPETITION** **FEBRUARY 2022**

During Art Basel 2022, six students unveiled their one of a kind heel designs at an exclusive student event as part of a design challenge in partnership with the world renowned Brazilian footwear brand Alexandre Birman. Over the past year, students received mentorship from professor Amy Berkowitz and CEO himself. As their designs were approved, their shoes were manufactured and two winners had the opportunity of joining Alexandre Birman in his headquarters in Sao Paulo for a summer internship.



### **SALVATORE FERRAGAMO** **FASHION BUSINESS PROPOSAL** **DECEMBER 2021**

IMM Fashion Design students had the opportunity of participating in a contest with Salvatore Ferragamo. The brand donated 500 ties that remained unsold during the challenging times of the pandemic. Our talented students embarked on a journey of innovation, repurposing the ties to craft stunning creations. From elegant dresses to trendy bucket hats and even fashionable umbrellas. The winner of the challenge had the opportunity of their design to be showcased in the Salvatore Ferragamo Bal Harbour store.



### **THOM BROWNE** **FASHION BUSINESS PROPOSAL** **NOVEMBER 2021**

Thom Browne partnered with Istituto Marangoni Miami for the launch of their flagship store in the Design District. Fashion business students contributed by crafting business strategy proposals, showcasing their talent and gaining real-world experience in the process. Through hands-on involvement in the flagship store launch, students gained invaluable real-world insights, learning directly from industry leaders and honing their understanding of the market.

# COLLABORATIONS





**TORY BURCH  
IN CONVERSATION WITH  
MARCH 2024**

In our 'In Conversation With' series, Tory Burch provided students with vital lessons she has learned throughout her career and the valuable advice she is able to share from her experience in the industry. She highlighted the importance of going against traditional methods and recognizing what you believe is missing in the industry to build off of. This allowed students to understand the dynamics of the industry from a fashion house giant and gave them the opportunity to get to know Tory in a personal level.



**GUILLERMO KAHLO | LIKE FRIDA  
EDITORIAL PHOTOSHOOT  
DECEMBER 2023**

Three of our IMM Fashion Styling students had the opportunity to collaborate with Guillermo Kahlo, grandnephew of Frida Kahlo, to develop their concepts of self-portraits that reflect the impact of Frida Kahlo's legacy on each of their artistic journeys. The students dove into Kahlo's signature topics of masculinity tied with femininity, discovering and loving one-self, and the representation of culture through their works. This collaboration was in alliance with the Mexican Cultural Instituto Miami.



**HUGO BOSS COLLECTION SS23  
RUNWAY STYLING  
MARCH 2023**

For the Hugo Boss Spring/Summer 2023 collection, IMM styling students went beyond mere observation, as they took on the task of styling models for the show. This hands-on experience allowed them to understand the fast-paced dynamics of backstage runway preparation. This invaluable experience enriched their understanding of the fashion world and also allowed them to contribute to the success of a timeless luxury house, marking a significant milestone in their journey.



**RIOCAM  
EDITORIAL PHOTOSHOOT  
JULY 2022**

IMM Fashion Styling students had the opportunity of working in a fashion photoshoot with renowned photographer: RioCam. Camilo Rios White (RIOCAM) was born in Medellin, Colombia and raised in Ft. Worth, Texas. Throughout his lengthy fashion photography career, RIOCAM Photography work has shaped the fashion industry in Miami over the past decade. The photoshoot's objective was to showcase the Miami lifestyle through a fashion and design vision.



**MEMBERS OF THE RAGE | KID CUDI  
VISUAL MERCHANDISING  
DECEMBER 2023**

During Art Basel 2023, Istituto Marangoni Miami proudly joined forces with Kid Cudi's renowned clothing brand, 'Members of the Rage,' in a captivating collaboration. Led by our program leader, Juanita Crary, our talented Fashion Styling students were able to do the visual merchandise for the collection. The result was the creation of two window displays that perfectly captured the essence of the collection, providing an eye-catching and immersive experience for Art Basel attendees throughout the week.



**REGIA MAGAZINE | DIESEL  
STILL LIFE PHOTOSHOOT  
JULY 2023**

Fashion Styling students had the opportunity to create a still-life photoshoot with a series of Diesel products, after which the winner appeared in the summer print issue of Regia Magazine. Regia is a well-regarded seasonal print magazine with a young and fresh approach to fashion and creativity. This is an ongoing partnership for the next issue of Regia with a different featured brand and topic. Students learn from the areas of creative direction, fashion photography and real life industry project dynamics.



**CHANEL CRUISE COLLECTION SS23  
EDITORIAL PHOTOSHOOT  
NOVEMBER 2022**

Fashion styling students had the opportunity to be part of the Chanel Cruise Show 2022/2023 show that took place at the Faena Hotel in Miami Beach. As part of the experience Nicole Leave and Juanita Garcia were involved in the dressing of the mannequins for the Chanel exposition at the Faena Forum in addition to dressing the models and organizing the garments. This allowed students to understand luxury brands, fashion shows, how stylists work behind the scenes, and more.



**OCEAN DRIVE MAGAZINE  
EDITORIAL PHOTOSHOOT  
DECEMBER 2021**

In an exciting collaboration with Ocean Drive Magazine, fashion styling students had the opportunity of participating in a product editorial photoshoot for beauty and fragrances from luxury houses like Dior and Gucci. Students learned techniques of editorial photography for product-based images, for it to be featured in the 2021 Issue of Ocean Drive Magazine. This allowed students to be immersed in the fashion editorial world and understand the different techniques of taking product pictures.



# THE MIAMI FASHION MOVEMENT

The 'Miami Fashion Movement' is a dynamic initiative that encapsulates the remarkable journey undertaken by Istituto Marangoni Miami's fashion design and fashion styling students. These talented individuals are at the forefront of the fashion world, as they participate in prestigious Fashion Weeks across Latin America, including Costa Rica, Panama, Dominican Republic, Argentina, Guatemala, and even Palm Springs. Through this extraordinary experience, our fashion design students learn the entire lifecycle of launching a collection, from crafting mood boards to presenting their designs on the runway. Moreover, they have the invaluable opportunity to connect and network with industry professionals from around the globe, forging connections that can shape their future careers. In parallel, our fashion styling students collaborate closely with these emerging fashion design professionals, ensuring that both outfits and models are runway-ready for these grand showcases. The 'Miami Fashion Movement' is a testament to our commitment to providing hands-on experiences and industry exposure that prepare our students for success in the ever-evolving world of fashion.

**COSTA RICA FASHION WEEK**  
2021-2022



**PANAMÁ FASHION WEEK**  
2022-2023



**DOMINICAN REPUBLIC FASHION WEEK**  
2022-2023



**GUATEMALA FASHION WEEK**  
2022-2023



**ARGENTINA FASHION WEEK**  
2023



**PALM SPRINGS FASHION WEEK**  
2024





# COST AND TUITION



At Istituto Marangoni Miami, we understand that each student's financial situation is unique. That's why we offer various payment options tailored to the specific program you are applying to. For detailed information about the payment opportunities available for our programs, we encourage you to contact one of our finance representatives at [finance@immiami.com](mailto:finance@immiami.com). They will be delighted to assist you in finding the best payment solution that aligns with your financial goals and academic aspirations.

## SUMMER CAMP

Total Cost of Tuition	\$2,500.00 USD
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\*additional fees not included

## MY ATELIER EXPERIENCE

Level 1	\$500.00 USD
Level 2	\$750.00 USD

\*additional fees not included

## MY PORTFOLIO EXPERIENCE

Level 1	\$500.00 USD
Level 2	\$750.00 USD

\*additional fees not included



**TAKE THE  
NEXT STEP**

# A STEP-BY-STEP GUIDE ON HOW TO APPLY:

Istituto Marangoni Miami is a place where dreams of a thriving career in fashion come to life. Our globally renowned institution invites you to explore the vibrant world of fashion through a spectrum of opportunities and experiences. With our personalized admissions process, our dedicated admissions representatives will guide you every step of the way, from helping you explore the perfect program to assisting you with your application. Below is a step-by-step guide to for your application:

- 1 Explore Programs**  
 Explore our diverse range of programs catering to program areas such as: Fashion Design, Fashion Business, or Fashion Styling.
- 2 Identify Your Interest**  
 Schedule an appointment with an Admissions Specialist to go over your program of interest.
- 3 Application Submission**  
 Access our online application portal and fill in the required details at “[www.immiami.com/apply](http://www.immiami.com/apply)”.
- 4 Accommodations**  
 Start preparing for your exciting journey by researching accommodations and planning your stay in Miami.
- 5 Enrollment and Orientation**  
 Confirm your assistance to the program with your admissions representative and RSVP for Orientation.
- 6 Prepare for Class Start**  
 Get ready to dive into a world of creativity, exploration, and skill-building as classes begin at Istituto Marangoni Miami.

## APPLICATION DEADLINES:

Applications are received on a space-available basis.

### Class Starts Academic Year 2024/25

- Summer Camp:
  - June 10th, 2024 - June 21st, 2024
  - June 24th, 2024 - July 5th, 2024
  - July 8th, 2024 - July 19th, 2024
  - July 22nd, 2024 - August 2nd, 2024
  - August 5th, 2024 - August 16th, 2024
- My Portfolio Experience
  - September Class Start
  - January Class Start
  - April Class Start
- My Atelier Experience
  - September Class Start
  - January Class Start
  - April Class Start

## REGISTRATION DOCUMENTS:

### Pre-College Courses

- Application Form
- ID

## TAKE THE NEXT STEP

<p><b>VISIT OUR CAMPUS</b> IMMIAMI.COM/VISIT</p>	<p><b>SCHEDULE A VIRTUAL MEETING</b> IMMIAMI.COM/VIRTUALMEET</p>	<p><b>CALL ADMISSIONS</b> +1 305-424-9434</p>	<p><b>APPLY NOW</b> IMMIAMI.COM/APPLY</p>
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**istitutomarangoni**   
the school of fashion, art & design