

istitutomarangoni
the school of fashion, art & design



MASTER OF ARTS FASHION LUXURY & BRAND MANAGEMENT

ISTITUTO MARANGONI MIAMI
THE MIAMI SCHOOL OF FASHION AND DESIGN

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ADMISSIONS GUIDANCE
ACADEMIC YEAR 2024/25

MASTER OF ARTS FASHION LUXURY & BRAND MANAGEMENT



The Master of Arts in Fashion & Luxury Brand Management trains students in management, digital marketing, and creative direction in correlation with the fashion and luxury goods industry. The program aims to teach adapting communication strategies and business proposals guided by industry professionals as your professors. Furthermore, students will gain a comprehensive insight into contemporary competitive brands, serving as benchmarks to understand industry practices and dynamics. From analyzing collections to the principles and dynamics of managing luxury, students gain insights into strategic omnichannel marketing strategies, including digital and traditional marketing, through hands-on projects. Moreover, students also learn about product development and the process a brand must go through to create a sustainable brand. The curriculum encompasses fashion entrepreneurship, ethics in fashion, and more, providing a comprehensive understanding of the intricacies of the fashion and luxury brand management landscape.

SEMESTER I
Future of Fashion
Developing Brand Identities
Research Methods
Strategic Marketing and Retail Analysis

SEMESTER II
Communication Strategies
Fashion Product Development
Branding Strategies
Commercialization & Retail

SEMESTER III
Business of Luxury
Managing Luxury
Role of Design & Creativity
Creating, Communicating & Luxury

SEMESTER IV
Fashion Entrepreneurs
Ethics & Intellectual Property Rights
Capstone Project