



FASHION STYLING ONE-YEAR VOCATIONAL PROGRAM

ISTITUTO MARANGONI MIAMI
THE MIAMI SCHOOL OF FASHION AND DESIGN

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ADMISSIONS GUIDANCE
ACADEMIC YEAR 2024/25

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Our One-Year vocational program in Fashion Styling is perfect for those with a keen eye for fashion and an interest in curating stunning visual narratives. Students will learn the art of creating compelling fashion stories through creative direction, image consulting, editorial photo shoots, wardrobe selection, and trend forecasting. This course emphasizes the practical skills needed to excel in the dynamic field of fashion styling, from mastering styling fundamentals to acquiring skills in creative direction for luxury fashion brands and managing online media channels.

LEVEL 1: INTRODUCTION TO FASHION STYLING

Students will have a comprehensive introduction to the multifaceted professional aspects of the fashion styling industry, encompassing a broad spectrum of fundamental knowledge and skills. This immersive educational experience not only delves into the intricacies of visual communication, graphic design, and fashion photography but also empowers students to apply these principles effectively through hands-on practice, equipping them with practical expertise vital for success in the dynamic world of fashion styling.

LEVEL 2: IMAGE DEVELOPMENT

Within the curriculum, students are not only presented with a general overview of styling but are also offered a comprehensive exploration of fashion communication within the digital realm, embracing platforms such as websites, blogs, and social networks. This in-depth study allows students to cultivate a profound understanding of the evolving landscape of new media environments. It enables them to discern and master the latest trends, technologies, and innovative applications essential for effective communication in the contemporary fashion industry.

LEVEL 3: FASHION BRANDING

The Fashion Branding Unit not only offers students practical experience in implementing marketing strategies and shaping brand identity in collaboration with existing brands but also serves as a transformative educational platform that facilitates a profound comprehension of identity's intrinsic significance within today's dynamic fashion markets. This curriculum helps students not only gain insight into brands' multifaceted operations but also enables them to critically analyze and adapt to the ever-evolving landscape of innovation and change that characterizes the vibrant and competitive fashion industry.

LEVEL 4: FASHION EDITORIAL

Students will plan, organize, and execute model photo shoots using props and a fashion team. They must create research books related to the planned photo shoots, which will support the final outcomes and help them communicate their ideas and concepts.