



**Master in Fashion,  
Law &  
Business Management**

Discover the MIFALAB Master's Course

# Milano Fashion Institute

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## **MILANO FASHION INSTITUTE: THE BUSINESS SCHOOL WITH DIRECT ACCESS TO THE FASHION INDUSTRY**

*A place where passion, creativity, and excellence in education come together to prepare you to become the leaders of tomorrow in the fashion system.*

Milano Fashion Institute - MFI is the Business School of Camera Nazionale della Moda Italiana - CNMI (the Italian Fashion Council), the non-profit organization that governs, coordinates, and promotes the development of Italian fashion both in Italy and abroad, and is the main organizer of the Milan Fashion Week.

Since its founding in 2007, MFI has been dedicated to becoming the reference point for excellence in fashion system training in Italy, shaping the next generation of managers for the international fashion industry.

Located in Milan, the epicenter of luxury and ready-to-wear fashion, MFI places students directly in the heart of the vibrant and ever-evolving fashion world, offering unrivaled access to the industry's top brands and latest trends.

### **EDUCATIONAL APPROACH**

Milano Fashion Institute's academic approach is shaped by the following educational aims:

- **Exclusive Industry Access:** Students gain direct access to a prestigious network of international fashion and luxury brands, creating unparalleled opportunities for internships, collaborations, and career development.
- **Strong Industry Connections for Career Launch:** MFI connects students with leading fashion companies, ensuring hands-on experience and a strong professional network upon graduation.
- **Global Perspective:** The institute fosters international collaborations and provides access to top global fashion markets, preparing future leaders for the international fashion industry.
- **Comprehensive Fashion Expertise:** Programs offer in-depth knowledge of the fashion industry while refining specialized skills, with a focus on Italian craftsmanship and excellence.
- **High Career Placement and Real-World Projects:** With a 96% placement rate and a focus on practical experience through field projects, MFI prepares students to enter the workforce confidently and successfully.

## PROGRAMME INFORMATION

The Master in Fashion, Law & Business Management - MIFALAB offers advanced training for the construction of new business models specific to the Fashion and Luxury sector.

Students will learn the strategies required to implement these models across various channels, ensuring that brands stay relevant and effective. This program has been co-designed with Camera Nazionale della Moda Italiana - CNMI (Italian Fashion Council) to meet the specific needs of leading brands and it is ideal also for those with an entrepreneurial vision, aspiring to build their own independent projects in the fashion industry.

Behind a linear and intuitive customer experience lies a considerable complexity, characterized by the involvement of numerous professionals from diverse fields. Each of these experts has specialized knowledge in their respective domains, such as fashion buyers, marketing managers and omnichannel strategists. This intricate web of expertise and professionalism is guided by a highly specialized Business & Brand Manager, who is equipped to navigate highly complex scenarios, and make informed decisions within the luxury & fashion market – an industry that operates according to its own distinct set of rules.

## LEARNING OUTCOMES

The Master trains tomorrow's business managers in the fields of Fashion and Luxury.

In the master's course, you will learn to:

- Analyse current business models in their needs and criticalities, correcting them, and integrating new ones for business development strategies.
- Deepen all channels of action and touch-points for fashion brands, and their underlying logics, with a focus on specific operations, e.g. fashion buying, retail merchandising, sales & digital management.
- Identify and generate business & branding strategies, in accordance with the brand specificities, new trends and the competitive environment.
- Manage the Customer relation across all the customer journey, developing CRM strategies for maximising the brand performance as well as the brand equity.
- Plan successful business and omnichannel strategies and integrating them into the brand.

## ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma. Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised through Università della Campania Luigi Vanvitelli by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree.



# CALENDAR

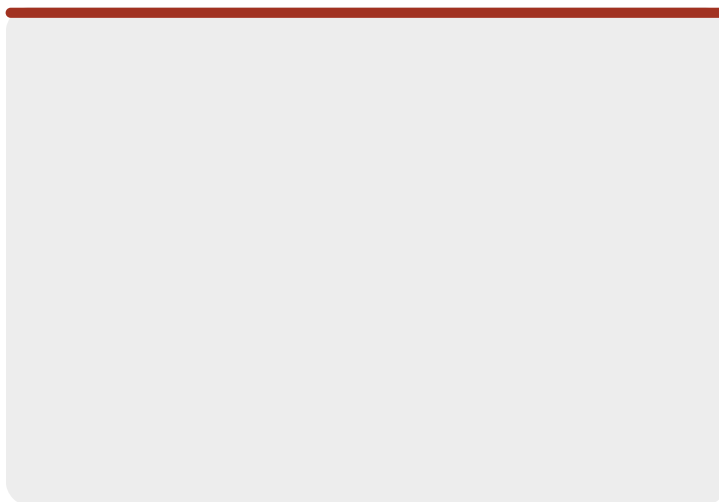
SELECTION PROCESS from March 1st, 2025  
 STARTING DATE OF LECTURES Jan 12, 2026  
 INTERNSHIP from Oct, 2026  
 DURATION 1 year, 1200 hours  
 LANGUAGE English

## CLASSES



### SPECIALIZED COURSES - MIFALAB

- Fashion Business 50h
- Brand Management for Fashion 50h
- Marketing for Fashion 50h
- Fashion Law & Finance 50h
- Sales Management 50h
- Entrepreneurship & Markets 50h
- Value Chain 50h



### TOOLS: AI for Law and Business

44h



### EMPOWERMENT & PROFESSIONAL DEVELOPMENT

20h



### OPEN SEMINARS

28h



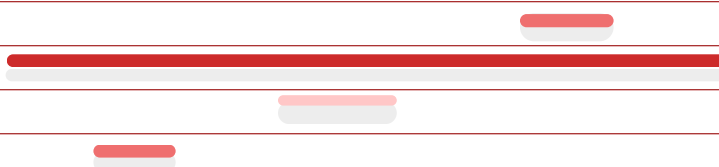
### ACADEMIC COMPETITIONS

12h



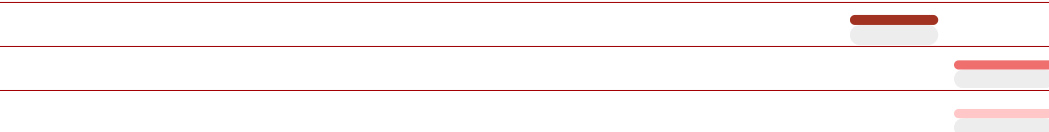
## EXPERIENCES

- STUDY TOUR 24h
- CITY TOUR 24h
- DESIGN WEEK 24h
- FASHION WEEK 24h



## FINAL ACTIVITIES

- FIELD PROJECTS 140h
- INTERNSHIP 480h
- THESIS 30h



\*GRADUATION CEREMONY July, 2027

## **SPECIALIZED COURSES - MIFALAB**

### **FASHION BUSINESS**

The course provides a comprehensive overview of the key principles shaping the global fashion industry. Students will explore Fashion Business Models, gaining insight into how brands operate, from luxury to fast fashion. The Italian Fashion System module highlights Italy's influential role in design, craftsmanship, and market structure. Organization Theory in Fashion examines how fashion companies are structured and managed for efficiency and creativity. Lastly, Fashion Sustainability & ESG focuses on ethical production, environmental responsibility, and the impact of ESG factors on the industry. This course lays the foundation for the following Master's Program modules.

### **SALES MANAGEMENT**

The course provides students with the knowledge and skills to drive sales and optimize retail performance in the fashion industry. Covering Merchandising & Buying, students will learn how to curate collections, forecast trends, and make strategic purchasing decisions. Retail Management explores store operations, customer experience, and inventory control. Omnichannel Strategy focuses on creating seamless shopping experiences across physical and digital platforms, while E-commerce Management delves into online retail, digital marketing, and conversion optimization. This course equips students with the tools to succeed in today's competitive fashion market.

### **BRAND MANAGEMENT FOR FASHION**

The course equips students with essential skills to build, sustain, and grow successful fashion brands. Covering key topics such as Pricing & Budgeting, students will learn how to set competitive prices and manage financial resources effectively. Contemporary CRM explores modern customer relationship strategies to enhance brand loyalty and engagement. Key Account Management focuses on maintaining strong partnerships with high-value clients, while Consumer Analysis provides insights into customer behavior and market trends. This course prepares fashion students to navigate the dynamic industry with strategic decision-making and innovative brand-building techniques.

### **MARKETING FOR FASHION**

This course in Fashion Marketing equips students with the essential tools and strategies to thrive in the dynamic fashion industry. It covers key topics such as Digital Marketing for Fashion, where students learn how to leverage social media, e-commerce platforms, and online advertising to promote fashion brands. The course also delves into Trends Forecasting, teaching techniques for predicting future fashion trends and consumer behaviors. Marketing Research provides insights into market analysis and customer preferences, while Trade Marketing & Channel Management explores the distribution and retail strategies crucial for reaching target audiences effectively.

### **FASHION LAW AND FINANCE**

The course offers a comprehensive understanding of the legal and financial frameworks that underpin the fashion industry. It covers Fashion Law, addressing intellectual property, contracts, and regulatory issues relevant to designers and brands. The course also explores Risk Management, teaching students how to identify and mitigate legal and financial risks in fashion businesses. Additionally, Corporate Finance & Business Valuation equips students with the tools to analyze the financial health of fashion companies, focusing on valuation techniques, financial planning, and decision-making in a competitive market.

## VALUE CHAIN

The course equips students with the skills to oversee and optimize every stage of the fashion supply chain. Project Management provides essential strategies for planning, executing, and controlling fashion production processes. Quality & Certifications explores industry standards, sustainability certifications, and quality control measures. Transparency & Traceability Tools focus on ethical sourcing, supply chain visibility, and digital tracking solutions. HSE Management (Health, Safety, and Environment) ensures students understand workplace safety, environmental regulations, and responsible production practices. This course prepares future professionals to build efficient, ethical, and sustainable fashion value chains.

## ENTREPRENEURSHIP & MARKETS

The course equips fashion students with the essential skills to launch, manage, and grow successful fashion ventures. Covering Fashion Markets & Legal Framework, students will gain insights into industry regulations, intellectual property, and market structures. Entrepreneurship & Start-ups for Fashion provides practical strategies for developing innovative business models, securing funding, and scaling new fashion brands. Executive Leadership focuses on decision-making, team management, and strategic thinking to drive business success. This course prepares students to navigate the complexities of the fashion industry with confidence and innovation.

## TOOLS: AI for law and business

This course on AI in fashion law and business explores the intersection of artificial intelligence and the fashion industry, focusing on legal, ethical, and business implications. Students will examine how AI is transforming key areas like intellectual property, data privacy, supply chain management, and consumer rights. The course also covers the regulatory landscape surrounding AI in fashion, addressing emerging challenges and opportunities. Through case studies and real-world applications, students will gain a deep understanding of how AI is reshaping business models and legal practices within the fashion industry.

## EMPOWERMENT & Professional Development

The module is aimed at providing the necessary skills to deal with company selection processes, both in internship and job market placement contexts. During the module, students will be put in contact both with Head Hunters specialised in the fashion and design sectors, and with the selection managers of the most important and significant companies operating in the fashion sector, in order both to understand the dynamics of selection and to enhance their professional profile.

## OPEN SEMINARS

Seminars offer students the opportunity to attend lectures led by prominent guest speakers from the fashion industry. These seminars bring in key industry leaders, designers, executives, and innovators to share their expertise, insights, and experiences. Students will engage with thought leaders on a range of topics, from design and marketing to sustainability and trends, gaining invaluable knowledge and inspiration. The course provides a unique platform for students to network, ask questions, and learn directly from influential professionals shaping the future of fashion.

## ACADEMIC COMPETITIONS

Academic competitions, such as hackathons, are events where students collaborate in teams to solve challenges or develop innovative solutions within a set timeframe. In the fashion industry, these competitions often focus on areas like sustainable design, tech innovation, marketing strategies, or trend forecasting. They encourage creativity, problem-solving, and teamwork while providing students with a platform to showcase their skills and ideas to industry professionals. Participating in these competitions is important for students as it enhances their practical knowledge, boosts their portfolio, and helps them build connections, all of which are crucial for launching successful careers in the competitive fashion industry.

## EXPERIENCES

### STUDY TOUR

A study tour for fashion students provides a hands-on, immersive learning experience by taking them to key luxury districts and iconic "Made in Italy" companies. The tour allows students to explore the heart of Italian high-end fashion, gaining insights into the design, production, and marketing of luxury goods. They will visit renowned fashion houses, ateliers, and manufacturing facilities, where they can witness craftsmanship and industry practices up close. This experience enhances their understanding of global fashion trends, Italian craftsmanship, and the luxury market, offering invaluable knowledge for their future careers in the fashion industry.

### CITY TOUR

This experience takes fashion management students on a guided exploration of Milan, the capital of luxury fashion. Students will visit the flagship stores and showrooms of iconic fashion companies, sector fairs, retailers, as well as renowned museums showcasing the history and evolution of fashion. This tour offers an up-close look at Milan's vibrant fashion scene, from high-end boutiques to cultural landmarks, providing students with a deeper understanding of the city's influential role in the global fashion industry. It's an immersive opportunity to witness both the craftsmanship behind luxury brands and the rich cultural heritage that shapes Milan's fashion identity.

### DESIGN WEEK

The "Design Week Experience" immerses students in Milan's prestigious Design Week, one of the world's most important events for furniture and interior design. Students will visit the renowned Milan Furniture Fair, exploring cutting-edge designs and innovative trends from global brands and designers. In addition to the fair, they will experience various events, exhibitions, and installations spread across the city, highlighting Milan's status as the capital of furniture design. This hands-on experience provides students with firsthand exposure to the latest design movements, offering invaluable insights into the intersection of creativity, craftsmanship, and design innovation in Milan.

### FASHION WEEK

The "Fashion Week Experience" offers students a unique opportunity to immerse themselves in the heart of Milan Fashion Week. They will visit the Fashion Hub where they will attend Fashion Talks with important players of the sector. In addition, students will attend presentations, fashion shows, and various fashion events, experiencing the latest collections and trends firsthand. This experience provides an invaluable opportunity to observe the dynamic world of fashion as it unfolds, giving students an insider's view of the creative process, industry networking, and the high-energy atmosphere of one of the most important fashion weeks globally.



## FINAL ACTIVITIES

### FIELD PROJECTS

A field project in the fashion industry involves students working on a real-world project that addresses current industry challenges. It typically includes tasks such as market research, trend forecasting, design development, or business strategy. Students collaborate with industry professionals, brands, or companies to apply their knowledge and skills in a practical setting. The project allows students to gain hands-on experience, solve real fashion-related problems, and develop solutions that are relevant to the ever-evolving fashion landscape. It serves as a bridge between academic learning and professional practice, helping students prepare for careers in the fashion industry.

### INTERNSHIP

The internship is one of the most qualifying experiences of the Master's course; coordinated by the Director of the Master's course, it consists in experimenting, in a corporate context, the skills learnt during the Master's course, on the basis of a training project collegially agreed upon by Milano Fashion Institute and the host company.

Since MFI is the Business School of Camera Nazionale della Moda Italiana - CNMI (Italian Fashion Council), we are in contact with most of the leading brands in the sector, including for internship positions: MFI students can count on many different tools to find the internship they want. Completing an internship, and being able to put into practice everything you have learned during your Master's program, is a valuable opportunity that can immediately launch your career in the Fashion and Luxury world: very often Fashion and Luxury brands use internships as a tool to find the professionals they need.

### THESIS

A thesis at the end of a master's program is a comprehensive research project that demonstrates a student's ability to conduct independent, in-depth investigation into a specific topic within their field of study. It involves identifying a research question, conducting thorough analysis, and presenting findings in a structured, academic format. The thesis showcases the student's critical thinking, problem-solving, and writing skills, contributing original insights to the discipline. Successfully completing the thesis is a key requirement for earning a master's degree.



## CAREER DEVELOPMENT

At Milano Fashion Institute, learning goes beyond the classroom. Becoming a fashion specialist means immersing yourself in the real world of work from the very beginning. That's why our Career Development track is designed to prepare you for the highly competitive and complex environments of major Fashion & Luxury brands—helping you succeed in a rapidly evolving industry.

## AFTER THE MASTER'S DEGREE: WORKING IN FASHION

Professionals trained by the Master in Fashion, Business & Brand Management - MIFABB will be able to plan and manage offline and online distribution and marketing: from international brand DOS, department stores, and fast fashion retailers to online e-tailers. These are junior profiles capable of providing qualified support for the processes of buying, retail merchandising, digital management, e-commerce, sales management, experience management, CRM management, visual merchandising, store management, and omnichannel management.

The profiles may therefore qualify as junior figures such as:

- Supply Chain Manager;
- Operations Manager;
- Entrepreneur
- Startupper
- Retail Marketing Manager;
- E-commerce Manager;
- Brand Manager ;
- CRM Manager;
- Junior Store Manager;
- Omni-channel Manager.

## FASHION EXPERIENCES

### MILAN FASHION WEEK

Milano Fashion Institute, the Business School of Camera Nazionale della Moda Italiana - CNMI (the Italian Fashion Council), offers students an exclusive opportunity to take part in Milan Fashion Week. This includes access to high-profile events, shows, and presentations, along with invaluable networking opportunities with leading professionals in the fashion industry. Our students are at the heart of the fashion world, gaining firsthand experience and building connections that will shape their careers.

### STUDY TOURS / CITY TOURS

MFI organizes one-day city tours of Milan and two-day tours for an extended experience.

- **City Tours** - Students are guided through the heart of Milan, the global fashion capital. This immersive day-long experience includes visits to prestigious fashion landmarks, such as museums, designer showrooms, and renowned luxury brands. Students gain firsthand insight into the inner workings of the fashion industry while also exploring the city's rich cultural heritage. These tours provide a perfect introduction to Milan's vibrant fashion scene, offering networking opportunities and inspiration for aspiring fashion professionals.
- **Study Tours** - For a more in-depth experience, MFI offers a series of two-day trips to some of Italy's most iconic cities and regions, all deeply connected to the fashion industry. These curated tours include additional activities such as visits to leading cultural institutions, fashion suppliers, and exclusive behind-the-scenes tours of luxury brands. By grouping companies from different regions, these tours provide a comprehensive insight into each territory's heritage, creativity, technical expertise, and capacity for innovation. The aim is to craft an inspiring travel experience that aligns with the academic themes explored throughout the year. Students have the opportunity to choose one destination, according to their personal interests.

All MFI study tours are fully organized in-house by the Institute, in collaboration with the Italian Fashion Council (CNMI), ensuring an authentic and seamless experience without reliance on external agencies.



## ADMISSIONS

### SELECTION PROCESS

The selection process for the Masters is open for EU students from March 1st, 2025 to December 15th, 2025; for non-EU students, from March 1st 2025 to October 15th, 2025.

After receiving this Application Form, Milano Fashion Institute carries out a pre-selection according to the sent documents. Subsequently, MFI will inform you if the Application is suitable or not.

If eligible, Applicants have to attend an online interview with the Academic Committee, after which the final result (admitted or not admitted) will be communicated.

The process requires a period of 2 to 4 weeks. We therefore invite the candidates to submit their applications as soon as possible.

Starting date of lectures Masters: 12 January 2026.

### Selection documents to be sent

1. Application Form. The form is available online at: [www.milanofashioninstitute.com/en/apply-now/](http://www.milanofashioninstitute.com/en/apply-now/) It must be completed accurately (in English or in Italian) in all its parts.
2. Copy of Degree certificate. The Master is aimed at both BA and MSc/equivalent graduates. The documentation must clearly include the University attended. If the degree was obtained between the date of conclusion of the selection process and the beginning of the Master, self-certification is required with a commitment to send the degree certificate by the starting date of the course.
3. Copy of your Passport or your ID card
4. CV
5. Motivation letter. The letter must include the reasons that led the candidate to apply in the Master and the interest in the industry.
6. Photo (passport type)
7. Copy of the Official Transcript (official certificate issued by the University) of the exams in original language.
8. Copy of the English language certificate (TOEFL min 80; IELTS min 6 overall; PTE Academic min 51; CAE; CPE; BEC Higher), if needed.

### Sending your Application Form

The Application Form (with all the documents attached) must be submitted no later than December 15th, 2025 (for EU students), and October 15th, 2025, for non-EU students, by the online form.

### Selections results

At the end of the selection process, a written confirmation will be sent to applicants with reference to the results of their Admission request. The outcome will be alternatively admitted or not-admitted. The selection will consider not only the profile of the candidate but also the composition of the class, in order to reflect the diversity of educational backgrounds needed in the Master. If the candidate is eligible for admission, but places available are already fully confirmed, the Milano Fashion Institute reserves the right to place such candidates on the waiting list for the next edition.

The results of the selection interviews are normally communicated within 3 working days from the date of the interview with the Academic Committee.

## ADMISSION REQUIREMENTS

In order to apply for the admission to the Milano Fashion Institute Master Programs, there are two different typologies of requirements: study requirements and language requirements.

- For study requirements, it's sufficient to have a B.A., M.Sc., or equivalent three year degree;
- For language requirements, at least an upper intermediate level of English is mandatory. Differently, work experience is not required

The Masters are addressed to all graduates, with a BA, MSc or equivalent. It is not necessary to have attended a course of studies on the fashion industry; as an example, students with a degree in economics and management, or fashion design or communication sciences can apply for the Master.

### Selection criteria

The selection is based on the evaluation of several factors, including the skills, knowledge, competences and pre-requisites of the applicant. Motivation that led the candidate to apply will be also considered, together with his/her level of involvement in the training project and future career aspirations.

For non-native English speakers, an advanced and certified level of knowledge of the English language is considered an important element of candidate evaluation.

If you are a non-native English speaker and do not hold a bachelor's degree or high school diploma taught in English, MFI requires you to provide one of the following certifications:

- TOEFL, minimum level 80;
- IELTS, minimum 6 overall;
- PTE Academic, minimum 51;
- CAE;
- CPE;
- BEC Higher

Native English speakers and non-native English speakers who hold a bachelor's degree (at least for 3 years) or a high school diploma taught in English are not required to provide an English language certificate.





### **FINANCIAL COMMITMENT**

The participants are required to have a significant commitment both personally and financially. The total value of the Master is € 18,000 to be paid through 4 installments throughout the year as follows:

1st installment> € 4,500 upon acceptance of the admission;

2nd installment> € 4,500 by December 31st, 2025;

3rd installment> € 4,500 by March 8th, 2026;

4th installment> € 4,500 by May 3rd, 2026.

### **SCHOLARSHIPS**

The Milano Fashion Institute is proud to offer scholarships to students who distinguished themselves for merit and it is also actively involved in seeking scholarships thanks to agreements with private companies.

Information regarding scholarships for the 2026 Masters are available [here](#) or on our website [www.milanofashioninstitute.it](http://www.milanofashioninstitute.it) in the Scholarships section.



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