



Master in Fashion,  
**Licensing &**  
**Luxury Management**

Discover the MIFALL 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's in Fashion, Licensing & Luxury Management – MIFALL at Milano Fashion Institute prepares students to navigate the dynamic world of luxury brands, where success goes beyond products to encompass a complete lifestyle. Luxury brands today create immersive worlds that blend fashion, design, beauty, jewelry, cosmetics, and experiences, providing customers with a distinctive, all-encompassing lifestyle.

This master's program, co-designed with Camera Nazionale della Moda Italiana to meet the specific needs of leading brands, equips students with the creative and strategic skills needed to build and enhance luxury brand identities. From understanding the business dynamics of the fashion and luxury sectors to mastering buying, merchandising, and digital marketing strategies, students are trained to confront future challenges. Key areas of focus include brand heritage, storytelling, and crafting unique customer experiences that elevate a brand's core business and project it into new territories, ensuring long-term success and relevance.

## LEARNING OUTCOMES

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

- Mastering the decision-making strategies and marketing processes of luxury brands.
- Fully understand all business logics and specific industry-based fundamentals: from the core processes, to buying & merchandising and the latest digital communication trends.
- Manage brand positioning and communication by expanding it towards lifestyle and innovation, creatively and consistently, to create an experience beyond the individual product.
- Insightfully know the luxury market, and how to develop strategies around the luxury client: from CRM and omnichannel, to events.

## 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



\*GRADUATION CEREMONY July, 2027



## **SPECIALIZED COURSES - MIFALL**

### **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 EXTENTION & LICENSING**

The course introduces the dynamics and business logic related to the main product categories involved in brand extension and brand licensing processes within the domain of fashion and luxury goods, ranging from design to accessories, experiences, and lifestyle. The course will address the main challenges characterizing these product sectors, as well as the construction of merchandising plans for product portfolio design by companies. Company meetings and case studies will also highlight the specificities of B2B and licensing strategies for luxury (e.g. in the successful cases of International luxury brands and Italian cosmetics manufacturers).

### **JEWELLERY & WATCHES MANAGEMENT**

The course explores the intersection of craftsmanship, luxury, and business strategy within the high-end jewelry and watch industries. It covers key luxury concepts, focusing on brand positioning, consumer behavior, and the global market for premium products. Students will also delve into the significance of Made in Italy, examining how Italian craftsmanship and heritage shape the perception and value of jewelry and watches. The course combines practical insights with theoretical knowledge to help students understand the management, marketing, and distribution strategies that drive success in this prestigious sector.

### **LUXURY HoReCa MANAGEMENT**

The course provides an in-depth understanding of managing high-end hospitality businesses. It focuses on the unique aspects of luxury service and how to deliver exceptional guest experiences in exclusive hotels, fine dining restaurants, and premium cafés. Students will explore key topics such as customer experience management, brand positioning, and operational excellence within the luxury hospitality sector. The course also covers sustainability, staff training, and financial management, equipping students with the skills to manage and lead in this competitive and dynamic industry.

## FASHION BRAND MANAGEMENT

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.

## BEAUTY & WELLNESS MANAGEMENT

The course introduces the product development process within the cosmetics and fragrance sector, starting from the idea and sharing of the concept, to the realization phases and market entry, along with relevant marketing techniques. The course includes contributions from guest speakers in the industry and features case studies. It is developed in collaboration with leading cosmetic companies and brands of Made in Italy.

## TOOLS: AI for Licensing & Luxury

This course on AI for licensing and the luxury sector focuses on how artificial intelligence is transforming business practices within luxury brands and licensing agreements. Students will explore how AI enhances brand protection, streamlines licensing processes, and optimizes product development and distribution. The course covers AI-driven tools for market analysis, counterfeit detection, and customer personalization, providing insights into how luxury brands can leverage technology to maintain exclusivity while expanding their reach. Through case studies and practical applications, students will understand AI's role in driving innovation and efficiency in the luxury sector.

## 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**

The professional figures trained by the Master in Fashion, Licensing & Luxury Management - MIFALL will be able to plan and manage the managerial and marketing processes of companies in the fashion, luxury, lifestyle & experience sectors. In particular, these are junior profiles able to provide qualified support to marketing & digital communication, buying & merchandising, and marketing & brand management processes.

At the end of the Master's course, the profiles will then qualify as juniors such as:

- Junior Brand Manager;
- Merchandiser;
- Buyer;
- CRM Manager;
- Digital Manager;
- Marketing Manager;
- Event 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: <https://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 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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