



**Master in
Fashion Branding
& Communication**

Discover the MIFAM 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 Marketing & Communication Management - MIFAM trains professionals to manage a brand's voice and communication from every angle. From advertising campaigns and events to press releases, public relations, and social media, students will learn to handle the complete brand narrative.

The world of fashion and luxury extends far beyond runway shows or photoshoots. Iconic brands embody a deep cultural identity, whether rooted in cutting-edge innovation or centuries of heritage. This identity is meticulously built through strategic branding and communication efforts, which hold the potential to determine the success or downfall of even the most renowned fashion houses. Mastering the art of highlighting and crafting communication that leaves a lasting impact is among the most intricate—and rewarding—roles in the fashion industry. This program has been co-designed with Camera Nazionale della Moda Italiana to prepare students to become the next generation of communication professionals, equipped to navigate the digital revolution in fashion.

LEARNING OUTCOMES

The Master trains specialist managers in FASHION COMMUNICATION.

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

- Manage and coordinate brand management processes, from the declination of the brand language on the different lines to collection planning and communication.
- Create a coherent identity project by interfacing with the management figures in the company.
- Interact with press offices, PR agencies, and corporate communication divisions.
- Design a communication strategy, enhancing brand values & heritage, and portraying it in the new digital communication landscape.
- Development, produce, and manage successful events for the fashion industry.
- Set up social media strategies, and influencer marketing plans.
- Coordinate the different areas of each brand, from creative to the communication production.

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

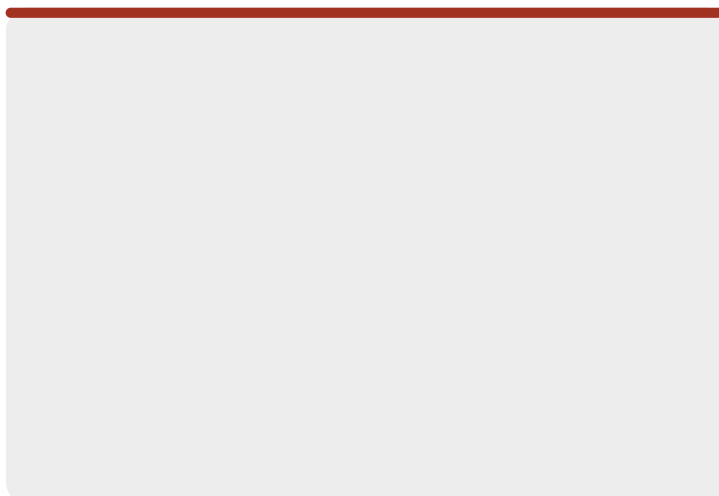
SELECTION PROCESS from March 1st, 2025
 STARTING DATE OF LECTURES Jan 12, 2026
 INTERNSHIP from Oct, 2026
 DURATION 1 year, 1200 hours
 LANGUAGE English

CLASSES



SPECIALIZED COURSES - MIFAM

- Fashion Studies 50h
- Digital Fashion Communication 50h
- Fashion Business 50h
- Fashion Marketing 50h
- Off-line Fashion Communication 50h
- Fashion Brand Management 50h
- Cross-Cultural Communication in the Fashion Industry 50h



TOOLS: AI for fashion Marketing & Communication

44h



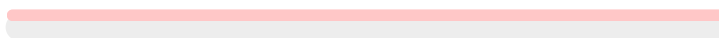
EMPOWERMENT & PROFESSIONAL DEVELOPMENT

20h



OPEN SEMINARS

28h



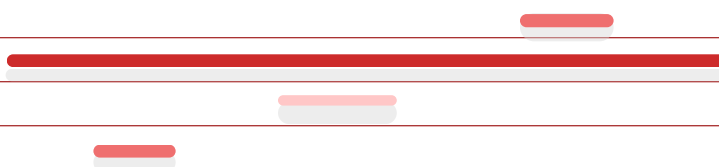
ACADEMIC COMPETITIONS

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 - MIFAR

FASHION STUDIES

This course offers an in-depth exploration of the cultural significance of fashion across time and media. It begins with the History of Fashion, tracing key developments and influential designers that shaped the industry. The course also examines Fashion Curation and Cultural Programming, where students learn how fashion is presented in museums, exhibitions, and cultural events. Fashion Films are explored as an art form, showcasing how cinema and media reflect and influence fashion trends. Finally, Fashion Trends Forecasting teaches methods for predicting future fashion movements, understanding cultural shifts and consumer behaviors.

DIGITAL FASHION COMMUNICATION

The course explores the dynamic role of digital media in shaping fashion brands and consumer engagement. Students will develop expertise in Social Media Strategy, learning how to create compelling content and drive brand visibility across platforms. Media Planning will provide insights into selecting the right channels and budgeting for maximum impact. Fashion Images and Advertising focuses on visual storytelling and crafting powerful campaigns, while Data Analytics in the Fashion Industry teaches students how to leverage consumer insights to refine marketing strategies. This course equips students with the tools to navigate and innovate in the fast-paced digital fashion landscape.

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.

FASHION MARKETING

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.

OFF-LINE FASHION COMMUNICATION

The course explores traditional media and event-driven strategies that shape the fashion industry's public image. Fashion Journalism covers storytelling techniques, trend reporting, and editorial writing for print and digital publications. Press and PR focuses on building brand visibility through media relations, press releases, and influencer collaborations. Event Management & Fashion Weeks provides insights into planning and executing fashion shows, brand launches, and industry events. Creative Writing for Fashion hones the art of crafting compelling narratives, brand stories, and marketing content. This course equips students with the skills to master offline communication in the fashion world.

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.

CROSS-CULTURAL COMMUNICATION IN THE FASHION INDUSTRY

The course provides fashion management students with the essential skills to effectively communicate and market fashion brands across diverse global markets. Through specialized modules such as Communicating Fashion in Asian Markets, the Middle East, the US, Europe, and South America, students will explore cultural nuances, consumer behavior, and regional preferences that shape fashion communication. The course covers strategies for brand messaging, digital marketing, and consumer engagement tailored to each market, ensuring students develop a deep understanding of how to successfully navigate and adapt to the global fashion landscape.

TOOLS: AI for Fashion Marketing & Communication

This course on AI for marketing and communication in fashion explores how artificial intelligence is revolutionizing the way fashion brands engage with consumers. Students will learn how AI tools can optimize personalized marketing, customer insights, and content creation, while also enhancing digital advertising strategies. The course covers applications such as chatbots, predictive analytics, social media monitoring, and influencer partnerships, equipping students with the skills to use AI in developing data-driven marketing campaigns and effective communication strategies 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

The professional figures trained by the Master in Fashion, Marketing & Communication - MIFAM are profiles endowed with advanced communication and digital skills, artistic/cultural knowledge, and organizational/managerial competencies.

The figures trained are therefore junior profiles able to provide qualified support to the style and marketing areas, as Fashion Stylists, Fashion Editor, Visual & Artistic Researcher, Trend Analyst, Cool Hunter, Junior Marketing Managers, Event Managers; in the communication area, Communication Manager, Social Media Manager, Digital PR, Digital Content Manager, PR Manager, Press Office Manager; the cultures and heritage area, as Cultural Heritage 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 a high school 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 in the Scholarships section.



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