

Find your Difference 

Master's Program

Master Diploma IED

Creative Direction for Fashion

IED Firenze

Creative Direction for Fashion

Title*	Master Diploma IED in Creative Direction for Fashion
Coordinator	Giorgio Ammirabile
Duration	9 months
Language	English
Attendance	Mandatory, full-time
Starting date	November
Location	Florence

**To get the qualification, students must successfully attend not less than 80% of all training activities and discuss their Thesis Project in front of the examination board.*



Overview

IED Master's Programs are designed by considering both the market's evolutions and the required skills, in order to train professionals who are ready to undertake relevant career paths.

This Master's degree in Creative Direction for Fashion is designed to provide students with an understanding of fashion as part of a broader creative spectrum, including art, music, and film. In this course, students will learn how to develop fashion design projects that incorporate visual communication - such as fashion shows, shops, artist/celebrity relationships, line extensions, and advertising campaigns. By combining creative and managerial skills, they will be able to make the label relevant and profitable. Through real case studies and practical projects, students will gain professional and social competencies and skills necessary to perform specific, interpersonal roles, such as communication, creativity, critical and lateral thinking skills. It is important for students to possess leadership skills in order to shape a concept and turn it into integrated action. The tools and key topics learned during the course will also assist students in managing today's innovation drivers: through the convergence of different sectors, new positive values such as inclusion and sustainability, and disintermediation, students will be able to start their own business.

Project by IED students



Who is it for

As a Creative Director in fashion must deal with visual, creative as well as managerial elements, a background in fashion design - or at least communication - would be ideal. However, candidates from other creative sectors bordering on fashion will be considered too.

What's next

Attending a Master's Program at IED means to understand the dynamics of companies and agencies, to get new contacts and to enter a unique international network rich in professional opportunities.

This master's program prepares students to pursue careers in **Creative** or **Fashion Director** roles. In addition, the skills and competencies acquired in this program may be fundamental if students, in the future, wish to consider job positions such as **Chief Creative Officers** or if they are willing to pursue an entrepreneurial path.

Project by IED students



Methodology and Structure

IED educational methodology is built around comparing and sharing ideas and designs.

Along with the theoretical key subjects - both fashion-related and multidisciplinary - the class takes part in lectures, labs, projects, guest lectures, and field trips. Research and practice are combined in this project-based approach to simulate the realities of the fashion industry today. Here, a Creative Director must know how to come up with a design concept; transform it into a strategy - from the launch of a new collection to integrated communication; and apply to a concrete project that involves both the company team and external collaborations. Developing curiosity for other sectors than fashion, through reading, films, experiences and relationships, is crucial. Working in a group is also a way to develop team leadership. The final project reflects the three points of this methodology: design concept, communication strategy, and concrete project application - to be determined by the course coordinator.

Creative Direction for Fashion is a meeting point between fashion, art, and communication, designed to guide the student through the gears of an evolutionary mechanism in relation to trends and consumer demands.

In this course, students will analyze the metamorphosis of a professional figure and the market reference, a leader with an identifying and critical creative vision, a 360-degree reference with a strategic and innovative approach to the world of design and communication.

Through the course, students learn and enhance transversal skills ranging from creativity to the commercial area, from the monitoring of design projects to the analysis and management of market variables through an understanding of the economic processes of the sector, from the development of a product to defining and enhancing the identity of a brand.

From the subject **Culture, Society and Trends**, students will examine the connections between fashion, art, music, culture, society, economy, and new technologies, exploring different cultural areas and developing transversal knowledge and tools for a professional approach to contemporaneity and the future market. **Design Management** subject focuses on the methodologies involved in the development and design of a product, the creation of a fashion design concept, the analysis of product categories, materials, research and development, and production operations, which are all fundamental elements in a path that aims to guide business decisions in an industry with complex dynamics. **Graphic Tools** is the next topic that provides an overview of the tools needed to create a visually appealing presentation and to process images and layouts.

The concepts, strategies, and tools covered in the theoretical subjects will then be put into practice.

In addition to incorporating elements of business management and international marketing, Fashion Business emphasizes

entrepreneurship and team leadership skills, the development of a business plan and business model canvas pertaining to the creation of a new brand, retail sales operations, and global distribution channels, through the use of the main professional tools and the study of consumer behavior in different cultural and commercial environments.

As a projectual disciplinary field, **Creative Direction** engages the analysis of the product present on the market and, therefore, the prediction of future trends with the management and communication of creative ideas.

Finally, **Brand Management** involves the set of communicative elements that determine a brand's perception and reputation among its target audience, by creating contents for an innovative and effective brand communication, which can be accomplished through fashion shows, shops, artist/celebrity relationships, brand extensions and advertising campaigns.

Through **Case History** and **Company Visits**, students will generate material for the **Final Project**, which will be a proposal for a new brand or restyling of an existing brand. In Brand Management and Creative Direction courses, the Final Project represents the glue that binds key points and materials together. As a result, the final product represents a concrete strategy that summarizes all the topics covered in the course as the new image of a brand in the market.

Program

Culture, Society and Trends

The aim of this disciplinary field is to explore the influence of different cultures, the common thread that connects society, purchasing behavior, and lifestyle on fashion trends, from economics to design, from craftsmanship to globalization, from music to the arts, from past phenomena and consumption to the new generations, from social media to new technologies. Students will gain knowledge of the concept of trend, its influence on the fashion industry at 360 degrees, and improve their skills to identify those for the future, providing a transversal approach that extends from creativity to commercialization on a variety of product categories and sectors.

Design Management

This course provides a comprehensive overview of the fashion production processes and management, examining all the aspects related to the development of a fashion product for manufacturers or brands. This course introduces additional factors into the development of a fashion item, such as the market needs, production costs, range planning, or specific client requests. Students will learn about the methods, techniques, organization and development of fashion production processes, as well as how to manage process innovation and new influences in the industry, such as sustainability and innovative technologies. In addition, the collection planning and merchandising processes within the fashion industry as well as the retail sector will be analyzed, including ethics and sustainability as integral parts of the business process.

Graphic Tools

An analysis of the main techniques that are specific to the trend forecasting and communication, in order to train students to build effective digital presentations using the software programs (Adobe Package_Photoshop, Illustrator, After Effect)

Fashion Business

This subject area aims to offer students an innovative approach to the strategic analysis of fashion companies, offering them a broad overview of the competitive scenario. International markets and consumer behavior will be analyzed through the use of marketing tools and strategies, delving into key issues relating to business models, financial results and laws. The topic explores the processes and activities related to business economic functions, providing skills and strategies related to the Canvas business model, advanced branding strategies, business development practices combined with an entrepreneurial vision and sales and retail strategies. Particular attention will be given to the impact that digitalization and sustainable transformation of the sector is having on these processes. This disciplinary field gives the class the opportunity to simulate practically a professional entrepreneurship project.

Creative Direction

This is a theoretical and practical subject aimed at preparing students for knowledge and management of creative, design, and communication strategies for a fashion brand. By providing students with an understanding of the importance of forecasting fashion trends as a key strategic step, the class will be able to use methodologies and thinking as tools to design effective communication plans in line with the brand concept. A first proposal for redesigning a real brand will be presented by students after completing the subject, with the support of their professors. As part of the final project, the subject output will be represented by commercial strategies, creative proposals, trend results and images.

Brand Management

Students will be provided with the tools for a professional analysis of the brand identity and related strategies, as well as illustrating principles and key rules for the challenges and evolutions of the contemporary market. The objective of the course is to provide students with the necessary knowledge regarding marketing, communication and brand management, as well as teach them how to develop critical thinking around real-life case studies. As part of the final project content, students will produce a project that enhances a particular brand through a communication strategy plan using offline and online proposals in accordance with a brief shared with a brand partner.

Case history

Students will analyze the market and some of the most important creative and brand management processes and examples, using them as subjects for projects during the course.

Company visits

Students will have the possibility to visit companies, fairs and/or stores during the course.

Final Project

The goal of the final project, both for the Company's brief and the entrepreneurial business plan, is training students at creating a stunning, real pitch to convince investors/ stakeholders about their ideas and vision. It can be developed individually or within a small group and generally recreates the relationship between commissioner and consulting studio. Students have to develop their proposal in line with the course contents that can be the launch of a personal brand or the restyling of an existing brand from the real market, using mood boards, texts, fashion sketches, data, images and their creativity and innovative communication skills.



Faculty

IED faculty consists entirely of professionals able to teach theory and practice, through case histories and project works in collaboration with companies that allow participants to meet directly the job market.

Coordinator

Giorgio Ammirabile

Giorgio started his career as fashion stylist and fashion editor in New York where he worked and lived for 12 years. He collaborated as contributing fashion editor for international publications such as Vogue, Numero', L'Officiel, GQ, Esquire, Elle, Cosmopolitan, Glamour, Harper's Bazaar, August Man, Collezioni Uomo, Kult and more. His work includes creative direction for runway shows in NY, Milano, Toronto and selected events in South America. He styled commercial projects for brands like Versace, Lanvin, Max Mara, Woolrich, Verri, Francesca Liberatore, Pomellato, Luisaviaroma, Kalliste', Alviero Martini, Baldinini, Atkinsons and more. Today is a Creative Director for some brand as a consultant and a freelance stylist.



Faculty Members

Antonio Calò

Owner of The Rooms srl. His administrative, accounting and business background combined with a deep passion for music, led to the creation of an atypical business consultant agency in which people are as important as numbers and processes. Antonio has as its main purpose that of supporting customers and “sewing a tailored suit” to the needs and objectives of the customers themselves. The legal, fiscal and administrative aspects are integrated into a path that has the unique objective of putting the customer and its short, medium and long-term targets at the center of the project. Topics such as accounting, the drafting of the law, the fulfilment related to the company’s workers, the economic evaluation of a project are only essential prerequisites to get to the true heart of the company, or rather the dynamics behind the numbers, and which essentially concern people.

Domitilla Caratti

Currently working as a teacher and consultant mainly focused on Fashion Management, Fashion Collection Management and Sustainability. Most of her thirty years’ career were devoted to International Luxury Companies, Ferragamo and Ungaro Paris to name a couple. Thanks to her curiosity and flexibility she was lucky enough to cover several, different roles and tasks ranging over Accessories, Fragrances and Jewels. She as a strong passion for literature, horse riding and volunteering.

Corinna Chiassai

Creative Director of design consultancy agency Studio Chiassai and cofounder and Art Director of TheCube Archive, fashion archive and creative hub. Corinna studied Fashion Design in Milan, has worked or works for Tommy Hilfiger, Etro, Karl Lagerfeld and Fendi, amongst others.

Valerio De Benedetti

Valerio De Benedetti is currently Managing Director at IDA, previously he was General Manager at MDV Crew and Account Director at Buzzoole. Over the last few years he partnered and managed international marketing campaigns for some of the world’s leading brands including Dolce&Gabbana, FCA, Ermenegildo Zegna, Campari and Disney. Bachelor’s Degree in Economics and Management of Services at Catholic University of the Sacred Heart and Master’s Degree in Economics and Management at LUISS Guido Carli University.

Amis Garrigue

With decades of experience Amis Garrigue has earned the reputation as a go to accessory designers in the fashion industry with a client list including Nicholas Kirkwood, J Mendel, Philip Treacy, Judith Leiber and Elie Saab Paris she has a track record of success. Bom in Teheran to Azerbaijani and Persian parents, growing up between Teheran, Vienna and New York, Garrigue is an artistic spirit with a singular vision and an entrepreneurial mind. She personifies the Giberne woman. Garrigue has now created an accessories line rooted in art and history for the modern fearless woman. We invite you to join the journey.

Alessandro Mammola

Communication Strategist who supports companies in building and coordinating MarComm activities. His approach and strategies, integrated and omni-channel, are global but with a focus on the European market and, more recently, on the Middle East area. Fashion and Luxury industry, with a growing specialization in sustainability. 9+ years of experience in the communications and marketing field, managing a wide range of international fashion and lifestyle clients. Prior to becoming a freelance consultant, Alessandro worked at renowned agencies Attila&Co and ES_PR as Senior Manager, Bachelor’s degree in Engineering and Architecture from Sapienza University of Rome and IIT of Chicago. Master’s degree in Fashion and Luxury Communication and post-grad courses in Digital Strategies, Fashion & Sustainability at UAL and at Harvard Business School in London.

Anne-Marie Mousseau

Born and raised in Montréal, Canada, after graduating with a business degree in Marketing and International Business at McGill University (Faculty of Management) she worked with top fashion brands for over 20 years. After starting at Salvatore Ferragamo as Sales Analyst, she was Accessories Merchandising Manager Europe for Polo Ralph Lauren, Women’s Leather Goods Sales Manager at Prada and Brand Manager for Calvin Klein Footwear, developing in-depth knowledge and understanding of the fashion industry, particularly in business, marketing, merchandising and sales.

IED Italia Career Service

The IED Italia Career Service, with a team distributed on the territory, takes care of every single who passes through our classrooms, thanks to a process of support, training, listening and promotion that rewards students, but also partner companies and the school itself.

The Career Service is a bridge between education and professional life and it offers a service that, over the years, has been able to build strong and lasting relationships with leading companies in various sectors.

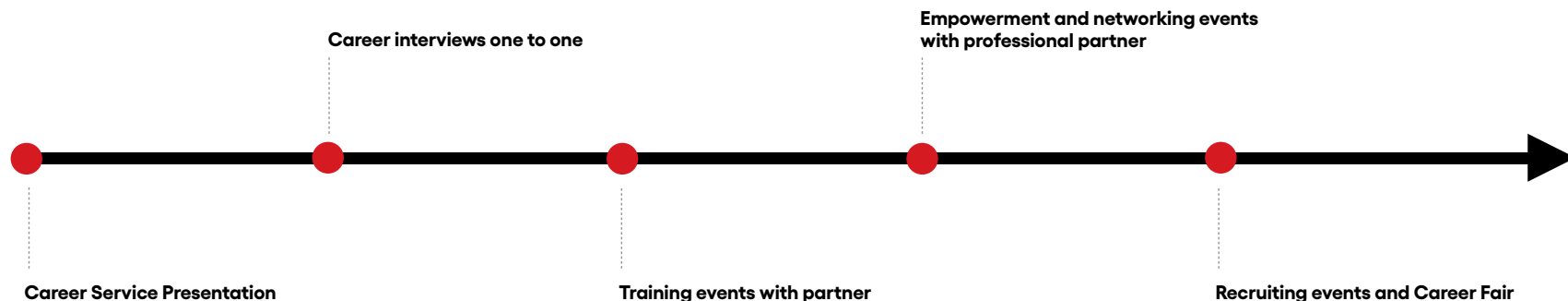
Working all the year for student placement

Throughout a **personalized path**, consisting of **individual meetings**, each student is tutored by a Career Service staff member, who helps him/her to prepare for and **enter the job market**.

The meetings aim to highlight the acquired skills and personal attitudes of each student, helping to create the awareness necessary to approach the job market and to build a competitive curriculum vitae and portfolio.

During the year, IED organizes also training and empowerment events with recruitment experts, who teach students how to land a job interview and give insights about the present and future scenarios of the creative professions.

The programme culminates with the Career Fair, an event during which the students have the opportunity to introduce themselves to the many companies involved and to participate in the selection interviews.



Focus Placement

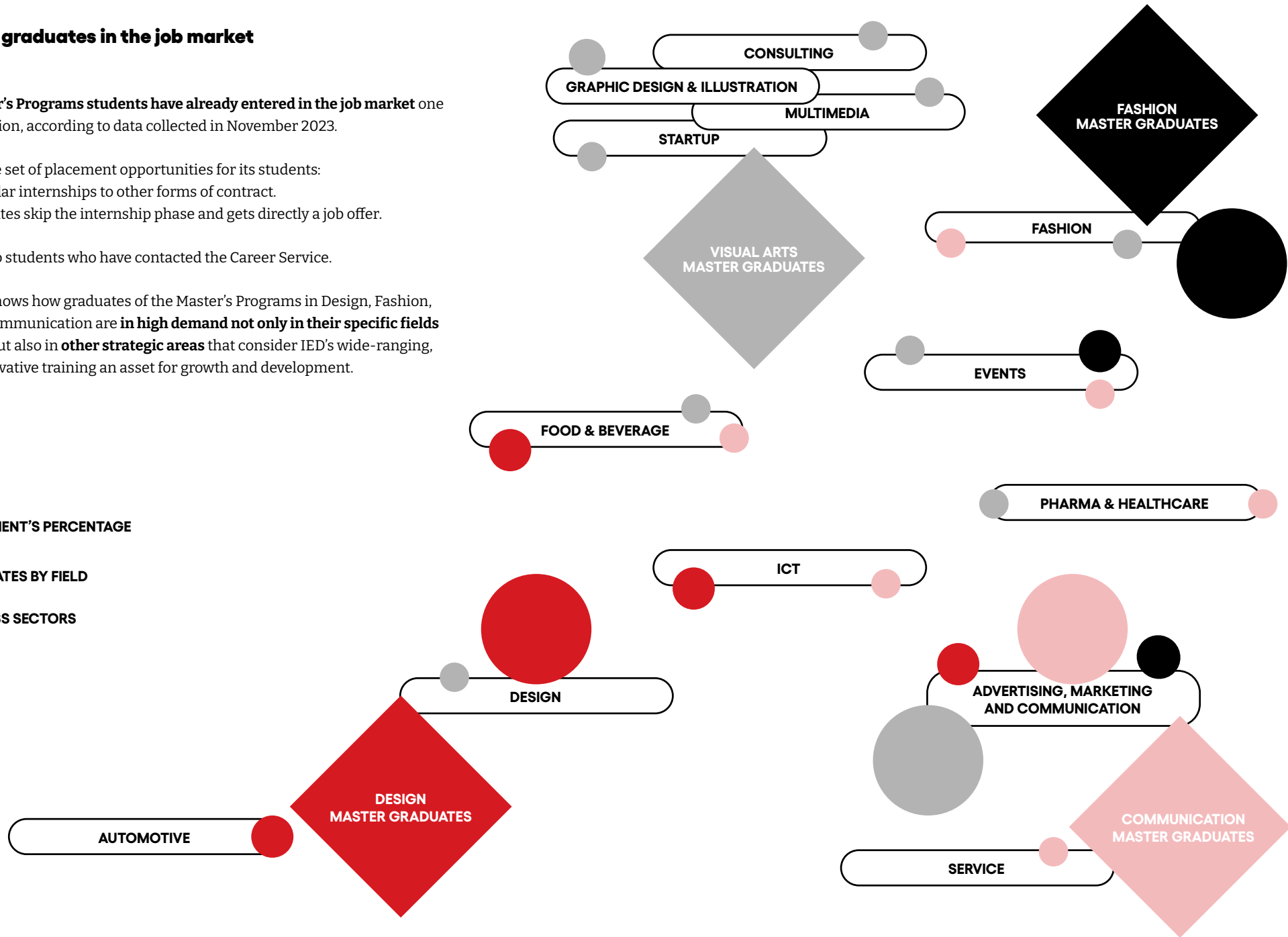
Our Masters' graduates in the job market

The 90% of Master's Programs students have already entered in the job market one year after graduation, according to data collected in November 2023.

IED finds a diverse set of placement opportunities for its students: from extracurricular internships to other forms of contract. The 32% of graduates skip the internship phase and gets directly a job offer.

These data refer to students who have contacted the Career Service.

The infographic shows how graduates of the Master's Programs in Design, Fashion, Visual Arts and Communication are **in high demand not only in their specific fields of qualification**, but also in **other strategic areas** that consider IED's wide-ranging, concrete and innovative training an asset for growth and development.



Companies

The network of partner companies grows every month and includes small and medium enterprises, large multinationals, top brands, studios of different sizes, and innovative start-ups:

3M, Accenture, ADD, Alphaomega, Ambito 5, Armando Testa, Artemest, Attila, Auge, Azimut Benetti Group, BCube, Bigfish, Big Spaces, Boffi-De Padova, Borbonese, Boston Consulting Group, BMW, Bottega Veneta, BTicino, Calvin Klein, Calzedonia, Canon, Cayenne, CBA Design, Ceres, Chapeaux, Cheil, Class Editori, Collezione Peggy Guggenheim, Condé Nast, Cortilia, Damiani, Davide Campari, Deep Blue, DDB, Deloitte, Diesel, Digital Angels, Doing, Doucal's Italy 1973, Dpr Eventi, Dude, Eataly Spa, EDI - Effetti Digitali Italiani, Egg Eventi, Elica, Ermenegildo Zegna, Etro, Falkensteiner Hotels, Fandango, F&P Group, Ferrari S.p.A., Filmmaster Events, Frankie Morello, Freedamedia, Futurebrand, Gas Jeans, Gessi, Giorgio Armani, Gi Group, Gruppo Alessandro Rosso, Gruppo Fonema, Hachette Rusconi, H-Art, Hearst Magazines Italia Spa, Heineken Italia, H-Film, Honda, H-57, HugoBoss, Ilva Saronno, Inditex, Interbrand, Itaca Comunicazione, Italdesign Giugiaro Spa, Ikea, Jimmy Choo, Kering Group, Key Adv, Lamborghini, Landor, La Sterpaia, La Triennale, Lavazza Group, Leagas Delaney, Leo Burnett, Les Copains, LIU-JO Spa, Live Nation, L'Oréal, Luxottica, LVMH, McLaren, M&C Saatchi, Magnolia, Maison Margiela, Max Mara Fashion Group, Maximilian Linz, McCann Eriksson, Mediaset, Milestone, Missoni, Moncler, Mondadori, Morellato, Moschino, Ms&L Italia, Nestlé, Nike, Ogilvy, Paul Smith, Pelikan, Piaggio, Piano B, Pinko, Piquadro, Poltrona Frau, Pomellato, Promotion Tag, Publicis Modem, RBA, Rcs, Redbull, Replay, Rmg Connect, Robilant Associati, Saatchi & Saatchi, Samsung, Sketchin Studio, Studio Patricia Urquiola, TBWA, Teikna Design, The Others, Tita, Tod's Group, Toyota, Ubisoft, Undercolors of Benetton, United-Grey, Univisual, Versace, Vivo Concerti, VF Corporation (Vans, The North Face, Timberland, Napapijiri, and more), We Are Social, Wella, Young & Rubicam.



IED Alumni

IED Alumni is a global, open and inclusive community, featuring more than **100,000 former IED students**, representing over 100 nationalities who graduated in Italy, Spain and Brazil in the fields of Design, Fashion, Visual Arts, Communication and Management, Art and Restoration.

Networking and creation of opportunities for the entire community are the main objectives of a programme centered on activities, events, exclusive content and advantages, showcasing the work and companies created by alumni, to support the entire network. The programme is definitely a benchmark for companies, alumni and students thanks to the dedicated **iedalumni.com** area.

Within the platform, alumni can get in touch with **companies**, find **partners** for their projects, become teachers or brand ambassadors, find inspiration from success stories, and realize unique projects thanks to the strength of the IED community.

Brands, agencies and companies, in return, have the opportunity to present job offers, collaborations and internships to IED talents all over the world.

#iedalumni



An International Network

IED is a 100% Italian excellence as well as an international network with campuses in Italy, Spain and Brazil.

It can also count on numerous academic institutions in Europe, Asia, United States and Canada, Latin American countries, Australia and New Zealand. IED is an accredited institution of **ERASMUS+** Programme, which contributes to the achievement of the Institute's strategic goals meant to implement its internationalization.

Thanks to this Programme, students, teachers and staff have the opportunity to carry out short and long-term international mobility in partner institutions, in order to increase their academic and professional training.

IED is moreover member of prestigious international associations such as **CAE** (Culture Action Europe), **CUMULUS** (International Association of Universities and Colleges of Art, Design and Media), **ELIA** (The European League of the Institute of Arts) and **WDO** (World Design Organization). It also maintains regular relationships with many academic associations, including **NAFSA** (Association of International Educators) and **EAIE** (European Association for International Education): a large group of institutions based in different parts of the world that completes and expands upon the possibility of taking part in international mobility experiences. Thanks to numerous bilateral agreements with prestigious foreign universities, it provides the chance for its students to take part in the Exchange Study Program and in the Erasmus+ Program and spend a semester abroad either at one partner institution or at another IED Campus.

In addition, at the end of the course, they can spend a period of training abroad, throughout the participation in Erasmus+ mobility for traineeship.

Foto: S. Casariti



IED Italia Master's Programs

Fashion

Fashion Art Direction English // Full-time	Fashion Communication and Styling English // Full-time	Fashion Design - Haute Couture English // Full-time	Fashion Marketing English // Full-time	Comunicazione e Marketing per la Moda Italian // Part-time	Jewelry Design English // Full-time	Fashion Design English // Full-time	Fashion Film Direction Italian // Part-time	Fashion Business English // Full-time	Fashion Brand Management English // Full-time	Fashion Merchandising and Buying English // Full-time	Fashion Trend Forecasting English // Full-time	Creative Direction for Fashion English // Full-time
MILANO				ROMA				FIRENZE				

Visual Arts

Animation Design Italian // Full-time	Visual Arts for the Digital Age Italian // Full-time	Graphic Design Italian // Full-time	Graphic Design - Focus on New Media English // Full-time	User Interface Design e AI Italian // Part-time	Graphic Design Italian // Part-time
MILANO		FIRENZE		ROMA	

Communication

Information Design Italian // Full-time	Creative Direction Italian // Full-time	Digital Communication Strategy Italian // Full-time	Event Management Italian // Full-time	Brand Communication Italian // Full-time	Brand Strategy and Management English // Full-time	Brand Management Italian // Part-time	Marketing e Comunicazione Italian // Part-time	Innovazione e Produzione Digitale per la Cultura Italian // Part-time	Content Creation and Publishing Italian // Full-time	Brand Design for Hospitality English // Full-time
MILANO					ROMA	TORINO	FIRENZE		FIRENZE / BARCELLONA	

Design

Cultural Heritage, Decorative Arts and Design Italian // Full-time	Design - Innovation, Strategy and Product English // Full-time	Interior Design English // Full-time	User Experience Design Italian // Bendeda // Full-time	Exhibit Design Italian // Part-time	Design for Children Italian // Full-time	Interior Design Italian // Part-time	Interior Design for Hospitality English // Full-time	Future Store Design English // Full-time	Transportation Design English // Full-time // 2 Years	Yacht Design English // Full-time
MILANO				ROMA			FIRENZE		TORINO	

Art

Curatorial Practice English // Full-time	Museum Education English // Full-time	Arts Management English // Full-time
FIRENZE		FIRENZE / ROMA

Accademia Aldo Galli

Accademia di Belle Arti Aldo Galli in Como is part of the IED network since 2010 and represents an excellence in the field of Higher Artistic Education at national and international level. Recognized by MUR, Accademia promotes the enhancement of the Made in Italy culture with a particular focus on innovation in Fashion, in the Visual Arts and in the Conservation of Cultural Heritage.

accademiagalli.com

Academic Master

Master of Arts

Professione Registrar
Italian // Full-time

Textile Design -Product, Research,
Sustainability
English // Full-time

Painting and Digital Art
English // Full-time

Fashion System
Italian // Full-time



Practical Information



Orientation days and course presentation

During the year, several presentation days are scheduled, either on-site or online, in order to get to know the Institute's academic offer in detail, ask questions about the study paths and participate in workshops together with coordinators, staff, partners and Alumni.

Admission office

In each IED location, the Admission Advisors team offers steady assistance and support to students asking for more information on courses and school activities. By contacting the Admission Office, anyone who is interested in learning more about the academic offer receives the best possible guidance in their choice and can get detailed information on courses' organisation, contents, goals and professional scenarios.

Selection and admission

IED Master's Programs have limited enrolments and require a selection process. Your Admission Advisor will support you all the way through the selection, admission and enrolment process to the course of your choice. If you have not communicated with any Admission Advisor yet, you can ask for information from the webpage of the course you are interested in.

You will receive an email with useful references and info about the selected course. To go ahead with the process, reply directly to that email. Your Admission Advisor will help you to check the necessary requirements to access the courses.

Entry requirements

The application can be sent by anyone who holds a First Level Academic Diploma, a BA Degree or other equivalent qualification (graduates of private schools at University level) or with an equivalent professional experience in the disciplinary area of the course. Grad students may also participate, provided that they get their degree by the date of discussion of the Master's Final Project.

Language requirements

To ensure course contents are fully understood, IED demands applicants a B2 level - Vantage or upper intermediate - Common European Framework of Reference for Languages - of the language in which the course is taught. In order to demonstrate the required language proficiency, non-native speakers have to submit a language certificate or undergo a language test run by IED.

Admission and enrolment procedure

After you meet your Admission Advisor for an informative interview and check the entry and language requirements, you will be able to access your reserved area on the admission platform by using the credentials provided by your Advisor, and upload the following documents:

- updated CV;
- portfolio if requested;
- a letter of motivation in the language of the course;
- pre-enrollment form, available in the personal area;
- a copy of the Bachelor's degree if available;
- transcripts of university exams;
- ID or passport;
- self-certification of residence;
- tax code.

Once you complete the upload of all the documents, you will be invited to a motivational interview aimed at deepening and evaluating the skills acquired during previous studies, the qualifications and marks obtained, any professional experience made, individual aptitudes and motivation to attend the course.

Enrolment

Once the selection step is done, you will receive the certificate of admission and the regulations to sign and upload in the personal area. At the same time, you can pay the balance of the registration fee, thus reserving a place in the classroom.

Financial aid

IED supports talents thanks to a policy of economic facilitations consisting in scholarships and a structured system of low-interest loans.

IED Firenze

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EDUCATION PROGRAMS
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