



**FASHION**

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**ISTITUTO EUROPEO  
DI DESIGN**



# FASHION FACTS

## PARTNERS

Former students of Fashion courses have worked with:

*Inditex, Giorgio Armani, Etro, Alexander McQueen, Gucci, Kering, L'Officiel Italia, Moschino, Nike, Prada, Ralph Lauren, Ermanno Scervino, Louis Vuitton, Shiseido, Alessandro dell'Acqua (N°21), Pomellato, Bulgari, Vogue, and many more.*

## PLACEMENT

In 2019, the **87%** of Fashion school students started an internship or a job in the relevant field and **13%** continued their studies.

\*\*\*Data from a survey conducted by Kantar on 400 IED former students

- Giulia Totola and Giovanni Costa (Fashion Design) started an internship at *Valentino*
- Irene Maglia started an internship at *Loewe*
- Isabel Camarasa got a job at *Carrefour*
- Beatriz Marinho (Fashion Marketing) started an internship at *Zalando*

## ALUMNI

- Marco De Vincenzo - Creative director and Founder of his namesake brand
- Maria Grazia Chiuri - Creative Director at *Dior*
- Pier Paolo Piccioli - Creative Director at *Valentino*
- Nicoletta Ginetti - Senior WRTW Designer at *Philipp Plein*
- Sofia Magallanes - Jewelry Designer at *Cartier*
- Augusto Berretta - Fashion Print Designer at *Roberto Cavalli*
- Salvatore Piccione - Creative director and founder of his namesake brand
- Sante Bozzo - Senior WRTW Designer at *Gucci*
- Francesco Maria Longo - Senior Women Shoes Designer at *Fendi*
- Amina Tardella - Haute Couture Illustrator at *Valentino*
- Simona Caruso - Senior Leather Goods Designer at *Proenza Schouler*
- Theresa Jaegersberg - Junior Women Accessories Designer at *Hugo Boss*
- Jafar Sheriat - Founder of his own brand *JS by JAFAR SHARIAT*

## AWARDS

- IED Moda, within the top 50 Fashion Schools, Business of Fashion.
- IED Moda, within the top 50 Fashion Schools, Fashionista.com.
- Inés Monjo, winner of Franca Sozzani Prize for Best Fashion Collection
- Daoyuan Ding, winner of ITS Award and Tomorrow Entrepreneurial Creativity Award, 2019.
- Francesco Murano, winner of Milano Moda Graduate 2019.
- Carla Alberch, Franca Sozzani Best Fashion Collection Award 2019
- Beatriz Caballer, Isabel Coixet Best Fashion Film Award 2019
- Amalia R. Diaz, Manuel Outumuro Best Shooting Award 2019
- Cynthia Buttenklepper, Vogue Who's On Next Mexico 2019
- Valentina Cosenza, Giada Petrolini, FUTURE CHIC 2019 China International Competition of Innovative Fashion Design Shanghai, 1<sup>st</sup> Prize

# FASHION PROFESSIONS

## FASHION DESIGNER

The traditional concept of designer has been overcome: today, a Fashion Designer must go beyond the technical creation of a collection and create new imaginary worlds, from the overall vision to the smallest details, catching the richness and intricacy of the surrounding world and translating style and sensations into a tale. Thanks to IED, the career path of a Fashion Designer can develop in many different contexts: as specialists in the creative process of different kinds of apparel (from garments to shoes, from bags to jewels), they collaborate with big or small brands, wholesalers, manufacturers or individual clients, or they promote their own brands and designs.

*Paola Pattacini, Coordinator  
Fashion school, IED Roma*

## FASHION EDITOR

As an editor, you can work on creating exhibition spaces, social content, visual merchandising or styling. Your challenge will be expressing social or cultural movements through images, spaces or clothing. Fashion brands are no longer only about beautiful things, but they also need transmit the changes towards the new trends.

*Moises Nieto, Director  
Fashion school, IED Madrid*

## JEWELRY DESIGNER

The jewelry designer is a multidisciplinary professional, able to combine goldsmith technical skills, design methodology and experimental to create intimate ornaments that interact with the body. The current professional context requires designers with a cross - disciplinary knowledge and a innovative approach. The jewelry designer has the talent to manage independently the realization of a jewelry collection, dealing with the different aspects of the design process: concept phase, design, prototyping and production. This method of transforming the personal ideas into tangible designs also involves the whole complex of visual and strategy communication. The versatility of the designer reveals the complexity of the contemporary jewelry landscape, constantly contaminated by art, design and fashion and in relation with the cultural reality.

## FASHION MANAGER

The different professions in Fashion cannot work independently: a coordinated management profile is needed to understand all factors involved in the industry and increase effectiveness and innovation in the fashion business. Facing a system of interrelated disciplines offering consumers a comprehensive experience where the garment is just a part of it. Such a professional is capable of integrating product, distribution, branding, marketing, communication and service into a cohesive whole.

*Teresa Buhigas, Coordinator -  
Master Course in Fashion Management,  
IED Barcelona*



# FASHION COURSES

Dealing with fashion means interpreting contemporary cultural, social, economics and taste trends, suggesting future cornerstones in styles, shapes and materials.

IED approach to fashion points the way for its students to a full comprehension of the whole industry and to the effective ability to operate in its specific professions. IED trains creative professionals who can manage the different steps of the process: from strategy to creation, from production to logistics, from sales to marketing and brand communication, strengthened by a comprehensive view of the fashion sector.

*Sara Sozzani Maino, Scientific Director Fashion school, IED Italia and Vogue Talents Director*

## UNDERGRADUATE

IED Undergraduate courses are united by a common philosophy and methodology made of professionals in the classroom, school as laboratory, cross - disciplinary approach and glocal attitude mixing local experience and international perspective.

## MASTER

IED Master courses enhance participants' profiles thanks to a specialised and technical training in the dedicated disciplinary area combined with transversal knowledge and managerial skills.

## SUMMER

IED Summer courses offer an intensive learning opportunity to combine IED design methodology with a deep immersion in the vibrant culture and lifestyle of the hosting city.

## SEMESTER AND ACADEMIC YEAR

IED Semester and Academic Year Programmes include a strategic combination of theoretical lessons, cultural field trips, workshops, and propose a wide and updated synthesis of design methodology, trends research and industry insights.

## UNDERGRADUATE

### **Fashion Design**

*English/Italian/Spanish*

Milano, Barcelona, Madrid, Roma, Firenze, Torino, Cagliari, Accademia di Belle Arti Aldo Galli, Como

### **Fashion Marketing and Communication**

*Italian/ English/Spanish*

Milano, Barcelona, Madrid

### **Fashion Stylist and Communication**

*English/Italian/Spanish*

Milano, Madrid, Barcelona, Roma, Firenze

### **Jewelry and Accessories Design**

*English/Italian*

Milano, Roma, Torino

### **Modellista/Patronaje (Pattern Making)**

*Italian/Spanish*

Venezia, Madrid

### **Textile Design**

*Italian*

Accademia di Belle Arti Aldo Galli, Como



**Fashion and Accessories Design***English, Spanish*

Madrid, Barcelona, Milano

**Fashion Technology and Wearables***English*

Barcelona

**Fashion Marketing and Management***English, Spanish, Italian*

Roma, Madrid, Firenze, Milano

**Fashion Styling and Communication***English, Spanish*

Milano, Madrid, Barcelona

**Jewelry Design***English*

Roma

**Textiles***Italian, Spanish*

Madrid, Accademia di Belle Arti Aldo Galli, Como

**Fashion Design Research***English*

Barcelona

**Fashion Design***English/Spanish*

Firenze, Barcelona, Madrid

**Fashion Events and PR***English*

Firenze

**Fashion Marketing***English/Spanish*

Milano, Barcelona

**Fashion Styling***English/Spanish*

Barcelona, Madrid

**Fashion Trends Investigation***English*

Barcelona

**Fotografía de Moda***Spanish*

Barcelona

**Jewelry Design***English/Spanish*

Barcelona

**Asesoría de Imagen y Personal Shopper***Spanish*

Barcelona

**Beachwear Design***English*

Barcelona

**Diseño y Producción de Bolsos en Piel***Spanish*

Madrid

**Fashion Textile Design: Trend Forecast, Painting and Printing***English*

Barcelona, Accademia di Belle Arti Aldo Galli, Como

**Fashion Communication and Marketing***English*

Firenze

**Fashion Styling***English*

Firenze

**Jewelry Design***English*

Milano

**Jewelry Design***English*

Milano

**Fashion Design***English, Spanish*

Madrid

**Foundation in Fashion***English*

Barcelona