



# Index

<b>WHO WE ARE</b>	<b>5</b>
<b>OUR MISSION</b>	<b>6</b>
<b>ABOUT MFI - DUBAI</b>	<b>8</b>
<b>DUBAI CAMPUS</b>	<b>10</b>
<b>DUBAI CERTIFICATE PROGRAMS</b>	<b>12</b>
<b>DIGITAL MARKETING &amp; COMMUNICATION FOR FASHION</b>	<b>15</b>
<b>FASHION MANAGEMENT &amp; ENTREPRENEURSHIP</b>	<b>19</b>
<b>ENTRY REQUIREMENTS &amp; SCHEDULE</b>	<b>23</b>
<b>OUR PARTNERS</b>	<b>25</b>
<b>GOVERNANCE AND STAFF</b>	<b>26</b>
<b>CONTACTS</b>	<b>29</b>



# Who we are

**Milano Fashion Institute is the first interuniversity school** in Italy for higher education in the fashion industry.

It was founded in 2007 by the three most important Milanese universities that already worked on the fashion field: Bocconi University (ranked 3° Worldwide, Masters in Management, by Financial Times, 2019), Cattolica University (ranked among the first 150 Universities in the world, 2019) and Politecnico di Milano (ranked among the top 20 Universities in the world in all three areas: 16° in Engineering, 11° in Architecture and 6° in Design, by QS, 2019) worked together to create an innovative educational path.

**Our vision is to connect management, design, and communication for the fashion field to create excellent junior professional profiles.** The strong integration among our founding Universities and the Italian fashion industry through solid industry together with solid partnerships allow us to deliver multidisciplinary cutting-edge programs at different levels: Masters, Certificate Programs, Short Courses, Executive Courses and Customized Programs.



# Our mission

**MFI primary commitment is aimed at students professional empowerment for the fashion system.**

Our mission is to train for the Job Market, thanks to career-focused Programs that support students during the different educational phases: from the understanding of preliminary knowledge and skills, to the ability of managing processes and their multidimensional complexity, up to fostering innovation, combining University-level theory with industry based practice.

MFI has one of the highest teachers/students ratio in the graduate education, permitting to nurture excellent curricula of study along with an effective learning environment. Students, Professors, Managers, Industry Partners compose the network that allows the achievement of an internationally recognized unique learning opportunity.

Traditional disciplinary boundaries are erased, for enhancing an innovative center of academic excellence.





# About MFI - Dubai

Dubai is not just one of the most important economic and financial capitals in the EMEA region, but it represents the most relevant contemporary evolution of the fashion phenomenon on a global scale.

As Milan is portraying the most important "fashion capital" in Europe, thanks to its rich manufacturing history, based on the competences on ready-to-wear and licensing and the presence of the corporate headquarters of the most important Italian and international brands, **Dubai has imposed itself since several years as the fashion capital for middle-eastern creativity**, a global epicenter of the retail system addressed to the entire world, as well as the vibrant heart of the new digital fashion phenomena aimed at reaching new customers and Millennials starting from all the Middle-Eastern region, supported by the most important middle-eastern fashion institutions. No better city to understand the contemporaneity of fashion, combining creativity, retail, communication and digital fashion.

**The choice of Dubai represents for MFI the answer to the evolving needs of an international job market**, thanks to the dense and vibrant network of job opportunities, the presence of the most important luxury conglomerates, and the close contact with a new, important, global customer.



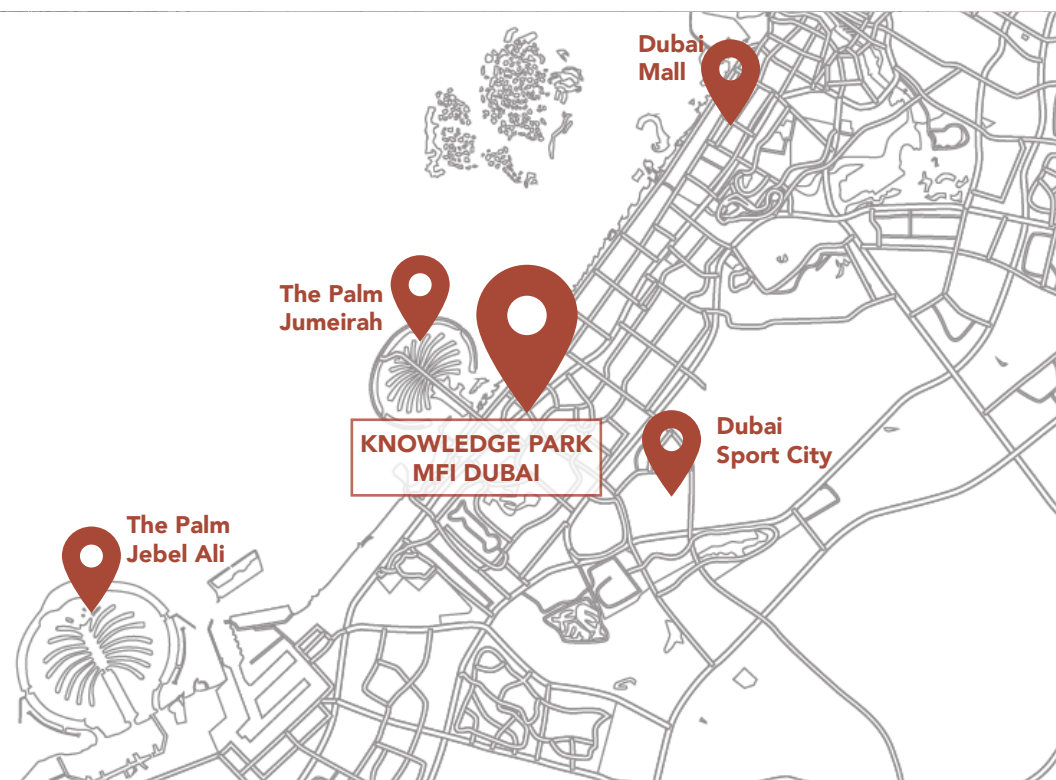


# Dubai Campus

MFI courses will take place at SAE Institute facilities,  
Block 2, Ground Floor, Dubai Knowledge Park



**Centrally located, MFI Dubai is inside the internationally known Dubai Knowledge Park, the most important educational campus in the heart of the city, created in 2003 for education activities.** Providing a first-class facilities and services specifically tailored for a learning community, the Campus attracts graduate and undergraduate students, and young professionals, coming from all over the world. A community-based life, designed inside a safe environment crowded by the highest caliber international universities, conveniently located close to the vibrant downtown area of the city and the leisure attractions that permit a stunning life and learning experience.





# Dubai Certificate Programs

**Certificate Programs are specifically designed for both graduate students and young professionals on specific relevant issues that characterize the contemporaneity of the fashion and luxury industry.**

Lasting 6 part-time weeks, they are designed for combining in a unique way the internationally recognized know-how of MFI Faculty, on the topics of management, design and communication, to the thrilling job market of Dubai and the U.A.E. An international level experience, that combines the flexibility of the learning methods, to the rigor and expertise of one of the most qualified high-education centers in the world.

**New dynamics, best practices, successful strategies, Certificate Programs offer an innovative experiential approach,** for an international audience of qualified professionals.





# Digital Marketing & Communication for Fashion

**From online strategies to transmedia storytelling**

**Director:** Lorenzo Morganti

**End of registration:** 10<sup>th</sup> February 2021

**Next start:** 12<sup>th</sup> February 2021

**Duration:** 6 part-time weeks

**Course Language:** English

**Lectures schedule:** part-time, Friday and Saturday

**MFI Certificate provided, upon attendance and passing requisites**



# Digital Marketing & Communication for Fashion

## FROM ONLINE STRATEGIES TO TRANSMEDIA STORYTELLING

**Digital Fashion is requiring professionals to combine marketing, management, and visual design** in order to foster a unitary strategy to build a new "customer-centric culture".

Thanks to an interdisciplinary perspective, the course will introduce the concept of digital narrative, focusing on the best practices of communication strategies in fashion and lifestyle. **A strong focus will be given to digital marketing techniques**, from the aspirational top-down approaches to the newest management of customer engagement strategies, influencers management and social media management, finalized to different relationships: business-to-business, business to consumer and consumer-to-consumer (social networks, e-commerce platforms, social shopping).

In the final part, visual branding strategies, corporate branding and 3.0 web resources will be analyzed, **from design-based tools for fashion digital communication, to the understanding and management of the main metrics**, KPIs and reports, combining SEM, SEO and SMO tools, the use of Google Adwords, Facebook ADS, Email Marketing, PPC Advertising tools, combining them with tools that allow the organization of content management like Hootsuite, and Performance Analysis tools, analyze Insights and monitor Conversions, Engagement, Impressions, CTR, CPA, CPC, CPM for the new digital fashion brands.

DIGITAL FASHION MANAGEMENT	18H	DIGITAL FASHION MARKETING	12H	DIGITAL BRANDING & DESIGN	18H
Fashion & Luxury Management		Marketing Techniques & KPIs		Social Media Management	
Digital Communication Strategies		Digital Marketing Strategies		Visual Management & Composition	

## LEARNING OUTCOMES

Students completing the Certificate Program will be able to:

1. Know the communication processes of fashion and luxury companies
2. Understand the main communication strategies and their relation with fashion & luxury business models
3. Know and manage main inbound and outbound marketing techniques, main KPIs and analytics tools
4. Manage visual digital branding phases and define social media differentiation strategies

## THE DIRECTOR

Lorenzo Morganti, architect, started his professional career at Renzo Piano's construction site for the Auditorium in Rome. He designed childcare centres and developed the concept design for a chain of Italian beauty centres in China and Malaysia. For Politecnico's Department of Design he has developed several research projects dedicated to the retail sector and to product design (becoming co-inventor of an American and European patent). For Altagamma, he designed the architectural and interior design of the new concept food store Larte, in Milan city centre. He also designed several exhibitions, from the International prize "Nest Award" (Triennale Milano), to "Italian Design and Crafts" (Dhub Beijing) and "The Italian Beauty" (VOD Dubai). Visiting professor at the Beijing Institute for Fashion Technology (BIFT) and Beijing Jiaotong University, he has taught Retail design - Visual Merchandising and Retail environments at the School of Design of the Politecnico and in several courses for professionals.





# Fashion Management & Entrepreneurship

**From management to creativity**

**Director:** Nicola Guerini

**End of registration:** 10<sup>th</sup> February 2021

**Next start:** 12<sup>th</sup> February 2021

**Duration:** 6 part-time weeks

**Course Language:** English

**Lectures schedule:** part-time, Friday and Saturday

**MFI Certificate provided, upon attendance and passing requisites**



# Fashion Management & Entrepreneurship

## FROM MANAGEMENT TO CREATIVITY

**Startups and new fashion ventures are not just based on new ideas.**

They require the ability to envision and craft combining creativity, managerial and strategic skills. New technologies and a reshaped competitive environment have radically changed business models of fashion companies, from the structure, to the processes, up to new professional roles, design innovations and new emerging customer bases.

**The course focuses on innovation, creativity and entrepreneurship, accompanying students through all phases of the entire process to create a fashion start-up operating.**

From the generation of an idea and research to the development of the project, from the business planning to branding and communication strategies, from obtaining venture capital financing to the definition of business positioning and strategic growth over time.

## FASHION MANAGEMENT & ENTREPRENEURSHIP

Certificate Program is aimed at those wannabe Fashion Entrepreneurs and young professionals who want to understand the fashion phenomenon from two perspectives: **the process of setting up a new venture, and the ability to understand main processes and managerial issues of fashion companies.**

FASHION MANAGEMENT	14H	FASHION PROCESSES	12H	FASHION PRACTICES	24H
Entrepreneurship & Business Planning		Fashion Product Development & Collection Management		Startup Bootcamp, Coaching & Empowerment	
Fashion & Luxury Business Models		Digital Fashion, Marketing & Communication		Individual Study & Venturing	

## LEARNING OUTCOMES

Students completing the Certificate Program will be able to:

1. Identify and engage with key current opportunities inside the fashion, luxury and lifestyle context
2. Understand the core processes of fashion and luxury companies
3. Know the phases of business planning, venture ideation to build, develop and support new ventures and brands
4. Define differentiation strategies, thanks to several case studies and best practices

## THE DIRECTOR



General Manager of Milano Fashion Institute. He specialized in the areas of Corporate Strategy, Entrepreneurship and Business Planning and in the Management of Fashion Companies, at Bocconi University and other University Institutions. He is consultant for law firms and Italian and international companies in the fashion, luxury and lifestyle sectors, with particular attention to start-up projects. He is currently involved in international cooperation projects for government agencies and government educational institutions. He is honorary advisor to Cámara Paraguaya de Diseño y Innovación of Paraguay and Member of the Start-Up Initiative Board of Panelists, Fashion & Design Tech, of Intesa San Paolo. In 2017 he received the merit medal for the development of Italian-Latin American cooperation programs by IILA intergovernmental organization, Italian Republic, active in the field of cultural, scientific and development cooperation.



# Entry Requirements & Schedule



## FEES

The value of the Certificate Programs is 10.400 AED, payable in 2 installment: 1st installment, upon acceptance of the application by MFI; 2nd installment, before the start of the course



## TARGET

Courses are suitable for graduate and undergraduate students, young managers, professionals and young entrepreneurs who are willing to face the continuous challenges of the fashion industry.



## HOW TO APPLY

Certificate Programs provide an application process through on-line form. In order to apply for the admission to the course, the candidate must be at least currently enrolled at a Bachelor of Art/Science course or have a degree equal to or higher than a Bachelor. Young entrepreneurs and recent graduates from different disciplines are eligible. Applications and enrollments are care of MFI Staff with the support of SAE Institute, Dubai.

## TENTATIVE SCHEDULE



Courses will start 12<sup>th</sup> February up to 13<sup>th</sup> March, according to the following schedule:

- Fridays, 10 am to 11.15 am; 11.30 am to 1.00 pm; 2.30 pm to 3.45 pm; 4.00 pm to 5.15 pm

- Saturdays, 10 am to 11.15 am; 11.30 am to 1.00 pm; 2.30 pm to 3.45 pm; 4.00 pm to 5.15 pm

Lectures are scheduled on 12, 13, 19, 20, 26, 27 February, and 5, 6, 12, 13 of March.





# Our Partners

*Among our Partners:*

Camera Nazionale della Moda Italiana • Accenture • Aeffe Group • Al Tayer Group • Alessandra Ianzito • Alexander McQueen • Alter • Arcoretail • Armando Testa • AwLab • Balenciaga • Ballantyne • Bally • Benetton • Blumarine • Bottega Veneta • Braccialini • Brooks Brothers • Brioni • Brunello Cucinelli • Bulgari • Burberry • Calzedonia Group • Canclini Tessile • Chanel • Chitè Lingerie • Chicca Lualdi • Class Editori • Class Showroom • Coin Excelsior • Condé Nast • Conbipel • Corneliani • CP Company • Cup Studio • Diesel Group • Dior • Dolce & Gabbana • Dondup • Emilio Pucci • Eurojersey • Ermanno Scervino • Ermenegildo Zegna • Etro • Fendi • Figmenta Digital Communication • Ferragamo • Franzi 1864 • Fratelli Rossetti • Frau • Frette • Furla • Geox • Giorgio Armani • GMPR • Greenmedialab • Gruppo C14 • Gucci • Guess • Guffanti • Hearst Magazine • Here Connecting • Herno • Hermès • Horton International • Hugo Boss • Icast • Inditex Group • Jil Sander • Karl Lagerfeld • Kering • Kering Eyewear • La Perla • Lambert & Associate • Lanvin • Levi's • Liu Jo • Logan • L'Oreal Italia • Lorena Antoniazzi • Loro Piana • Louis Vuitton • Loewe • Lubiam • Luciano Padovan • Luxottica • LVMH • Michael Kors • Maliparmi • Mantero • Marni • Max Mara Group • Miroglio Fashion Group • Missoni • Moncler • Monnalisa • Moreschi • Moschino • Neil Barrett • Neinver Italia • New Guards Group • New Media Agency • Off-White • Ovs • Pietro Brunelli • Penelope • Pollini • Pomellato • Pinko • Piquadro • Ports1961 • Prada • Privalia • PVH • Quid • Ralph Lauren • Ratti • Reda • Renè Caovilla • Rinascente • Roberto Cavalli • Sense Immaterial Reality • Sergio Rossi • Shiseido • Slam • Smith Petersen • Staff International • Stefanel • Stella Mc Cartney • Stone Island • Swatch Group • Swinger • Switch Magazine • Tally Weijl • Tiffany • Tod's Group • Tom Ford • Tommy Hilfiger • Trussardi • Twin Set • Valentino • Valextra • Value Lab • Value Retail • Versace • Vivienne Westwood • Wait! Magazine • Wrad • Yamamay • Yoox

# Governance and Staff

## President

Prof. Arturo Dell'Acqua Bellavitis, Politecnico di Milano

## Director

Dr. Nicola Guerini

## Scientific Committee

Prof. Laura Bovone, Cattolica University

Prof. Guido Corbetta, Bocconi University

Prof. Alba Cappellieri, Politecnico di Milano

Prof. Arturo Dell'Acqua Bellavitis, Politecnico di Milano

Prof. Carla Lunghi, Cattolica University

Prof. Paola Anna Varacca Capello, Bocconi University

## Academic Coordinator

Dr. Francesca Ballario

## In partnership with



CONFINDUSTRIA MODA



## Milano Fashion Institute is founded by



Università Commerciale  
Luigi Bocconi



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore



POLITECNICO  
MILANO 1863

## Politecnico di Milano



## Università Cattolica del Sacro Cuore



## Università Commerciale Luigi Bocconi







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### MFI classrooms and laboratories

MFI Campus

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[www.milanofashioninstitute.it](http://www.milanofashioninstitute.it)





[milanofashioninstitute.it](http://milanofashioninstitute.it)