



The IED Fashion Lab is a school that provides an exhaustive response to the increasingly articulated training requirements of a sector of fundamental significance for the Italian and international economy and culture. It encompasses a didactic and research project that covers every field of the fashion industry, from its more creative facets to those of management and commercial enterprise: from the stylist to the fabric or jewellery designer, from the fashion journalist to the events organiser.



FASHION DESIGN

milan - rome - madrid - são paulo

This course enables students to develop and manage stylistic ideas for clothing in line with market requirements. The fashion designer is a professional capable of combining technique and creativity to design collections of clothing and accessories associated with the use of new technologies and new materials.

TEXTILE DESIGN

milan

This is a course for students who want to create designs with a special focus on the graphic elaborations of the fabrics destined for clothing. As textile designers must know how to design fabrics, they must have an in-depth knowledge of the materials used in fashion, the processes they undergo and their communication effects.

FASHION & TEXTILE DESIGN *conducted in English, and Korean in Milan and in Chinese in Rome
milan - rome - turin - barcelona

This is a course for professionals who want to combine technique and creativity to design accessories, fabrics and clothing collections. Its contents are closely related to real local enterprise and focus on the different applications of technical fabrics in: sportswear, car design, interior design, movie and set design and exhibition design.

FASHION ACCESSORIES AND SHOE DESIGN

rome

The aim of this course is to train professionals with the specific skills and abilities necessary for designing accessories and shoes, so that they are in a position to pursue their work throughout all its design phases, from the first concept through the creative elaboration and the feasibility study to controlling the prototype, all the while dialoguing competently with the various specialised professionals involved in the different fields of design and production.



"I really like the close contact with students, watching them design. They all create their own world and imagine the future, in terms of their own **ACTIVE CREATIVITY**".

Franca Sozzani
Editor, Vogue Italia,
Member of the IED Advisory Committee



PARTNER & COLLABORATIONS

The IED's partners include: 3M Italia, Adidas, AIMPES, Alcantara, Alessandro dell'Acqua, Arena, AR.TE.CA, Assessorato Moda, Turismo e Grandi Eventi, Atelier Gattinoni, Cattivi Pensieri, Centro Diagnostico Italiano, Cerruti Service, Chimento, COIN, Comieco, Consorzio 100% Italiano, Consorzio Canapa Italia, Design by Preziosità, Du Pont De Nemours, EuroJersey, Europa Tessile, Fendi, Fiorucci, Fondazione Guggenheim, Fondazione Ratti, Freudenberg Politec, Fossil, Gartex International, Gattinoni, Gemmatex, Gru.P. Italia, Hafner, Honda, Idea Como, Jackytex, Josh, Kult, Lanificio Barbera, Larusmiani, LE.DA.TEX, Legambiente, Limonta, Linificio e Canapificio Nazionale, MABRO, Mario Boselli Jersey, Masoni Pelle, Max Mara, Milano Fiera International, Miroglio Vestebene, Moda In, Mopeflan, MulinoDocks Dora, MTV Italia, Nero su Nero, Nomination Comete, ONYX, ORO, Paola Ungaro Studio Design, Pecci, Phard, Pianegonda, Pitti Immagine, Pliko, Pompea, Pontetorto, Pontoglio, Rajola, Ralph Lauren, Raumer Filati, Rcs Editori, Redaelli, Red Bull, Robe di Kappa, Samsonite, Scuola Orafa Arezzo, S & DR, Shima Seiki, Sergio Valente Accessories, SET - Società Europa Tessile, Sincronia, Sportswear Company (C.P. Company - Stone Island), Superga, Swarovski, Techno, Tiarè Tessuti, Tiroler Loden, Torino Calcio- Asics, Unoarere, Uco Sportswear, UNIC Lineapelle, Vogue Gioiello, World Gold Council, Ykk Italia, Wella Labocos Italia, Valentino, Zibetti.



JEWELLERY DESIGN

milan - rome - são paulo

Gemstones and precious metals acquire unique elegance and value when subjected to a designer's creative and design skills. Very curious by nature, jewellery designers attribute meanings to the system of signs and languages present in our everyday lives. By searching out and combining precious materials and synthetic stones, glassware, resins and other materials, they enrich the individual's personal image with small, telling details.

FASHION MARKETING

milan

Marketing and the management of the variables of product, price, distribution and communications enable firms operating in the fashion industry to target competitive, effective positioning and achieve positive results in the marketplace. The course in fashion marketing trains the following professional profiles in line with current market needs: product managers, licensing managers, buyers and store managers.

FASHION COMMUNICATION

milan

This course trains professionals to be capable of conceiving and managing an integrated communications strategy within firms operating in the fashion industry, looking after external relations with other industry actors, following advertising campaigns, maintaining relations with the media and organising fashion shows and other events.

FASHION MARKETING & COMMUNICATION *also available in English

barcelona

This course conveys specific skills in managing all those marketing and communication activities that are related to the products of the fashion system: this includes analysing the costs of raw materials, deciding what type of distribution system(s) to use and relating with the various communications media. This is a complete course aimed at communicating and promoting fashion as a product.



The IED's locations are equipped with libraries containing extensive collections of specialised publications, workstations with computers equipped with design software and broadband Internet access and PC and MAC workshops. According to their syllabus requirements, some locations have:

- Tailoring workshops
- Knitwear workshops
- Fabric workshops
- Goldsmith workshops