

A large group of young people, mostly in their late teens or early twenties, are posing for a group photo in the Piazza del Duomo in Milan. They are standing on the wide stone steps leading up to the Duomo di Milano. The group is diverse in appearance and is dressed in casual, contemporary clothing. The background is the massive, ornate facade of the Duomo, featuring Gothic architecture with intricate carvings, statues, and large arched windows. The scene is bright and sunny, with many other people visible in the background, some walking and others standing. The overall atmosphere is one of a popular tourist destination.

IIFM

ITALIAN
INSTITUTE OF
FASHION
MANAGEMENT
MILANO

EXPERIENCE THE ITALIAN ESSENCE

DECODING FASHION, GASTRONOMY &
THE ART OF LIVING

MILAN · FRANCIACORTA · LAKE COMO

10 DAYS · 8 NIGHTS · ENGLISH · OFFICIAL IIFM CERTIFICATE

THE INSIDER JOURNEY INTO THE ITALIAN LUXURY SYSTEM

SSRU x IIFM create an academic gateway between Thailand and the Italian luxury system.

A 360° view on Made in Italy through managerial perspectives, to understand how Fashion, Luxury and Lifestyle brands transforms:

HERITAGE INTO BRAND VALUE

CRAFTSMANSHIP INTO EXCLUSIVITY

DESIGN CULTURE INTO CULTURAL INFLUENCE

BRAND EXPERIENCE INTO EMOTIONAL CONNECTION

*Learn inside the places, meet the people, and experience
the culture that make Italian luxury globally unique.*

WHY MILAN?

THE CAPITAL OF GLOBAL FASHION & DESIGN

WHERE FASHION BECOMES BUSINESS.

Where fashion, design, architecture, culture and entrepreneurship meet.

FASHION / DESIGN / LIFESTYLE / BUSINESS / CULTURE

Experience the city and the places usually closed to the public from the inside — through the eyes of the luxury industry professionals.

WHAT DOES IT MEAN 'INSIDER'?

FROM CLASSROOM TO REAL WORLD

MASTERCLASS

**INDUSTRY
CONNECTIONS**

**COMPANY
VISITS**

**RETAIL
EXPLORATION**

**CULTURAL
IMMERSION**

**CRAFTS
MANSHIP**

Luxury is not only what you see. It is the strategy, intangibles, craftsmanship, culture and experience behind what you see.

WHAT DOES IT MEAN 'INSIDER'?



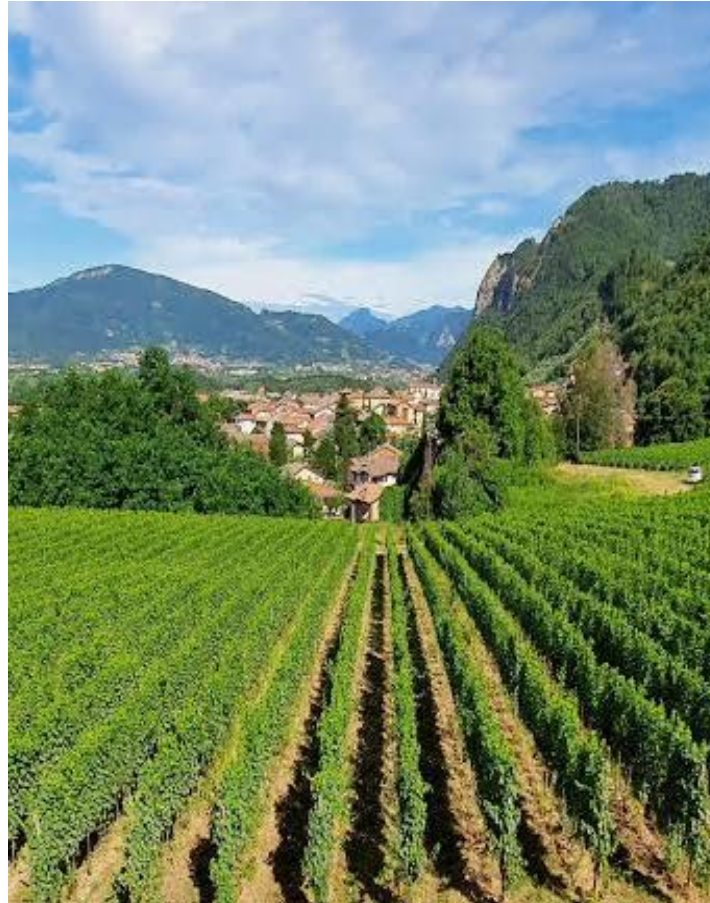
LEARN → OBSERVE → MEET → EXPERIENCE → DECODE

THREE ICONIC DESTINATIONS

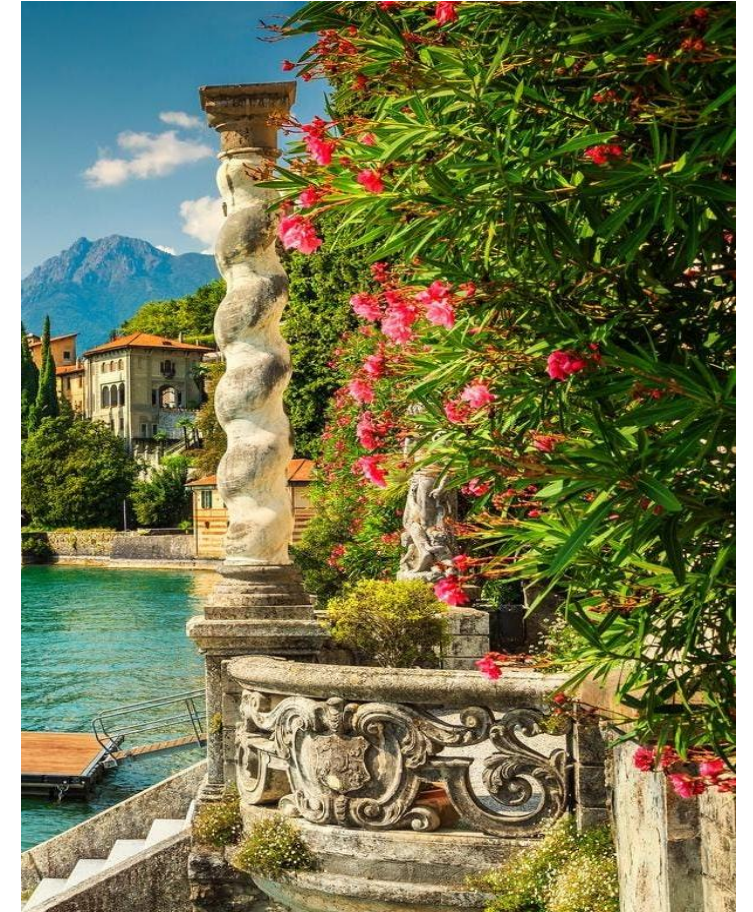
MILAN · FRANCIACORTA · LAKE COMO



Fashion · Design · Business



Terroir · Gastronomy · Lifestyle



Heritage · Beauty · Dolce Vita

Three destinations. One Italian luxury ecosystem.

DAY 3. THE DNA OF MILANESE LUXURY



Quadrilatero della Moda ·

Retail Safari ·

Visual Merchandising ·

Private Archive ·

Brand Storytelling



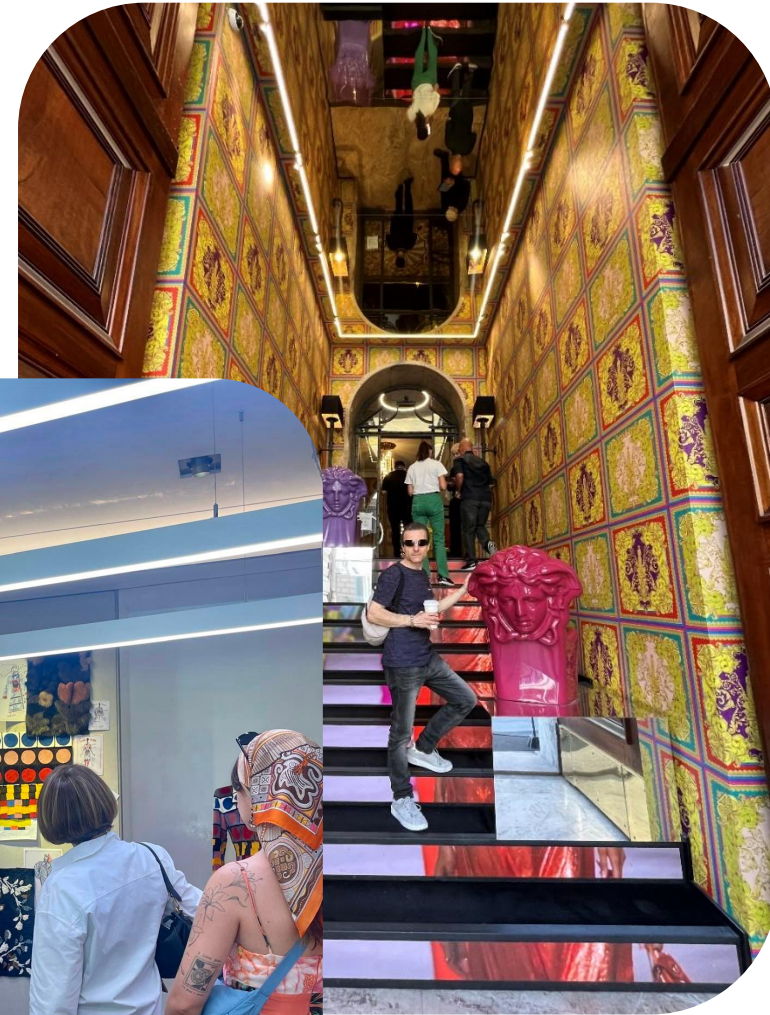
DAY 4. FASHION & CRAFTSMANSHIP

BEHIND EVERY ICONIC CREATION, THERE IS A HAND, A MATERIAL
AND A STORY.

*Craftsmanship · Materials · Leather ·
Atelier · Made in Italy*

DAY 5. FASHION MANAGEMENT, DESIGN & AESTHETIC LIVING

**Fashion &
Luxury Business
Models · Design ·
Heritage ·
Lifestyle
Branding**



DAY 6. FRANCIACORTA. WINE & TERRITORY

WHEN TERROIR BECOMES CULTURE, HERITAGE AND LUXURY.

Vineyard · Terroir · Fine Dining ·
Wine Investment · Vertical Tasting

DAY 7. LAKE COMO. THE ICON OF ITALY

*Como · Heritage · Villas · Bellagio ·
Italian Dolce Vita*

DAY 8. LUXURY RETAIL & THE SCIENCE OF LUXURY



*Psychology of Luxury ·
Sensory Experience*

DAY 9. FROM LUXURY TO BUSINESS



**DISCOVER HOW LUXURY BRANDS
CREATE VALUE ACROSS EVERY
CUSTOMER TOUCHPOINT.**

TOGETHER WITH

A man with a beard, wearing a blue suit and tie, stands behind a glass display case in a jewelry store. He is gesturing with his hands while speaking to a group of women who are looking at the jewelry. The store has large glass display cases filled with jewelry, and there are large bouquets of yellow and white flowers in blue vases in the background. The scene is brightly lit, and the atmosphere appears to be a high-end retail experience.

LUXURY RETAIL SAFARI

★ MICHELIN-STAR GALA DINNER

SURPRISE EXPERIENCIAL LUXURY EXPERIENCE

THE PEOPLE

LEARN FROM PEOPLE WHO LIVE THE INDUSTRY

Nicola Guerini

Founding Dean & Director-General, IIFM

Arturo Dell'Acqua Bellavitis

Architect · Former President, Triennale Design Museum

Luca Fortuna

Luxury Wellness & Perfume · President, IIFM

Viviana Caslini

Former Director, Cartier — Brand Heritage & Cultural Strategy

Daniele Menotti Pratesi

Brand Experience Manager, Giorgio Armani

Giulia Zappulla

Luxury Retail & Visual Merchandising ETRO · Program Coordinator, IIFM

and others.

IIFM

THE BOUTIQUE UNIVERSITY INSTITUTE IN THE HEART OF MILAN FOCUSED ON FASHION & LUXURY MANAGEMENT



ACADEMIC EXPERTISE

Founded by the Protagonists of Fashion & Luxury Management

INDUSTRY CONNECTIONS

Fashion & luxury professionals

MILAN ACCESS

Learning directly inside the Italian system

INTERNATIONAL PERSPECTIVE

A global classroom in Italy

IIFM does not simply teach Italian luxury. It brings students inside the ecosystem that creates it.

KEY UNIQUES

Tailor-made learning experience

FOR US, EDUCATION IS NOT JUST A TEACHING.
YOU WILL HAVE YOUR LEARNING **EXPERIENCE**,
CRAFTED AROUND YOU: STUDY, PROJECTS,
VISITS, INTERNSHIP & PLACEMENT

The ultimate expertise in fashion & luxury management

DIRECT CONTACT WITH THE
MOST QUALIFIED & EXTENSIVE
FACULTY OF FASHION
MANAGERS & UNIVERSITY
PROFESSORS



The IIFM® approach

ALL THE UNIVERSITY MASTERS ARE
DESIGNED THROUGH THE IIFM
APPROACH:

DECODING AND ENCODING FASHION
PROFESSIONS, AND INDUSTRY EMERGING
CHANGES

INTEGRATING **REALTIME INSIGHTS** TO
YOU WILL BE READY FOR THE FUTURE,
NOT FOR THE PRESENT.

KEY UNIQUES

ITALIAN
INSTITUTE OF
FASHION
MANAGEMENT

True connections with the job market of fashion & luxury

SINCE DAY 1, DIRECT CONTACT
WITH COMPANIES THROUGH
CAREER MANAGEMENT
COURSES, PREPARING YOU
DURING ALL THE YEAR.



Connected with universities from all over the world

AN EXTENSIVE NETWORK
OF PARTNERSHIPS WITH
WORLD RENOWNED
UNIVERSITIES AND
INSTITUTIONS



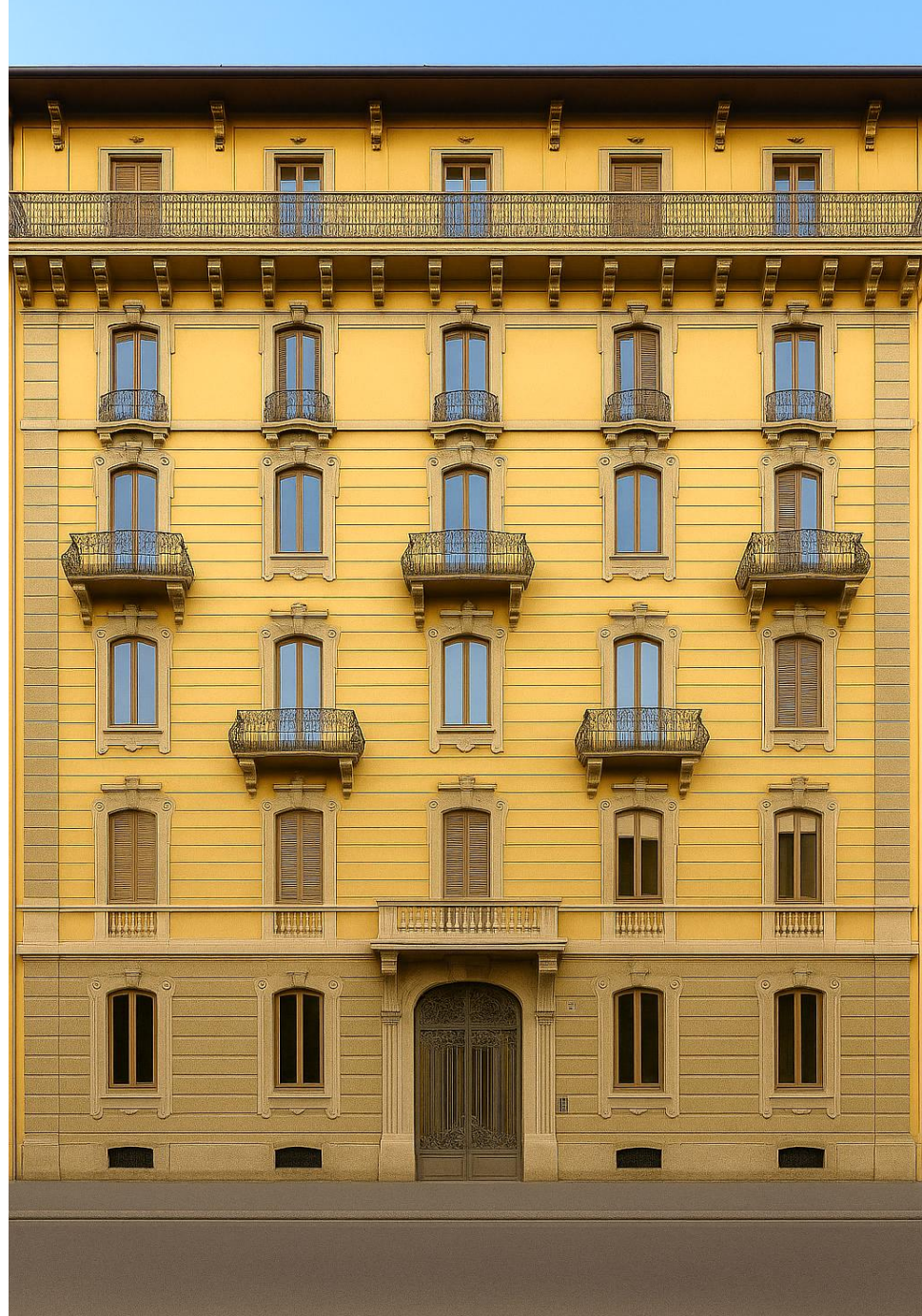
Global experience

A TRUE DIVERSE AND
INCLUSIVE COMMUNITY,
WHERE YOU LEARN FROM
PEOPLE FROM ALL OVER THE
WORLD



Pioneers

WORLD'S FIRST EVER UNIVERSITY
MASTERS IN SEVERAL FIELDS:
FASHION LAW, FASHION HR, ETC



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