



FASHION WINTER CAMP

ISTITUTO MARANGONI MIAMI
THE MIAMI SCHOOL OF FASHION AND DESIGN

786-622-0193 

miami@immiami.edu 

immiami.edu 

ADMISSIONS GUIDANCE
WINTER 2027

PROGRAM DESCRIPTION

The Fashion Winter Camp course is tailored for students aged 14 to 18 who are looking for a pre-college course to understand the intricacies of the fashion industry. The program will delve into the main areas of fashion: design, styling, and business. Led by our higher education faculty, students have the opportunity to delve into fashion trends, acquire knowledge in textile selection and garment construction techniques, explore the pivotal role of marketing and branding in the fashion industry, and actively contribute to the development of their college fashion portfolio.

PROGRAM SPECIFICS

AGES

14-18

TUITION

\$3,500

Early Bird Discount: Pay the full amount by November 15th and receive a \$500 discount.

Food Package (Optional): \$250

EARLY BIRD DEADLINE

Early Bird: November 15th

DURATION

2 weeks

CLASS START DATE:

January 25–February 5, 2027

SCHEDULE

Monday - Friday; 9:30 AM - 4:30 PM

STEP-BY-STEP GUIDE: HOW TO APPLY

- 1 Explore Programs immiami.edu/all-programs
- 2 Schedule a Meeting immiami.edu/appointment
- 3 Submit Your Application immiami.edu/apply
- 4 Submit Registration Documents

REGISTRATION DOCUMENTS

Pre-College Programs

- Online Application
- Application Deposit \$500
- Valid ID

PROGRAM CURRICULUM

FASHION PHOTOGRAPHY

Learn composition, lighting, and editorial photography techniques to capture compelling fashion imagery.

TRENDS FORECASTING & RESEARCH METHODS

Analyze fashion trends, understand forecasting techniques, and anticipate shifts in the industry.

STREETWEAR TRENDS FOR FASHION

Explore the evolution of streetwear and its influence on high fashion and emerging trends.

BRANDING & MARKETING STRATEGIES FOR FASHION

Develop branding and marketing techniques with a focus on digital engagement and consumer behavior.

FASHION ILLUSTRATION

Master sketching techniques, movement, and conceptual design to bring fashion ideas to life.

ATELIER: GARMENT DECONSTRUCTION TECHNIQUES

Learn sustainable fashion practices by deconstructing and reimagining garments.

ATELIER STUDIO: STREETWEAR UPCYCLING

Transform old garments into fashion-forward streetwear through upcycling techniques.

HOW TO CREATE A DIGITAL PORTFOLIO

Build a professional digital portfolio that showcases your creativity and technical skills.

SOCIAL MEDIA FOR FASHION BRANDS: STORYTELLING

The Stylist as the Storyteller – Learn how stylists and brands use social media storytelling to engage audiences.

PHOTOSHOOT PLANNING & EXECUTION

Develop skills in mood board creation, styling, photography, and post-production editing.

PORTFOLIO DESIGN: LAYOUT & COMPOSITION

Design a strong digital portfolio with professional layout and composition techniques.

BRANDING & MARKETING FOR GEN Z

Explore strategies tailored to Gen Z consumers, focusing on authenticity and digital engagement.

COUTURE FABRIC MANIPULATION

Students will learn how to intentionally alter the texture shape and appearance of textiles to create unique and artistic designs.

FINAL PORTFOLIO PRESENTATION & AWARDS

Present your completed portfolio, receive professional feedback, and celebrate achievements.