

**BUSINESS DEVELOPMENT IN
FASHION & LUXURY**

MANAGING EVOLUTION AND
CONSISTENCY
2025

Gabriella Saracino

IIFM

IIFM

ITALIAN
INSTITUTE OF
FASHION
MANAGEMENT

Where **creativity**
meets **strategy**



AGENDA

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ABOUT IIFM

IIFM Milan is the leading higher education institute in Milan and Italy for fashion management.

We revolutionized fashion management education through multidisciplinary programs designed around core business processes, emphasizing innovation, thanks to **the most qualified Faculty of professors and industry managers**, fostering strong, influential **connections with the industry**.

We are in Milan, the global fashion capital, and our Founders are those Professors who created the fashion management disciplines at graduate level in the Italian and European landscape.

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CLICK THIS LINK
TO DOWNLOAD OUR VIDEO

<https://mega.nz/file/roOTSCCR#DFfge-YuJ5TSpHMMsmPuJd1DTwkWQCw9flesHixAtQA>

WHO WE ARE



Nicola Guerini

Dean and Director-General | nicola.guerini@iifm-milano.it

More than 15 years of experience as Director-General and BoD Member. University Professor of Entrepreneurship, Fashion & Luxury Management, Strategic Advisor. **In 2017, he has been awarded the Medal of Merit** for the development of cooperation programs.

Visiting Lecturer at several universities, among which Chulalongkorn University (Bangkok), FIT – State University of New York, Mackenzie University (Brazil), Universidad Tadeo (Colombia), Villanova University (USA), Glion (Switzerland). He is teaching **in MBA and EMBA Programs**, among which the University of Michigan, the Babson College, and Boston University.



Arturo Dell'Acqua Bellavitis

Provost

Former Dean of the School of Design, Politecnico di Milano. He has been the founder of the School of Design of Politecnico, in 1999. Former President of the Triennale Design Museum.

In the early 2000s, he has been the **Scientific Director and Promoter of the Flagship Project 'Città della Moda' of the Municipality of Milan**, with the former Mayor Letizia Moratti.

Currently, Professor Emeritus, Politecnico.

OUR LOCATION

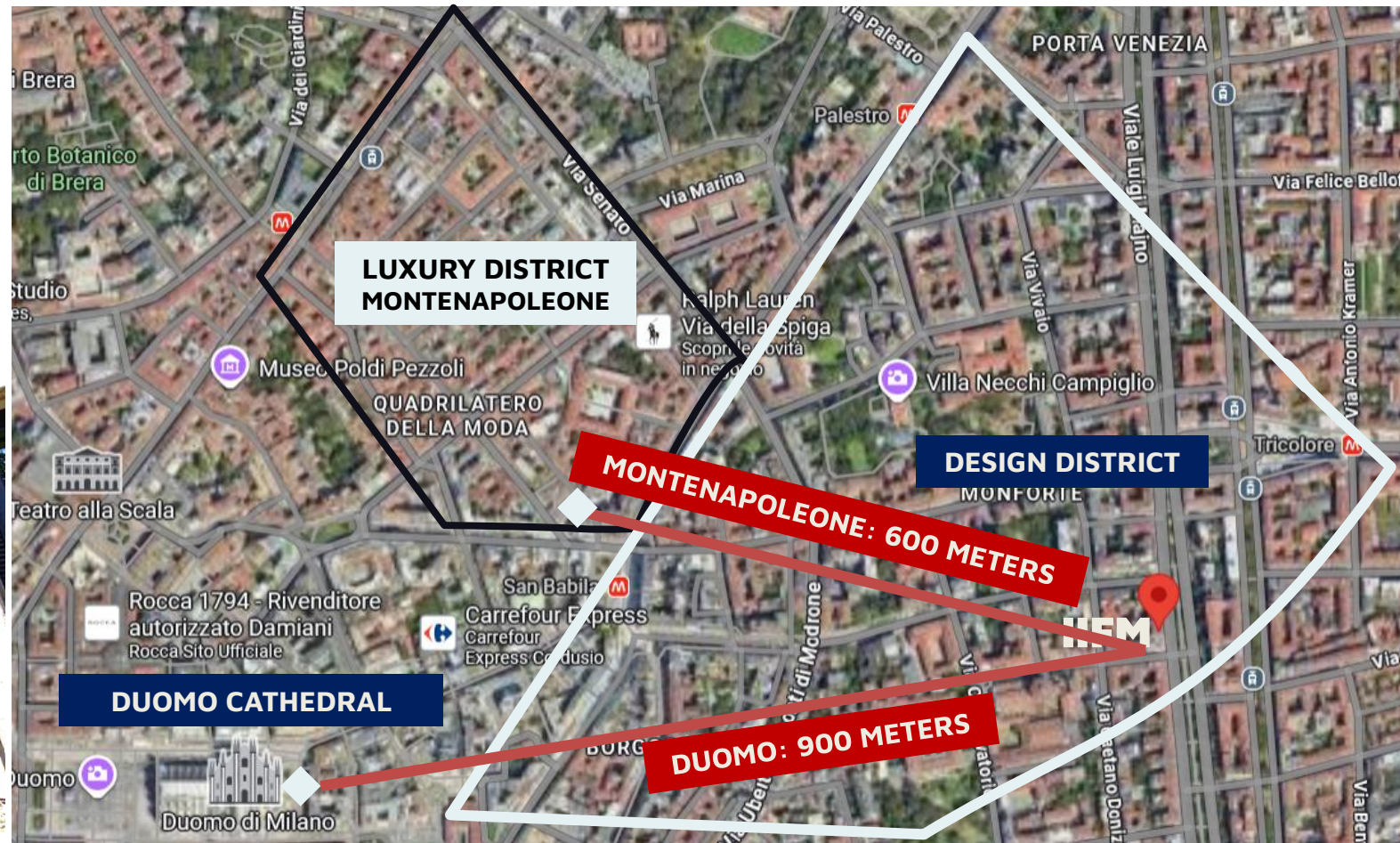
- Located in the heart of Milan, Italy, the **fashion & luxury capital** and the **financial capital** of continental Europe
- **Walking distance** from iconic districts like Brera, and the **Fashion Quadrilateral**.
- 30 min train to **Lake Como**, to **Portofino** and **Cinque Terre** and Turin.
- 1 hour flight to **Rome**, **Paris**, **Berlin** and other major European capitals.
- Connected to 200+ global cities through **3 city airports** (Malpensa, Linate, Bergamo).

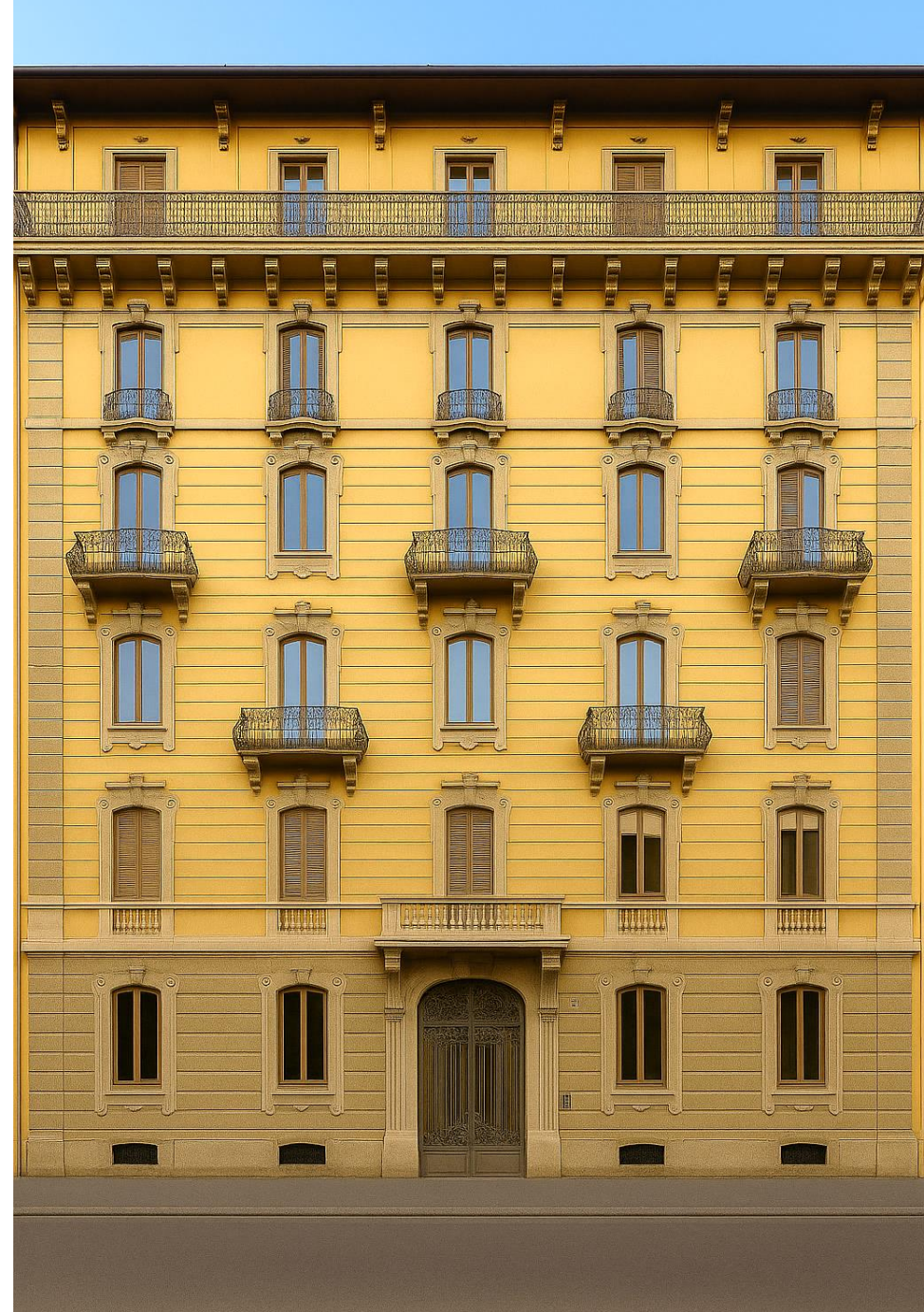
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OUR CAMPUS

- **We are located in Milan's Luxury District** — the safest and most exclusive area in the city.
- **We are the only Fashion & Luxury Management Institute in this neighborhood**, one metro stop from Duomo and a one-minute walk from underground station.
- **City CAMPUS.** One historic heritage building, **fully renovated in 2025.**
- **Ancient architecture with contemporary design**



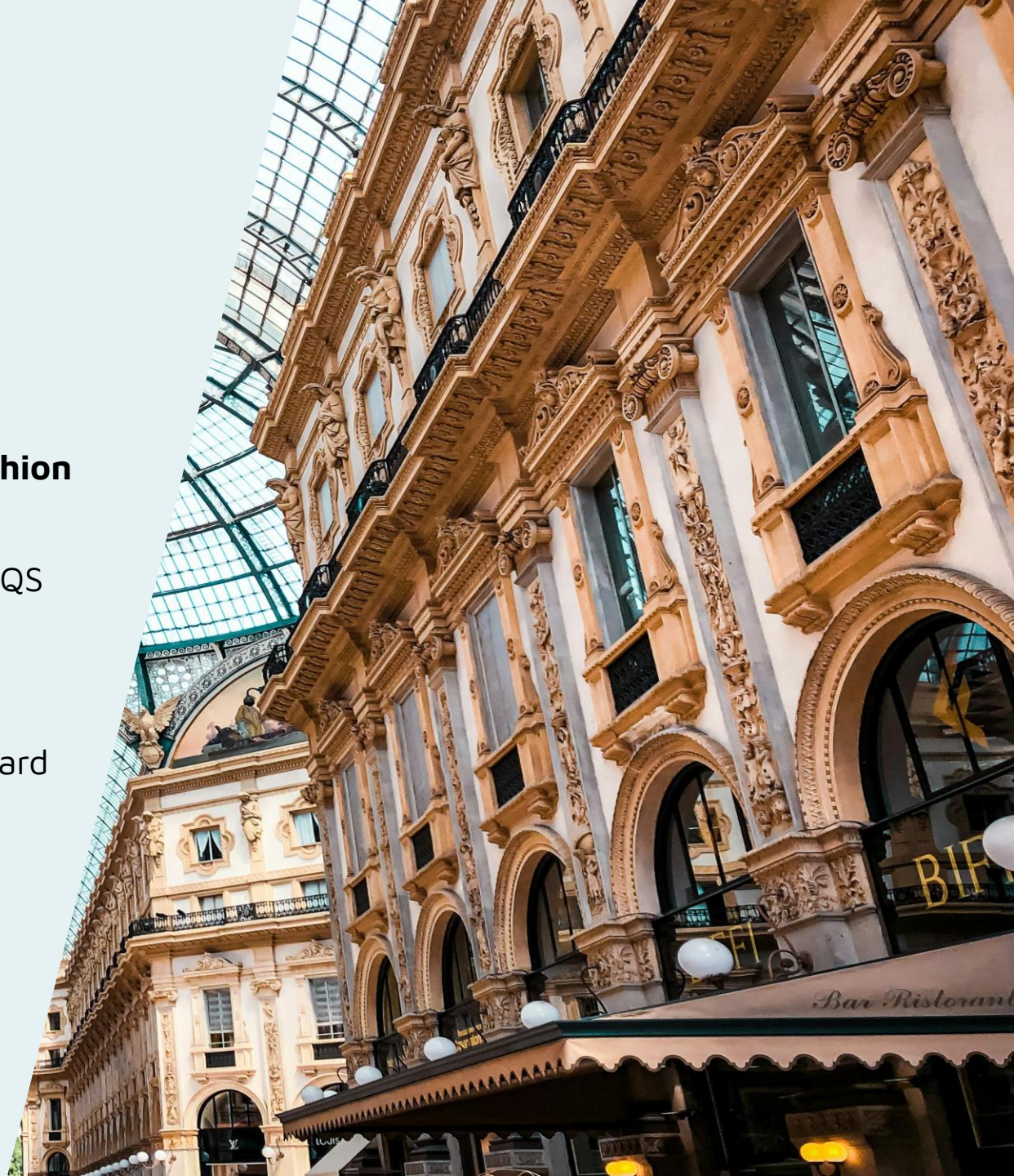


OUR LOCATION

MILAN IS WHERE FASHION MEETS FUTURE
AND MANAGEMENT

- **The most loved fashion capital among the Top 3 global fashion cities**, before New York and London.
- Ranked among the **Top 50 Best Student Cities** in the world (QS Ranking).
- **24% of the resident population is international**
- Among the **Top 20 most visited cities in the world** (Mastercard GDCI).
- Ranked **#31 in Global Liveability Index 2024** – excellent infrastructure, culture, healthcare.

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OUR LOCATION

MILAN IS WHERE FASHION MEETS FUTURE
AND MANAGEMENT

- **#1 destination worldwide for shopping tourism**, ahead of Paris, London, New York – generating **€2.6 billion/year** from high-spenders.
- **Global Fashion Capital with over 850 showrooms & corporate HQ.**
- A strategic hub for **fashion business, design innovation, and creative industries.**
- A cosmopolitan city: **50% of international visitors return** within a year.
- Affordable city: #57 globally — making it **38% cheaper than New York, 20% cheaper than London, 28% cheaper than Amsterdam, 18% cheaper than Paris, and over 60% more affordable than Geneva and Zurich** (Mercer Cost of Living Index 2024).

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MILAN EXPERIENCE

WHO IS T

- Enjoy all the **four seasons**
- Enjoy life along the **Navigli quartier**, with cozy cafés, vintage markets, and design studios.
- The city of **Leonardo da Vinci**. Walk the same streets and meet his masterpieces: from Last Supper at Santa Maria delle Grazie to the Castle Sforzesco.
- Access events like **Fashion Weeks** and **Design Week**
- The city of all **the most important Fashion & Luxury Brands**
- **Safe & Smart Urban Living. Safer than Paris and London** (Numbeo 2025)

UNIQUE TO IIFM

- 
- A photograph of two young women in profile, looking towards the right. The woman in the foreground has long dark hair and is wearing a maroon top. The woman behind her has long blonde hair and is wearing a grey top. They appear to be in a gallery or museum setting, with a display of fashion items visible in the background.
- **The only institute entirely focused on fashion & luxury management.** We don't train artists—we shape future managers, strategists, and consultants.
 - Cutting-edge **fashion & luxury management programs, crafted around real corporate processes**, blending creativity and business.
 - All graduate programs have strong **connections with fashion & luxury brands** and industry leaders
 - **FREE CERTIFIED ITALIAN LANGUAGE COURSE (PLIDA)** . All international students receive a complimentary Italian course.
 - **TAILOR-MADE STUDENT EXPERIENCE.** Every student receives personal guidance, flexible learning paths, and ongoing support. Here, students are never just numbers.
 - **100% ITALIAN. 100% INDEPENDENT. 100% AUTHENTIC.**



UNIQUE TO IIFM

Crafting your learning experience

FOR US, EDUCATION IS NOT JUST A TEACHING ACTIVITY. IT'S THE LEARNING EXPERIENCE WE CRAFT AROUND STUDENTS, SINCE BEFORE STARTING, UP TO THE PLACEMENT

The ultimate expertise in fashion management

THE MOST QUALIFIED AND EXTENSIVE FACULTY OF INDEPTH EXPERTISE ON FASHION & LUXURY MANAGEMENT: MANAGERS AND PROFESSORS, TOGETHER

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IN-DEPTH COURSES	
20H	FASHION BRANDING STRATEGIES
20H	BRAND IDENTITY & POSITIONING
40H	BRAND MANAGEMENT & BUSINESS DEVELOPMENT
20H	BRAND EXPERIENCE MANAGEMENT & EVENTS
20H	DIGITAL BRANDING & STORYTELLING
120H	SUSTAINABILITY & ETHICAL BRANDING
20H	ENTREPRENEURSHIP & START UP PLANNING
STUDY TOUR	
20H	FASHION SYSTEM OF ITALY
20H	STUDY TOUR

The IIFM® approach

OUR CURRICULUM ARE DESIGNED THROUGH THE IIFM APPROACH: DECODING AND ENCODING INDUSTRY EMERGING CHANGES INTO PROGRAMS, INTEGRATING REALTIME INSIGHTS TO ENSURE STUDENTS ARE TRAINED FOR THE FUTURE, NOT FOR THE PRESENT.

True connections with the job market of fashion & luxury

SINCE DAY 1, DIRECT CONTACT WITH COMPANIES THROUGH THE CAREER MANAGEMENT TRACK, PREPARING YOU, THROUGH DIFFERENT STEPS & PROGRESS.



The school of the global experience

NOT JUST STUDENTS FROM ALL OVER THE WORLD, BUT A TRUE DIVERSE AND INCLUSIVE COMMUNITY, WHERE YOU LEARN FROM PEOPLE FROM ALL OVER THE WORLD



The unique institute with global university partnerships

AN EXTENSIVE NETWORK OF STRATEGIC PARTNERSHIPS WITH WORLD RENOWNED UNIVERSITIES AND INSTITUTIONS



The pioneers of innovation in fashion education

WE'VE CREATED WORLD'S FIRST EVER MASTER'S PROGRAMS IN SEVERAL DISCIPLINES, FROM FASHION LAW, TO FASHION HR. THAT'S WHY STUDENTS FROM ALL CORNERS OF THE WORLD ARE WITH US, IN MILAN.

CAREER MANAGEMENT COURSES SINCE DAY 1



Our **Career Empowerment Program** starts on day one and continues all year, with:

- Personal coaching
- Tailored CV & LinkedIn workshops
- Mock interviews with real HR managers
- Mentoring from industry professionals
- Employer branding
- Soft skills
- Career weeks with top global fashion & luxury brands
- Real-life projects and case studies

We prepare students to enter the job market with confidence and strategy.

OUR PROGRAMS

GRADUATE PROGRAMS

UNIVERSITY MASTER

(60 credits) – Fully accredited

- Master In Fashion & **Luxury Management**
- Master In Fashion **Brand Management**
- Master In Fashion **Business Management**
- Master In Fashion **Communication Management**
- Master In Fashion **Event Management**
- Master In Fashion **Human Resources** & Management
- Master In **Fashion Law** & Management
- Master In Fashion **Product Management**

English

Blended (100% on campus + by distance upon request)

1 year

1 intake: January

Curricular internship included

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OUR PROGRAMS

UNDERGRADUATE PROGRAMS

COURSES

4 WEEKS PROGRAMS

- Digital Fashion
- Fashion Buying
- Fashion Journalism
- Fashion Law

SUMMER SCHOOLS

- FASHION MANAGEMENT SUMMER SCHOOL - UNDERGRADUATE STUDENTS
- FASHION SUMMER CAMP - HIGH SCHOOL STUDENTS

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ENROLLMENT PROFILE

EACH YEAR, STUDENTS
ARE APPLYING FROM
MORE THAN 35
COUNTRIES FROM ALL
OVER THE WORLD.

AGE

UP TO 24: **27%**

FROM 24 TO 27: **54%**

MORE THAN 27: **19%**

BACKGROUND DEGREE

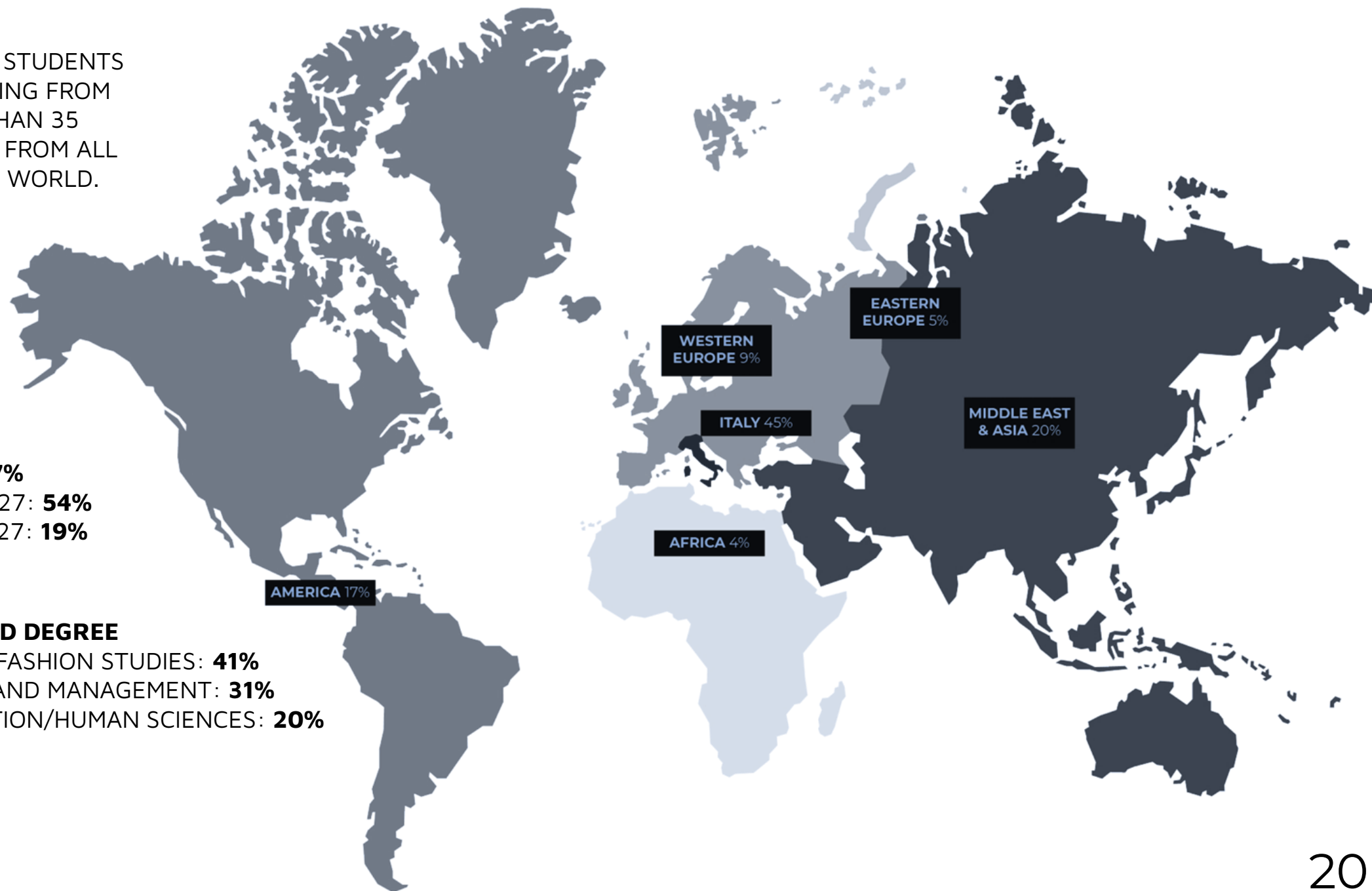
DESIGN AND FASHION STUDIES: **41%**

ECONOMICS AND MANAGEMENT: **31%**

COMMUNICATION/HUMAN SCIENCES: **20%**

OTHER: **8%**

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CORPORATE & PLACEMENT PARTNERS

PARTNERING WITH THE MOST INFLUENTIAL NAMES IN FASHION AND LUXURY TO
OFFER YOU HANDS-ON EXPERIENCES AND EXCLUSIVE ACCESS.

ACCENTURE • AEFPE GROUP • AL TAYER GROUP • ALESSANDRA IANZITO • ALEXANDER MCQUEEN • ALTER • ALVEAR • APM MONACO •
ARMANDO TESTA • AWLAB • BACON CLOTHING • **BALENCIAGA** • BALLANTYNE • BALLY • BENETTON • BLUMARINE • **BOTTEGA**
VENETA • BRESCIANI • BRIONI • BROOKS BROTHERS • BRUNELLO CUCINELLI • BURBERRY • **BVLGARI** • CALZEDONIA GROUP • CANALI •
CANCLINI TESSILE • **CHANEL** • CHICCA LUALDI • CLASS EDITORI • CLASS SHOWROOM • CONBIPEL • COCCINELLE • CONCERTIA NUVOLARI •
CP COMPANY • CONDÉ NAST • CORNELIANI • CUP STUDIO • DIADORA • DIESEL • **DIOR** • DOLLY NOIRE • **DOLCE & GABBANA** •
DONDUP • EMILIO PUCCI • ERMANNO SCERVINO • ETRO • EUROJERSEY • EXPONENTIAL DISTRICT • FARFETCH • **FERRAGAMO** •
FERRARI • FIGMENTA DIGITAL COMMUNICATION • FRANZI 1864 • FRATELLI ROSSETTI • FRAU • FRETTE • FURLA • GEOX • **GIORGIO**
ARMANI • GMPR • **GUCCI** • GUESS • GUFFANTI • HEARST MAGAZINE • HERE CONNECTING • **HERMÈS** • HERNO • HORTON
INTERNATIONAL • HUGO BOSS • ICAST • INDITEX GROUP • INSTYLE DISTRIBUTION • INTERCOS • JAKALA • JIL SANDER • JIMMY CHOO • KARL
LAGERFELD • KERING • KERING EYEWEAR • KONTOOR BRANDS • LANVIN • LA PERLA • LEVI'S • LIU JO • LOEWE • LOGAN • L'OREAL •
LORENA ANTONIAZZI • LORO PIANA • **LOUIS VUITTON** • LUBIAM • LUCIANO PADOVAN • LUXOTTICA • LVMH • MALIPARMI • MANTERO •
MARNI • MAX MARA GROUP • MEDAVITA • **MICHAEL KORS** • MILOR • MIROGLIO FASHION GROUP • MISSONI • MOLESKINE • MOLOTOF •
MONCLER • MONNALISA • MONTINI • MOSCHINO • MPLUS COSMETICS • NEIL BARRETT • NEINVER ITALIA • NEW GUARDS GROUP • **OFF-**
WHITE • OTB GROUP • OVS • PENELOPE • PIERRE MANTOUX • PIETRO BRUNELLI • PINKO • PIQUADRO • POLLINI • POMELLATO •
PORTS1961 • PRADA • PRIVAIA • PVH • **RALPH LAUREN** • RATTI • REDA • RENÈ CAOVIALLA • RICHEMONT • RINASCENTE • ROBERTO
CAVALLI • SCALAPAY • SEDAPTA • SENSE IMMATERIAL REALITY • SERGIO ROSSI • SHISEIDO • SLAM • SMITH PETERSEN • SO-LE STUDIO •
SPINZI • STAFF INTERNATIONAL • STAIY • STEFANEL • STELLA MCCARTNEY • STONE ISLAND • STUDIO FANFANI • SWATCH GROUP • SWIDE
DIGITAL • SWINGER • SWITCH MAGAZINE • TALLY WEIJL • **TIFFANY & CO.** • **TOD'S** • **TOM FORD** • TOMMY HILFIGER • TUCANO
URBANO • TRUSSARDI • TWIN SET • **UNIQLO** • **VALENTINO** • VALEXTRA • VALUE RETAIL • **VERSACE** • VERA WANG • VIVIENNE
WESTWOOD • WAIT! MAGAZINE • WEMANAGE • WHITESHOW • X CHANNEL • YAMAMAY • YOOX NETA- PORTER • ZAC POSEN • **ZEGNA**

Some of Our Global University Collaborations and Affiliations



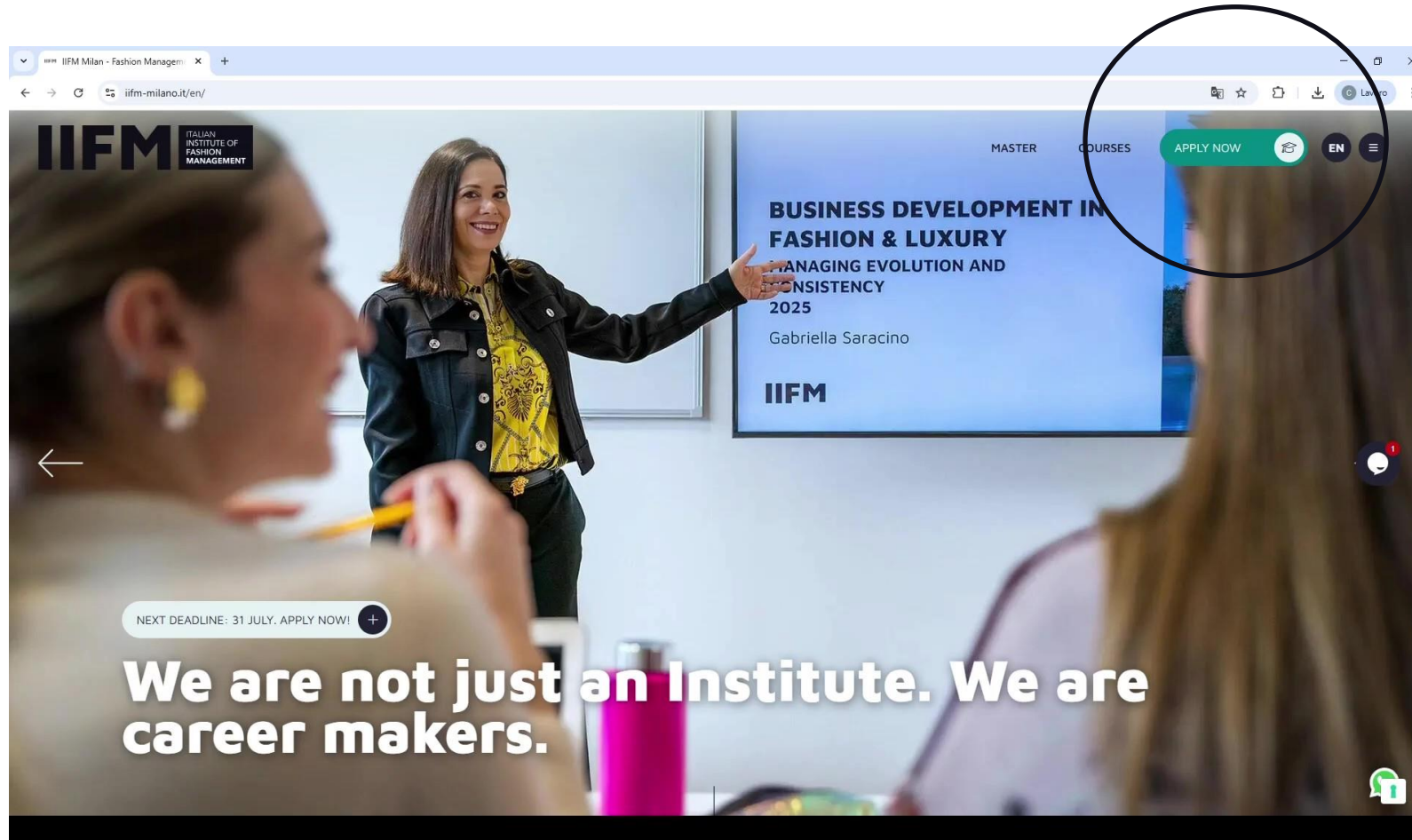
EXCHANGE PROGRAMS:



A photograph of two women in professional business attire. The woman on the left is seen in profile, facing right, with long blonde hair and wearing a dark blue blazer over a white top. The woman on the right is facing her, smiling, with long brown hair and wearing a dark blue blazer over a white top. They appear to be in a meeting or presentation setting. The background is a simple, light-colored wall.

IIFM APPLICATION PROCESS GUIDELINES FOR PARTNER AGENCIES & USEFUL LINKS

GUIDELINES FOR PARTNER AGENCIES & USEFUL LINKS



To submit an application:

<https://iifm-milano.it/en/application/>

Applications can be submitted:

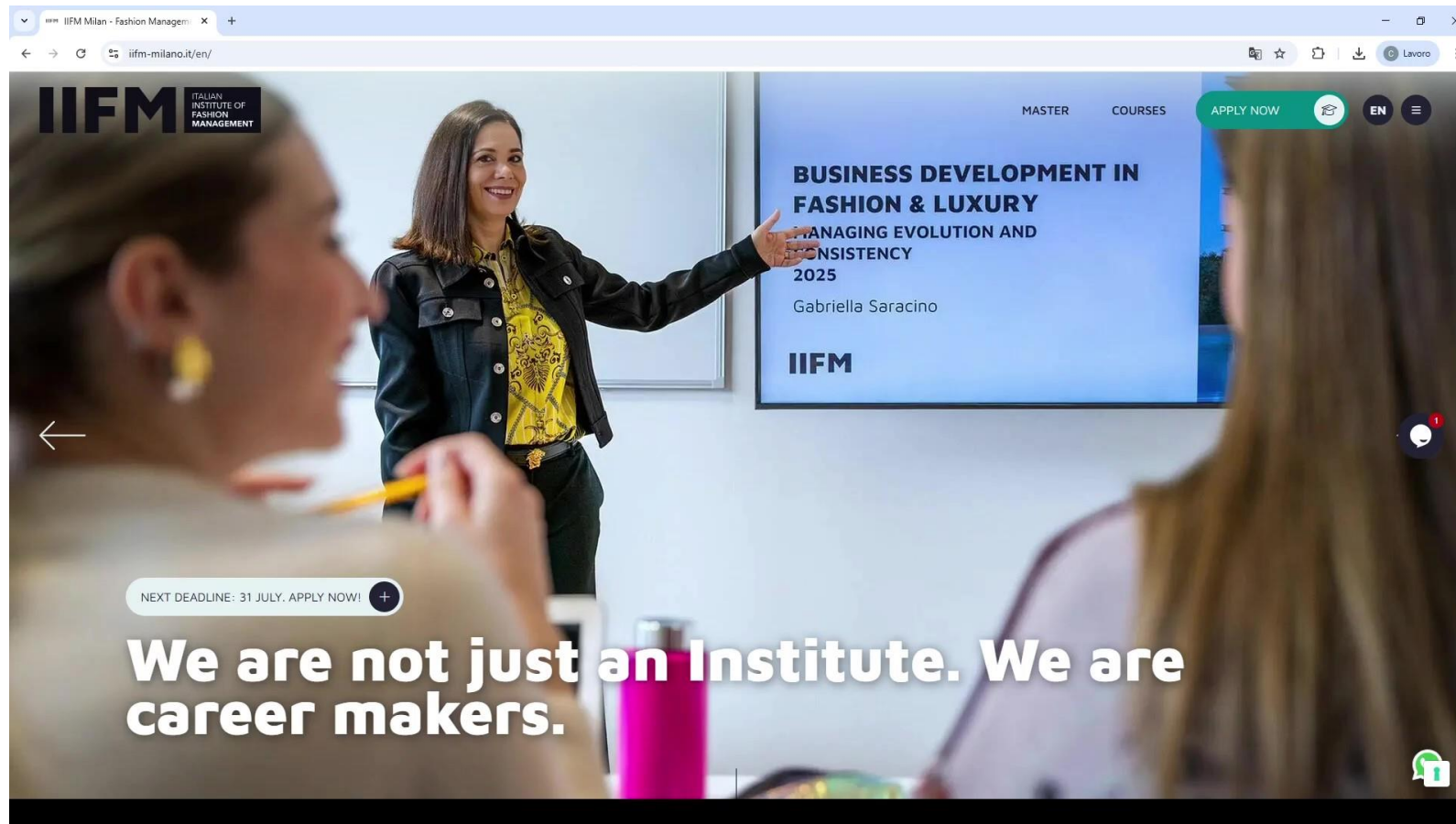
- Directly by the students
- By the Agency

100% online

No Application fees.

(see next chapter)

GUIDELINES FOR PARTNER AGENCIES & USEFUL LINKS



Each Agency will have access to an on-line reserved area, where the following information must be completed:

- Candidate's full name and relevant information
- This form must be completed **before the student submits** their application
- This process ensures that the student is correctly attributed to the Agency in the tracking system

HELPDESK

If you have any questions or face any issues, feel free to contact us.

You can also **submit all documents via email in one single message**, including the completed **Enrollment Form**.

Email: admissions@iifm-milano.it

INFO ON STUDENTS' DEFERRALS.

For deferrals, students should confirm their original offer AND pay the deposit before they request to defer. If they did not reply to their offer of admission AND pay the deposit, we cannot defer their admissions until they do so. Deposits only need to be paid once.

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TUITION & FEES

PROGRAM TUITION AND FEES € 21,000 (approx. \$24,000)

ROOM, BOARD, INSURANCE & EXPENSES* € 12,000 (approx. \$14,000)

TOTAL ANNUAL COST € 33,000 (\$38,000)

IF A SCHOLARSHIP IS AWARDED:

PROGRAM TUITION AND FEES € 10,500 (approx. \$12,000)

ROOM, BOARD, INSURANCE & EXPENSES* € 12,000 (approx. \$14,000)

TOTAL ANNUAL COST € 22,500 (\$26,000)

**Students may work part-time, up to 20 hours per week.
Estimated net salary: €600–800/month (approx. \$700–900 USD).**

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*This is an estimated average. Actual costs may vary depending on individual lifestyle and choices.



TUITION & FEES

TERMS

The total fee is divided into **4 installments**:

- **1° installment (€5,250, approx. \$6,000)**: upon enrollment
- **2° installment (€5,250, approx. \$6,000)**: January
- **3° installment (€5,250, approx. \$6,000)**: March
- **4° installment (€5,250, approx. \$6,000)**: May

IN DETAIL, THIS FEE INCLUDES:

- **Complimentary Italian Language course with certification**
- **Access to the Full Program Curriculum**
- **Study Materials**
- **An iPad** with the digital materials. The device will remain property of the Student after program completion.
- Access to the **digital E-Learning Platform**
- **IIFM Welcome Kit**, including a study amenity set.
- Access to **Campus Facilities**
- **Access to Professional Development & Placement Activities**
- **Alumni Association Membership**, upon graduation





SCHOLARSHIPS

- No separate application
- Scholarship Form available through Agency
- Evaluation based on merit and economic criteria (family income)
- No separate application required
- If the student doesn't have documents, she/he must fill the Scholarship Form submitted by the Agency
- Results communicated within 1 week

Value: €10,500
(50% of the total program tuition)

SCHOLARSHIPS FORM



Scholarship Financial Declaration Form (Self-Declaration Form – to be filled by the applicant)

1. APPLICANT INFORMATION

Full Name:	
Program Applied For:	

2. HOUSEHOLD INFORMATION

Please list all members of your immediate household (parents, siblings, dependents):

Full Name	Relationship	Age	Occupation/Status

3. ANNUAL NET HOUSEHOLD INCOME

Please indicate the total annual net household income (after taxes).

Amount:	
Currency:	

4. LIQUID ASSETS (CURRENT ACCOUNTS, SAVINGS, CRYPTOCURRENCIES, ETC.)

Please indicate the approximate total value of liquid assets:

- ☐ Less than €5,000
☐ €5,000 – €15,000
☐ €15,000 – €50,000
☐ Over €50,000



5. INVESTMENTS (BONDS, SHARES, FUNDS, ETC.)

Please indicate the approximate value of financial investments:

- ☐ None
☐ Less than €50,000
☐ €50,000 – €200,000
☐ Over €200,000

6. REAL ESTATE PROPERTIES

Please indicate your family's property ownership:

- ☐ Only the main residence (where the family lives)
☐ Main residence + 1 additional property
☐ Main residence + 2 additional properties
☐ Main residence + more than 2 additional properties

7. SPECIAL CIRCUMSTANCES

Please describe any eventual special financial circumstances (medical expenses, siblings studying, etc.):

--

8. DECLARATION

I hereby declare that the information provided above is true, complete, and accurate to the best of my knowledge. I understand that false or incomplete information may result in the withdrawal of scholarship eligibility.

Date:	
Signature:	

BRAND STORYTELLING THROUGH EVENT

AFTER THE MASTER PROGRAM – OPPORTUNITIES TO STAY IN ITALY

Non-EU students can reside in Italy after completing the IIFM Master. They can:

1. Convert the Stay Permit for Study into a Work Permit

If the student has received a job offer in Italy. The permit can be converted into a "**Permesso di soggiorno per lavoro subordinato**" (work residence permit).

2. Apply for a "Job Search" Stay Permit

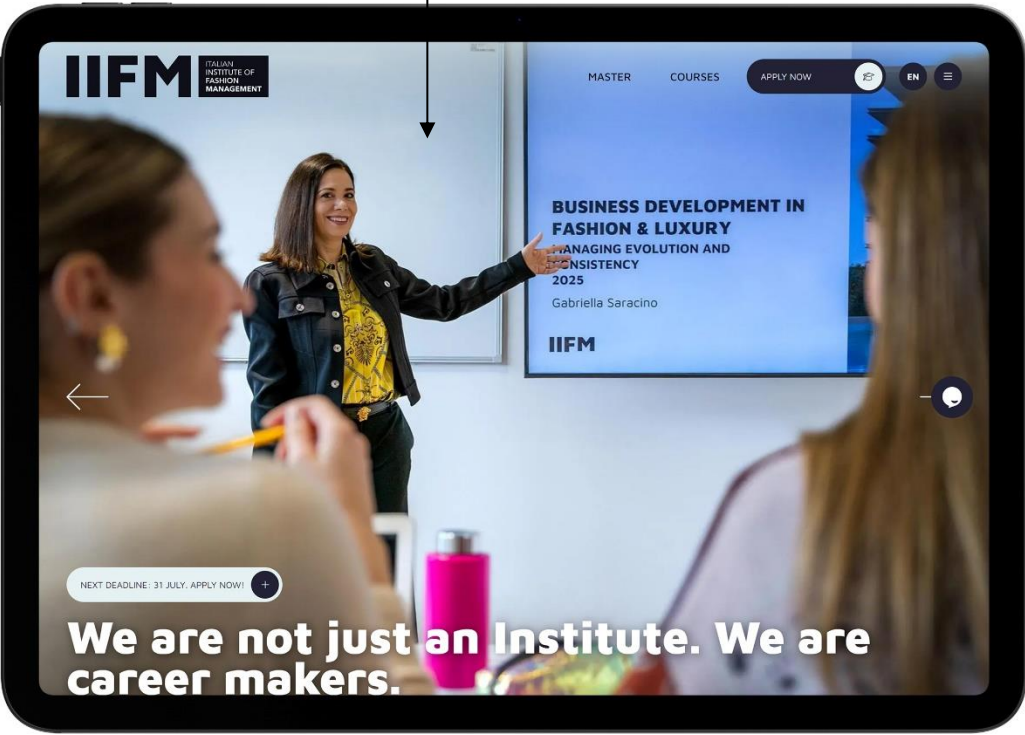
If the student has not yet secured employment. Graduates can request a **12-month "Permesso per ricerca lavoro"** (job search permit).

The Master is officially recognized, qualifying students for this transition.

Italian language training is included in the Master. This certification is needed for their request of stay permit, and employability.

BRAND KIT

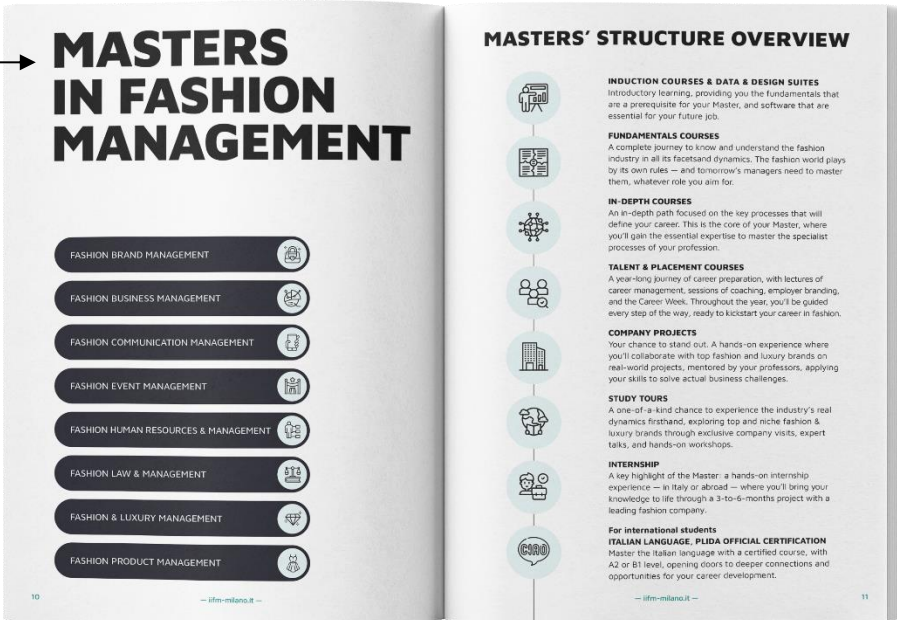
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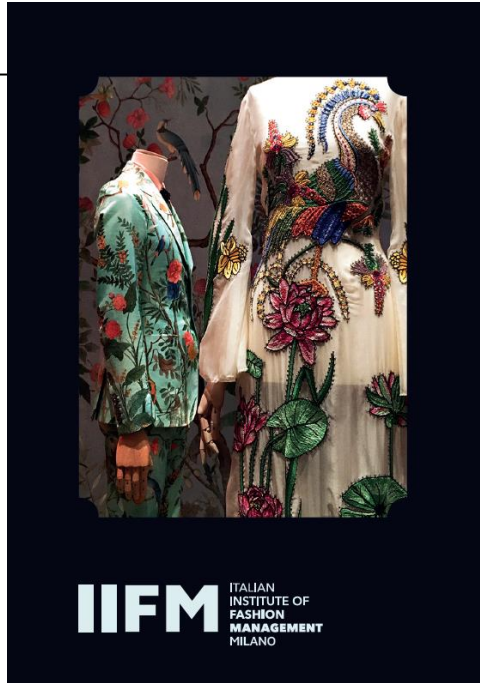
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Facebook & Instagram: @iifm.milano
Find more at: iifm-milano.it/en/partners/

International
Brochure



International Flyer



IIFM APPLICATION PROCESS GUIDELINES FOR STUDENTS

VERSACE HOME BRANDED RESIDENTIAL PROJECTS



Abil Mansion – South Mumbai
(India)

ABIL MANSION will be the first of its kind in India, offering a selection of unique duplex apartments combining ultra-modern facilities with the pure VERSACE HOME style. The new exclusive residential project will be located along Hughes Road, in South Mumbai, one of the richest urban district in India. The project will be completed by 2019.



Versace Residences – Chengdu
(China)

The VERSACE Residences will be located in the heart of the city of Chengdu. Consisting of 68 floors, the building will exceed a height of 220 meters, and accommodate units varying from 150 sqm to 400 sqm with luxury facilities and amenities. The project will be completed by 2020.

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IIFM APPLICATION PROCESS

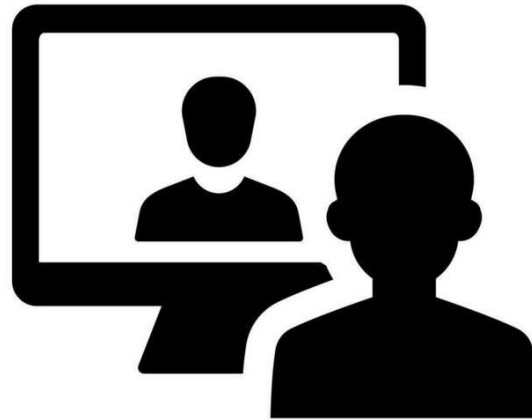
3 STEPS TO APPLY

1.



**FILL THE ONLINE
APPLICATION FORM**

2.



**ATTEND THE INTERVIEW
(ON-LINE)**

3.



**IF ADMITTED, CONFIRM
YOUR ENROLLMENT**

IIFM APPLICATION PROCESS

STEP 1: FILL THE ONLINE APPLICATION FORM

1. EXPLORE AND SELECT YOUR PROGRAM

Browse our programs here: <https://iifm-milano.it/en/master/>

2. FILL OUT THE ONLINE APPLICATION FORM

Apply directly here: <https://iifm-milano.it/en/application/>

3. UPLOAD YOUR DOCUMENTS INSIDE THE ONLINE APPLICATION FORM

1. Your CV
2. Motivation Letter
3. Copy of your passport (photo page only)
4. Copy of Degree Certificate (or self-declaration if pending)
5. Copy of the Transcript (or self-declaration if pending)

SEND APPLICATION



There are no fees required to apply.

IIFM APPLICATION PROCESS

STEP 1: FILL THE ONLINE APPLICATION FORM

No IELTS / TOEFL or English certificate is required. English will be tested orally during the interview.

No prior experience in fashion is needed.

All the academic backgrounds are eligible: business administration, design and creative arts, stems, social sciences and communication, etc.

At the beginning of the Master Programs, foundation courses are given to all the students (complimentary).

IIFM APPLICATION PROCESS

STEP 2: ATTEND THE INTERVIEW

1. INTERVIEW INVITATION

After submitting your application, you will receive an email with the invitation to the **selection interview**.

2. CONFIRM YOUR PARTICIPATION

Reply to confirm that you will attend the interview.

3. JOIN THE INTERVIEW

- Held in **English**
- We will ask about your **motivation, goals, and reasons for applying**
- Duration: **10–15 minutes**
- On **Zoom** → Be ready with **camera on** and **professional attire**

3. ADMISSION RESULT

You will receive your admission result by **email within 3 days** after the interview.

IIFM APPLICATION PROCESS

STEP 3: CONFIRM YOUR ENROLLMENT

After admission, what's next?

1. CONFIRM YOUR WILLINGNESS TO ENROLL

After receiving your admission letter, confirm you want to enroll within **3 days**.

2. ENROLLMENT FORM

Within **1 week**, you will receive:

- the **Enrollment Form** to fill and send back
- **Payment instructions** for the first installment

3. COMPLETE THE PAYMENT

You must pay within **5 working days**.

4. YOU'RE OFFICIALLY ENROLLED!

After payment, your spot is confirmed and you are 100% an IIFM student.

IIFM APPLICATION PROCESS

SUM UP

FAST AND CLEAR ADMISSION TIMELINE

Interview Invitation

→ Sent **within 1 week** after receiving your application

Admission Decision

→ Delivered **within 3 days** after your interview

Enrollment Form & Payment Instructions

→ Sent **within 3 days** after your enrollment confirmation

Please note: 1 available intake per year only

NEXT INTAKE: 26 January 2026.

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2025 CALENDAR (APPLICATION TO 2026 MASTERS)	
INTERMEDIATE DEADLINE	SELECTION INTERVIEW
30 JUNE	1-4 JULY
31 JULY	4-8 AUGUST
31 AUGUST	1-5 SEPTEMBER
30 SEPTEMBER	1-3 OCTOBER
31 OCTOBER	3-7 NOVEMBER
<u>30 NOVEMBER (FINAL)</u>	1-5 DECEMBER
<u>ALIFF SPECIAL DEADLINE: 19 DECEMBER</u>	22 DECEMBER

IIFM CONTEST PER ALIFF

Win an Exclusive Fam Trip Experience in Italy

How to Qualify

The **first agency** achieving one of the following enrollment targets receives an **all-inclusive Fam Trip to Italy** (flight + accommodation + IIFM experience):

2 FULL-FEE STUDENTS ENROLLED

OR

3 SCHOLARSHIP STUDENTS ENROLLED

What the Winning Agency Receives

A curated IIFM Milano Fam Trip, including:

-  Visit to IIFM Milano campus & leadership team
-  Tailored cultural and industry experiences in Milan
-  Hotel accommodation included
-  Exclusive culinary, shopping and lifestyle itinerary
-  Networking opportunities

Timeline

The contest is active **immediately** until **the first agency reaches the target**.

The Fam Trip will take place in **2026** on dates agreed with the winning agency.