FASHION STYLING AND COMMUNICATION
The creation and development of 360º fashion images alongside contemporary communication strategies.

Director: Natalia Bengoechea and Jana Fernández
Area coordinator: Iván Soldo

60* credits IED | October - July
19.00-22.30 h (M-F. 3, 4 or 5 days per week)

Entry requirements
Curriculum vitae / Motivation Letter
Project Portfolio (max 3Mb) / Web
Personal interview as deemed necessary by the Academic Coordination Team

Admissions
+34 914 480 444 | info@madrid.ied.es
Aimed at those who are interested in the world of fashion and its processes, as well as graduates or holders of diplomas in communications, Marketing and PR or journalism looking for specific training in the field of Fashion and Communications / Professional experience will be valued / A certificate will be issued at the end of the course (Compulsory attendance) / Limited places

Language
Most lessons will be taught in English. In the event of holding any activity in Spanish, simultaneous translation into English will be available.

Price
€15,200 (€3,900 registration fee + €11,300 course fee)
For more information: master.iedmadrid.com
Accommodation in Madrid (optional): hospitality@madrid.ied.es

*The teaching planning of all the IED Master courses is based on the criteria established by the European Higher Education Area (EHEA). IED Master adopts its own credit system which follows the structure of the European Credit Transfer System (ECTS). / IED Master only awards private qualifications. / This leaflet is for guidance only and the information contained herein is subject to change. / All of the images in this leaflet are projects by students or photographs of the premises and activities of the programme. / Because of issues regarding space, equipment and faculty availability, there may be changes in the timetable and dates of the programme.
Master in Fashion Styling and Communication

WELCOME TO ISTITUTO EUROPEO DI DESIGN
Welcome to the IED

The Istituto Europeo di Design is an international network that emerged in Italy in 1966 and today has 11 schools between Italy, Spain and Brazil. With a wide range of training programmes in the areas of fashion, product and interior design, visual communication and marketing, it is the largest design and management campus in Europe.

Our experience over 50 years has resulted in an innovative and unique academic model that trains professionals who are able to adapt to a changing society.

Over 20 years designing in Madrid

A historic palace, a Modernist building and a new Fab Lab equipped with the latest technology (laser cutter, 3D printers, CNC milling machines, etc.) offer everything necessary to become a professional.

The IED Madrid has three spaces in the city centre, computer suites with the best programmes, photography studios, model-making workshops, fashion, screen printing and Risograph workshops, an up-to-date library with publications and industry magazines... It is a creative space with activities open to all citizens and to the more than 1,500 students each year who work on designing the future.

Why study at IED Master?

IED Master is the IED Madrid graduate school, a dynamic and innovative laboratory, focused on debate and research, where the best conditions are offered to learn in a creative environment.

Experience
50 years’ experience in all disciplines of design and communication.

Training
Our training is innovative, cross-curricular, multidisciplinary and linked to the professional reality. We learn by doing, via a methodology that balances theory and practice.

Faculty
Our teaching staff is made up of working professionals from the national and international spheres.

Networking
Networking and collaboration with companies and institutions in the sector.

Environment
A multicultural environment among students and professionals, to favour an enriching professional and personal experience.

Location
A privileged location in the Madrid city centre, a European capital with a strong cultural scene which is accessible and constantly changing.
What does it offer professionally?

1. A large network of contacts between students, professionals and businesses.
2. Personalised guidance on Professional Orientation to facilitate practical work and to help students enter the work market.
3. Contact with companies, organizations and institutions seeking talent among our students.
4. IED Madrid platform and media for the dissemination of activities, prizes and other initiatives by our alumni.

Fab Lab IED Madrid
Since 2015 we offer an innovative space which is part of the Fab Labs network – Fab Foundation, promoted by the MIT — a workshop for manual, digital and finishing fabrication, focusing on entrepreneurship, research and training under the IED philosophy: learning by doing.

Mozafiato Space
The IED Madrid offers a specialized library for students, teachers and the general public. It is the perfect place to relax, work, read and exchange ideas.
Exhibition Space
This room hosts all kinds of exhibitions, from painting to illustration, multimedia, editorial design, photography, etc. Since it first opened in 2006 it has offered a continued and varied programme.

Classrooms
The academic reality of the IED Madrid can be lived and felt in classrooms designed to accommodate the different specialities of our design courses.

Photography Studio
Equipped with cameras and professional lighting equipment, the set is open to all students who want to work on their creative projects: portrait or product sessions, fashion shoots, film advertising montage, etc.
Master in Fashion Styling and Communication

COURSE INTRODUCTION
Objectives

The Master in Fashion Styling and Communication degree forms professionals that will be capable to come up new fashion visual proposals (styling, creative direction, fashion film,...) as well as developing contemporary communication, branding and marketing strategies for existing fashion companies.

It is a theoretical and practical training that brings the student closer to the realities of the professional market through a series of collaborations with different fashion brands (luxury & high street, showrooms, vintage, agencies, etc), where they will acquire the necessary skills to tackle the new challenges in the fashion sector.

Professional Opportunities

1. Fashion Stylist
2. Fashion Editor
3. Creative Director
4. Content Creator
5. E-commerce Operations
6. Visual Merchandising
7. Communication Key Account Manager
8. Marketing Strategist
9. Social Media Manager
10. Fashion PR

Learn about the historical, ethical, social and cultural aspects of fashion to build a solid foundation for academic and work projects

Learn how to identify the sources of suitable references to work on them properly

Understand, at a deep level, the functioning of the current fashion sector as a whole

Develop artistic-conceptual skills around the creation of the fashion image

Promote personal analysis, in terms of image and fashion communication, to carry out an appropriate self-branding, which can be applied to collaborating brands

Acquire knowledge about current communication, branding and marketing strategies, and learn to propose innovative ideas in the near future

Master the digital tools necessary for the development of projects and learn to hold professional conversations in the workplace

Internalize all aspects related to sustainability in the broadest sense of the concept and its application
"At present we are hyper-communicated, Social Networks offer us the possibility of communicating fashion through our own image and vital creative direction. Therefore, now more than ever, specializing in generating fashion images, and communicating fashion projects - in an in-depth and professional way - is an exciting challenge and guarantees a strong professional future."

**Course Directors**

**Natalia Bengoechea**  
Fashion Director  
Committee member of the MBFW (Mercedes Benz Fashion Week) and current fashion director of the magazine SModa, with a long career in numerous important fashion and beauty magazines such as the supplement of the El Mundo newspaper, Yo Dona, Grazia or Vogue Spain. She worked for several years as a stylist in New York and her professional career began at Vanidad magazine as its fashion director. She has worked in different areas of fashion with entities such as Puig for the image of Carolina Herrera, as well as image campaigns for Cortefiel and Desigual, in the organisation of fashion shows for important companies such as TCN, Desigual and Women’s Secret and consulting in the development of collections for Desigual.

**Jana Fernández**  
Senior Fashion PR & Account Manager  
Her professional career has always been related to the fashion industry: first writing for a fashion magazine, then as account manager of different fashion and beauty brands in a press agency, and finally as PR specialist of different online stores for North and Eastern Europe, South America and Pacific Area at YOOX Group. Currently working at the agency Piazza Comunicaciones as Senior PR & Account Manager, where he is responsible for Press & PR of different luxury, beauty and wellness clients.
Faculty

Among the professionals taking part in the Master we can highlight, among others:

Debbie Smith
Fashion Creative Director

Ángela Esteban Librero
Fashion Stylist

Leticia García
Fashion Editor

Nacho Pinedo
Fashion Photographer

Jesús Úbera
Photographer & Video Maker

Rafa Rodríguez
Journalist specialized in culture, music and fashion

Juan Achiaga
Photographer and Image Editor

Cristina López Pancorbo
Womenswear Digital Director – El Corte Inglés
Master in Fashion Styling and Communication

COURSE PROGRAMME
How we do it

The theoretical and practical classes
You will learn the contents of the program through lectures, solving practical cases and studying real life examples; in this way, you will gain a foundation of knowledge which will ensure the successful implementation of ideas.

Project method
One of the methodological foundations of our courses is the use of case studies, in which real projects, that could take place in any company, are developed. Here, you can apply the knowledge acquired during the course and experiment with different tools.

Lectures
You will learn about the experiences of some of the most outstanding professionals in order to understand various examples from the current professional scene and answer questions and concerns.

Visits
You’ll be able to see the various spaces in which are developed some of the professional activities of each sector and establish a strong network of contacts.

All the content is taught through:

Travel
The master includes a trip directly relating to your field, during which you will enjoy a range of experiences in various professional fields, get to know the business reality and expand your network. The trip has an additional cost, to be paid by the student (travel + accommodation).

Workshops
You can customize your programme with a series of elective activities to incentivise your selection and interest criteria and encourage curiosity.

Events
With the cultural activity of IED Master you will have experiences in various fields, with the aim of encouraging aspects linked to creativity, processes and critical thinking.
What you will learn

With the Master in Fashion Styling and Communication you will acquire a series of skills that will allow you to develop your professional career in the field of fashion image and communication in a successful and satisfactory way.

Learn about the fashion milestones from the late 19th century to the present, linking them conceptually and thus providing the student with a solid cultural foundation, motivating their analytical spirit.

Develop an analysis project that revolves around how the student communicates at the fashion level - Autostyling Project - to know how to face any professional proposal in a committed and original way.

Acquire the necessary skills to analyse and understand everything related to human attire - What, Why, Where, When & How We Dress project - to present the latest trends, viable and creative proposals.

Understand the framework that makes up the fashion system. An international approach and a "who's who" of the Spanish scene that allows the student to handle his or her first academic and work collaborations.
Programme

**MODULE 1**
*Fashion Culture*

The cultural foundation is key when it comes to creating interesting and well-founded proposals. Throughout the course you will analyse the most important milestones in the recent history of fashion in relation to art, learn to identify and understand how to generate trends. You will also tackle the editorial field and strengthen your knowledge of the complex fashion system.

- Art & Fashion
- Trends Lab
- Journalism
- Fashion System

**MODULE 2**
*Fashion Image*

Fashion styling covers many creative-professional areas, from still lifes and editorials in magazines, lookbooks and brand campaigns, and e-commerce to specific content for social networks or performing arts. You will assimilate the contents through analysis and practice, and you will learn everything related to fashion photography and image analysis.

- Autostyling
- Styling
- Photo
- Still Life Project
- Editorial Project

**MODULE 3**
*Fashion Creative Direction*

The global creative process behind each image and/or fashion communication project includes different key disciplines to generate powerful audiovisual projects of any type. You will learn and apply both classical and innovative resources to achieve 360º processes and results.

- Illustration Techniques
- Set Design
- Music in Fashion
- Fashion Films
- My Video + Fashion Film Projects

**MODULE 4**
*Fashion Communication*

Brands are adapting to other forms of consumption, the concept of luxury has radically changed, crafts and sustainable projects increase their presence and value. As a result, the world of marketing and communication are constantly changing to reach the ideal audience. Not only will you understand the current scene and the tools to generate the right plan for each brand, but you will be able to innovate and thus promote new paradigms in this sector.

- Branding
- Marketing
- Communication
- Fashion Production

**FOUNDATION SUBJECTS MODULE**

In addition to the specific contents of your program, you will be able to access new materials that will immerse you in the world of design and the creative spirit that characterizes the Istituto Europeo di Design. These contents will provide new insights related to the values of the school and are taught primarily online.

Some of the themes that you will study in this module are:

- Theory and History of Design
- Project Methodology
- Design and visual communication tools
- Foundations of communication
- Sustainability

**FREE CHOICE MODULE**

You can customize your program with a series of free choice activities that will incentivise your selection and interest criteria and encourage curiosity.

These activities will enrich your experience at the IED Madrid, allowing you to immerse yourself in the value of the own multidisciplinary nature of our school. You can change your specialisation, delve into other realities and thus promote the diversity of subjects and opportunities that you can access during your training journey.

These experiences range from events such as IED Design Experience, Map Makers, Makers Challenge Day... to multidisciplinary workshops, online elective subjects, experiences outside the school, travel, etc.

**FINAL PROJECT MODULE**

The final project allows you to devise, construct and communicate an idea that is truly interesting to you. It is designed so that, whether it is done in collaboration with a brand of the sector, or if a personal or signature project is proposed, the specific guidance that you will receive will allow you to obtain a solid and innovative result, a perfect introductory letter to your professional future.
The IED in the world.
Global Design

Madrid
Barcelona
Cagliari
Como
Florence
Milan
Rio de Janeiro
Roma
Sao Paulo
Turin
Venice
GENERAL INFORMATION

ISTITUTO EUROPEO DI DESIGN
C/ Larra, 14 – 28044 Madrid. Mercantile register: Tome 765, Book 0, Folio 205, Section 8, Page no. M – 13399, 1st registration.
Director IED Madrid: Dario Assante.
The IED offers Official Degrees in Design - Graphic Design, Product Design, Interior Design (code 28073045), whose training leads to the obtaining of an official and recognized qualification by the Education Department of the Madrid Region, order number 364/2010, of the 2nd of February, 2011. Provisional study plans, pending approval. Itineraries in the process of being regulated by the Madrid Region. The IED also teaches courses leading to its own qualifications, which do not lead to an official qualification, – three-, two- and one-year courses, MAs, advanced training, online courses, specialization and summer courses. In some cases, special technical skills will be required.
Courses are attendance-based, blended or online. For any information on the duration of each course, start and end dates, number of teaching hours and practical hours, please see the leaflets for each department, available to all students. The cost of school material varies depending on the course chosen, ranging between €20 and €160. Additionally, the cost of the necessary materials to carry out projects ranges, depending on the course chosen, between €30 and €270. In the training programs in photography, the purchase of photographic material (camera, lens ...) should be considered as an added cost, in the event of not having it. The cost of this material will be the responsibility of each student, taking into account that the IED offers its students the use of its IT, fashion and product design workshops.
The courses are taught from Monday to Friday at the premises of the IED, and, occasionally, on Saturdays and Sundays. The timetable runs from 9:00 to 23:00. The minimum number of registrations to carry out a course is 5 students. The hours mentioned in each programme include teaching hours, project tutorials, practical classes in laboratories and cultural visits, depending on each course.
The IED offers a Professional Guidance Service to its students, as well as the practical experience agreement form (a maximum of 400 hours) and the list of available companies.
The registration period opens eleven months before the start of the course, and closes once the available places have been filled. The annual fee is divided into a registration fee and a course fee. The reservation of each place will be formalized by means of the payment of the registration fee. The IED recognizes students’ right to drop out of a course in certain cases. This information, as well as that describing the causes, formalities and consequences of the resolution of the contract, is included in the general regulations, available to the public at the offices of the Information and Guidance Service and Administration Department.
The IED organizes a yearly competition to offer a grant which may cover the course fee. As of the publication of this leaflet, the IED Master Madrid has a faculty of active professionals made up of 15 PhDs, 145 graduates and 53 professionals with other qualifications. The prices of the courses depend on their duration, the credits offered, the language in which they are taught and the provenance of each student. For more information please write to info@madrid.ied.es.

REGISTRATION FEE PAYMENT: BANK DEPOSIT AND SUBMISSION OF THE BANK RECEIPT BY FAX TO 91 448 01 22 OR E-MAIL TO info@madrid.ied.es SPECIFYING THE NAME OF THE STUDENT.
CREDIT CARD (VISA, MASTERCARD). PAYMENT OF THE COURSE FEE: A single payment of the total course fee (by means of one of the payment options listed for the registration fee), to be paid one month prior to the start of the course. Payment in instalments by financing the course fee through a financial institution, processed one month prior to the start of the course, as described in the information leaflet available to students at the Information and Guidance Service and Administration offices of the IED Madrid. Acceptance is subject to approval by the financial institution.
The ISTITUTO EUROPEO DI DESIGN, S.L reserves the right to update, modify or remove the information contained in this information leaflet. Additionally, the company fulfils all personal data protection security measures as stated in RD 1720/2007.
TRAINING PROGRAMMES ON OFFER AT THE IED MADRID

Official Undergraduate Degree in Design
Higher Level Training Cycle
Three Year Course
One Year Course
Summer Courses
Junior Courses
Kids Courses

Masters
Blended Masters
Masters of Design and Innovation
Postgraduate Courses
Weekend Courses
Online Courses

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