

\$300,000 STUDENT LOAN FINANCING

30.0% ANNUAL RETURN

Instito Marangoni Miami



CHESTERFIELD FARING LTD

1345 AVENUE OF THE AMERICAS, 33<sup>RD</sup> FLOOR | NEW YORK, NEW YORK 10150 | [www.chesterfieldfaringltd.com](http://www.chesterfieldfaringltd.com)

# CONTENTS

Executive Summary

The School

The Building

School Advantages

Curriculum & Degrees

School Timeline

Enrollment Growth

Miami Design District

Location Map

Student Loan Portfolio

Historical Operations

Proforma Projections

Borrower

3

4

5

6

7

8

9

10

11

12

14

15

16



# EXECUTIVE SUMMARY



**Overview.** Chesterfield Faring Ltd. (“**Chesterfield**”) is providing financing of a 30% Simple Interest \$300,000 loan (the “**Loan**”) secured by \$500,000 of student loans (“**Student Loans**”) owned by Istituto Marangoni (the “**School**”). The School has an inventory over \$5.0 million of Student Loans so Chesterfield can choose its own Student Loans as collateral for the Loan

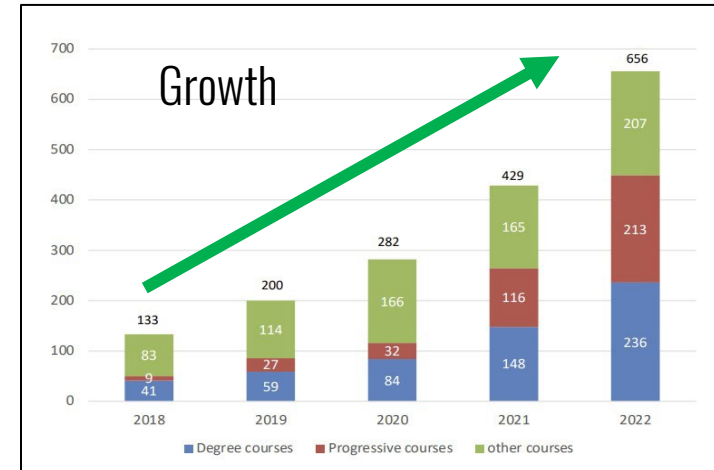
**Tremendous Growth.** Enrollment in the School has grown from 136 students in 2018 to 656 in 2022. Just from 2021 to 2022, the Student enrolment grew from 429 to 656 or a 52.91% increase in one year. The School has grown the student base and revenues almost 5X since 2018 inception. That growth is expected to increase after the school obtains educational visas for non-American students. The market is huge in Latin America from both Argentina and Brazil. Marketing will commence late 2023. It is possible for the student base may grow almost another 50% in 2023.

**Use of Proceeds.** The School plans to use the funds to obtain licenses from the State of Florida for new in person and on-line courses that is projected to add over \$1 million in gross revenues after two (2)

**Terms of the Loan.** Chesterfield is issuing and selling three (3) \$100,000 units (“**Units**”) totaling \$300,000. Chesterfield is buying one (1) unit leaving two (2) Units left. Half Units for \$50,000. Each investor will receive a current monthly payment of 1.25% interest (15.0% annually) plus an accrual of 1.25% (15.0% annually). The accrual is paid upon maturity two (2) years from now. A total 30% annual return. On the 9<sup>th</sup> month, a \$25,000 principal paydown of each full Unit will be paid. On the 18<sup>th</sup> month, another \$25,000 paydown on each Unit will be paid. The balance plus accrued interest is paid upon maturity in two (2) years. Since Chesterfield is financing the School’s acquisition of their Building, Chesterfield is guaranteeing your principal repayment of the Loan if a default occurs which is unlikely.

**The School.** The School is a modern facility with a new tower added in 2018. The School is 7-stories and 19,819 SF. Chesterfield is currently financing the School’s acquisition pictured on the cover and herein. They license the brand from Istituto Marangoni of Milan, Italy, one of the **leading fashion institutes** in the world. It has been operating for more than 80 years. It is an established hip brand in the global fashion industry. Miami is the first US location chosen for its growing influence as a global design center.

**Borrower.** Hakan Baykam is the President and Founder of the Istituto Marangoni Miami. Born in Istanbul, Turkey in 1972, and moving to Italy at the age of six, he is a highly successful entrepreneur in the fashion industry. Having studied at the prestigious Venice University, Mr. Baykam holds a Bachelor of Arts in Economics and a Masters in Communications. In the late 1990s, Baykam worked for a large spectrum of fashion companies in various key roles, from marketing to communications to sales, including: Benetton Sports System; Levi’s Italy; Marzotto Group’s Marlboro Classics clothing licenses; and Miss Sixty Group. He is also active in renewable energies and founded Relight Capital in 2000, which has domestic and international operations including: the first photovoltaic project in Italy, Turkey’s first institutional wind deal, and high-powered onshore windfarms in the U.S and Europe.



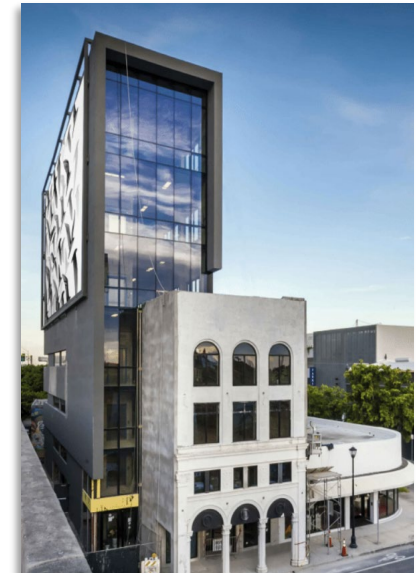
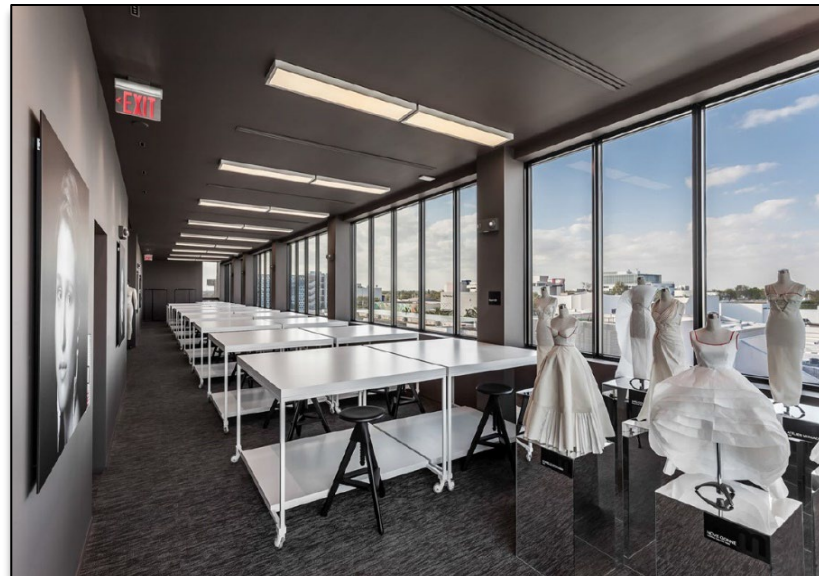
Description	Gross Loan	Per Unit	Units	Interest	Accrual	Per Unit
Loan	\$300,000	\$100,000	3	1.25%	1.25%	
Monthly Interest	\$3,750	\$1,250				
<b>9 Months Interest</b>	<b>\$33,750</b>	<b>\$11,250</b>	9		\$33,750	\$11,250
Paydown	\$75,000	\$25,000				
<b>Balance</b>	<b>\$225,000</b>	<b>\$75,000</b>				
Monthly Interest	\$2,813	\$938			\$2,813	\$938
<b>9 Months Interest</b>	<b>\$25,313</b>	<b>\$8,438</b>	9		\$25,313	\$8,438
Paydown	\$75,000	\$25,000				
<b>Balance</b>	<b>\$150,000</b>	<b>\$50,000</b>				
Monthly Interest	\$1,875	\$625			\$1,875	\$625
6 Months interest	\$11,250	\$3,750	6		\$11,250	\$3,750
Principal Balance Paid	\$150,000	\$50,000		<b>Accrual</b>	<b>\$70,313</b>	<b>\$23,438</b>
Accrual	\$70,313	\$23,438				
<b>Interest Total</b>	<b>\$140,625</b>	<b>\$46,875</b>				





**History.** Istituto Marangoni was founded in 1935 in Milan, Italy with more than 80 years of history and success in training the top professionals of the Fashion and Design industry in the world. Istituto Marangoni proudly boasts to have educated four generations of students from 5 continents and for having launched over 45,000 professionals in fashion and luxury fields. It currently educates 4,000 students per year from 107 countries at its schools, located in Milano (the School of Fashion and the School of Design), Firenze (School of Fashion & Art), Paris, London, Shanghai, Shenzhen, Mumbai, and Miami (IMM), all international capitals of fashion, design, and luxury. The school will now deliver the brand's education model to students throughout the US and Latin America. "Bringing Istituto Marangoni to the Americas satisfies a long-term vision to support and develop youth interested in fashion and design from all over the world," said Roberto Riccio, Group Managing Director of Istituto Marangoni. "We are thrilled by the opportunity to give emerging talent in the Americas a platform to hone their skills and realize their true potential in the industry." The institution consistently plays a key role in shaping global fashion trends and holds the merit of creating some of the biggest names in the industry, including Domenico Dolce, Franco Moschino, Alessandro Sartori (Ermenegildo Zegna Group Artistic Director), Paula Cademartori, Julie de Libran (Artistic Director of Sonia Rykiel), Rocco Iannone (Creative Director of Pal Zileri), Maurizio Pecoraro brand owner and Istituto Marangoni's International Fashion Chair, and more.

**Location.** The Property is located within an area of Miami known as the **Design District**, which is an outdoor, open air "mall" that spans roughly 6 city blocks north of I-195 between Federal Highway (US 1) and North Miami Avenue. The area has over 120 stores, 15 restaurants and a hotel. Sole tenant branded buildings exist and receive above market rates for identity, advertising, and branding. This makes the Property unique and highly marketable for resale. The District is known for its high-end fashion with luxury brands such as: Gucci and Saint Laurent, Fendi, Prada, Bulgari, Hermès, Dior, Cartier, Louis Vuitton, Rolex, Tom Ford, Valentino, Harry Winston, Céline, Giorgio Armani, Versace, Givenchy, and Tiffany & Co. The Property is located among some of the highest priced retail space in South Florida.



- IMM operates in a seven-story, 21,900 ft<sup>2</sup>, leased building in the heart of Miami's Design District (**includes 2,000+/- s.f. exterior terrace**).
- The Design District is located a few minutes from Downtown, South Beach and the Miami International Airport, and is a neighborhood dedicated to innovative fashion, design, and architecture
- The space is divided into a reception area, classrooms, offices, learning center, library and labs (pattern, drawing, sewing, shooting and orientation rooms)
- The classrooms are divided into four different types -
  - Theory classrooms used for lectures
  - Design classrooms for use when drawing and designing is the core of the lecture
  - Pattern-cutting studios: where sewing machines, irons, dummies and other features can be used for pattern making lectures
  - Computer rooms
- The facility is equipped to accommodate the needs of the School's students, faculty and staff. Classrooms contain adequate seating and traditional educational equipment applicable to the specific educational area
- In addition, several classrooms contain technological and audio-visual devices to provide students with an educational experience. The School facility also includes labs and small classrooms, where faculty may hold smaller learning sessions. Students have access to the School library's computer lab, which holds computers and highspeed Internet connections
- Two large public parking areas are located next to the school for student, staff and administrative use, although this is not parking allocated specifically for the School. The Design District is served by the free trolley system that connects the area with nearby Midtown, the Biscayne Corridor, Downtown and Brickell

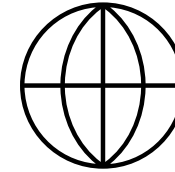






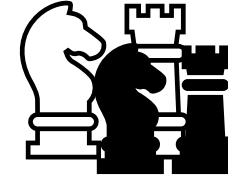
## Well-recognized, Global Brand

- IMM licenses its brand from one of the leading fashion institutes, Istituto Marangoni based in Milan, Italy, which has operated for more than 80 years and has trained many of the fashion industry's iconic designers and business leaders
- IMM's association with this premier fashion institute provides unparalleled brand recognition as well as access to its well-developed and cutting-edge curriculum



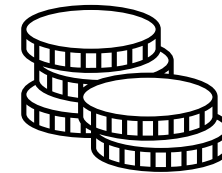
## Unique Business Proposition

- While there are several fashion schools in the U.S., none offers its students the opportunity to be fully immersed in European views and attitudes towards fashion
- IMM's association with Istituto Marangoni goes beyond branding, course selection and development - it drives an omnipresent European vibe, ubiquitous during the student's entire educational experience



## Well-designed Pricing Model

- IMM's scalable model offers predictable and recurring profit margins that are consistent with similar fashion schools
- Reflecting the unparalleled education in fashion consistent with its European brand licensor, IMM has positioned its tuition to be above the regionally focused fashion schools, but slightly below the more well-known U.S. fashion schools; further, IMM charges per credit rather than charging an annual tuition in order to increase the appeal of its programs to part-time undergraduate and graduate students



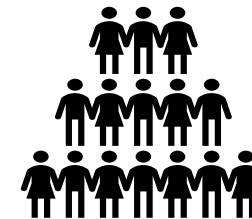
## Desirable Location

- IMM's refurbished, cutting-edge facility is located in the heart of Miami's Design District
- Miami is one of the U.S.'s cultural capitals, where fashion students can unleash their creativity



## Strong Job Growth in the Fashion Industry

- Driven by a projected rise in fashion industry e-commerce (from US\$ 481.0bn in 2018 to US\$ 713.0bn by 2022, a CAGR of 10.3%), job opportunities in fashion are increasing, and are being filled by recent graduates of the leading fashion schools
- The Bureau of Labor Statistics has determined that the median wage for those in the fashion industry is \$72,720, well over the national average for all other occupations





AA Fashion Studies

## Associate of Fine Arts in Fashion Studies

- The **Associate of Arts in Fashion Studies** degree is a two-year program specifically targeted at students that wish to go on to study Fashion Design, Fashion Styling, and Fashion Business
- Over the two-year program, students pursue classes providing at least 60 Credits that offer a solid foundation in the main areas of fashion, together with classes that provide a solid general education and develop key transferable skills



MA Fashion & Luxury Brand Management

## Masters of Arts in Fashion and Luxury Brand Management

- The **two-year program** is for participants that have previous undergraduate level study or proven work experience, and provides in-depth knowledge of brand management specifically for the fashion and luxury goods industries
- Participants are taught how to create consumer desire and build consumer loyalty through various channels by studying merchandising, marketing and communications in order to meet the expectations of a luxury brand's vision and strategy

## Continuing Education (Avocational) Courses

- These courses provide students, typically fashion industry executives, mid-level management, and enthusiasts, the opportunity to further their knowledge and explore their creativity in fashion, design, and art
- Each course allows participants to grasp key principles and notions of their chosen subject over a period of ranging from 1 week to 12 weeks
- Courses include:
 

▪ Fashion Design	▪ Fashion Business	▪ Fashion Production/Sustainability
▪ Garment Construction	▪ Interior Design	▪ Fashion Visual/Merchandising
▪ Fashion Image & Styling	▪ Fashion in the City	
▪ Fashion Photography	▪ The Art of Fashion	
- Istituto Marangoni Miami, Inc. (“IMM” or the “Company”) is a postsecondary, graduate, and postgraduate fashion school incorporated in 2016 and based in the Design District of Miami, Florida; IMM has been academically operational since January 2018
  - IMM, licensed by the Florida Department of Education (License no. 5827), offers two-year Associate of Arts, four-year Bachelor of Arts, and two-year Master of Arts programs in various fashion disciplines, in addition to 1-week to 12-week carefully curated Continuing Education (Avocational) programs
- IMM licenses the “Istituto Marangoni” from Istituto Marangoni, a fashion school founded in 1935 and based in Milan, Italy
  - Istituto Marangoni is one of the world's largest fashion education institutions, comprising eight campuses: Milan (2), Florence, London, Paris, Shanghai, Shenzhen, and now Miami

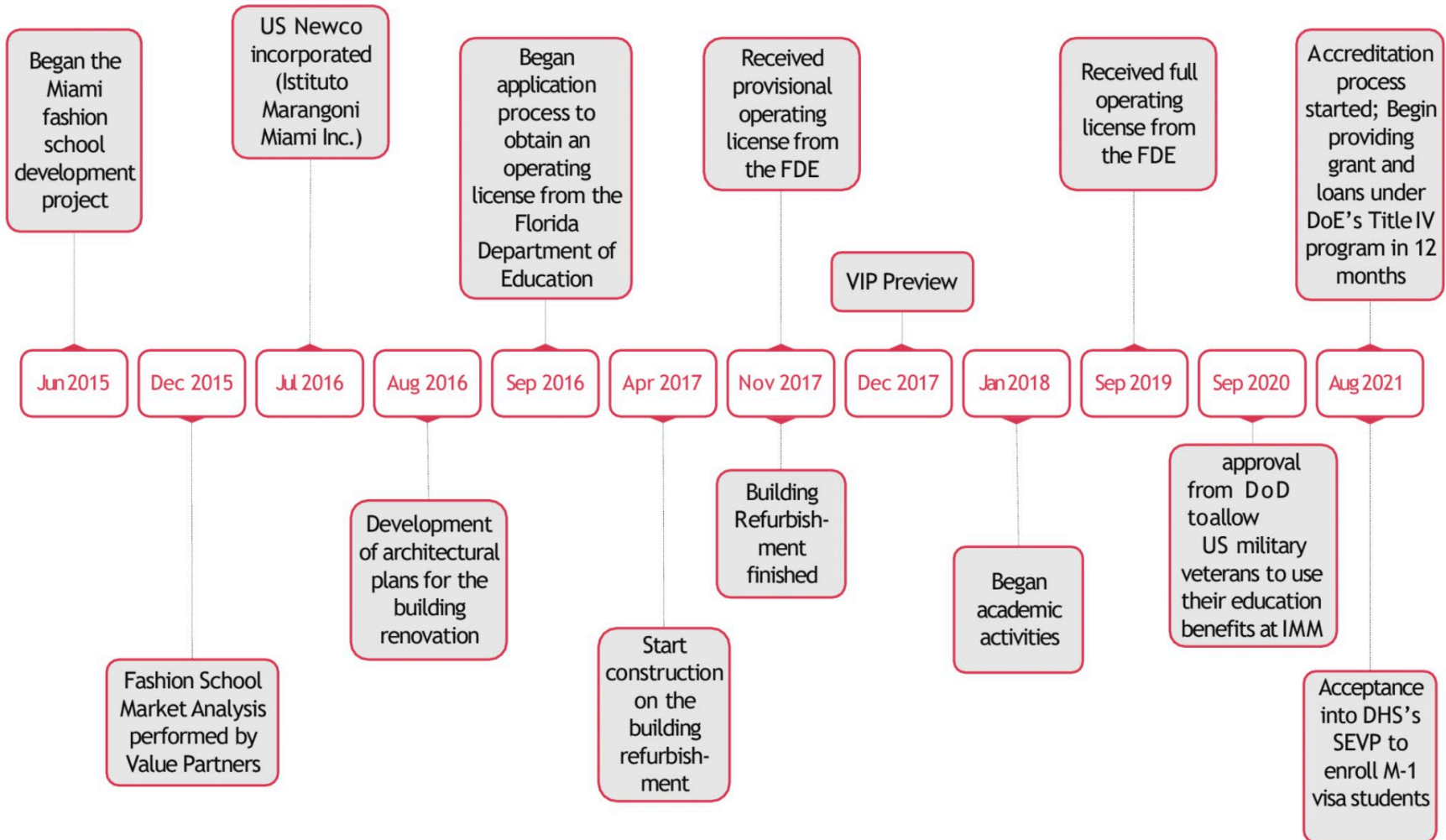


CE Fashion Imaging & Styling



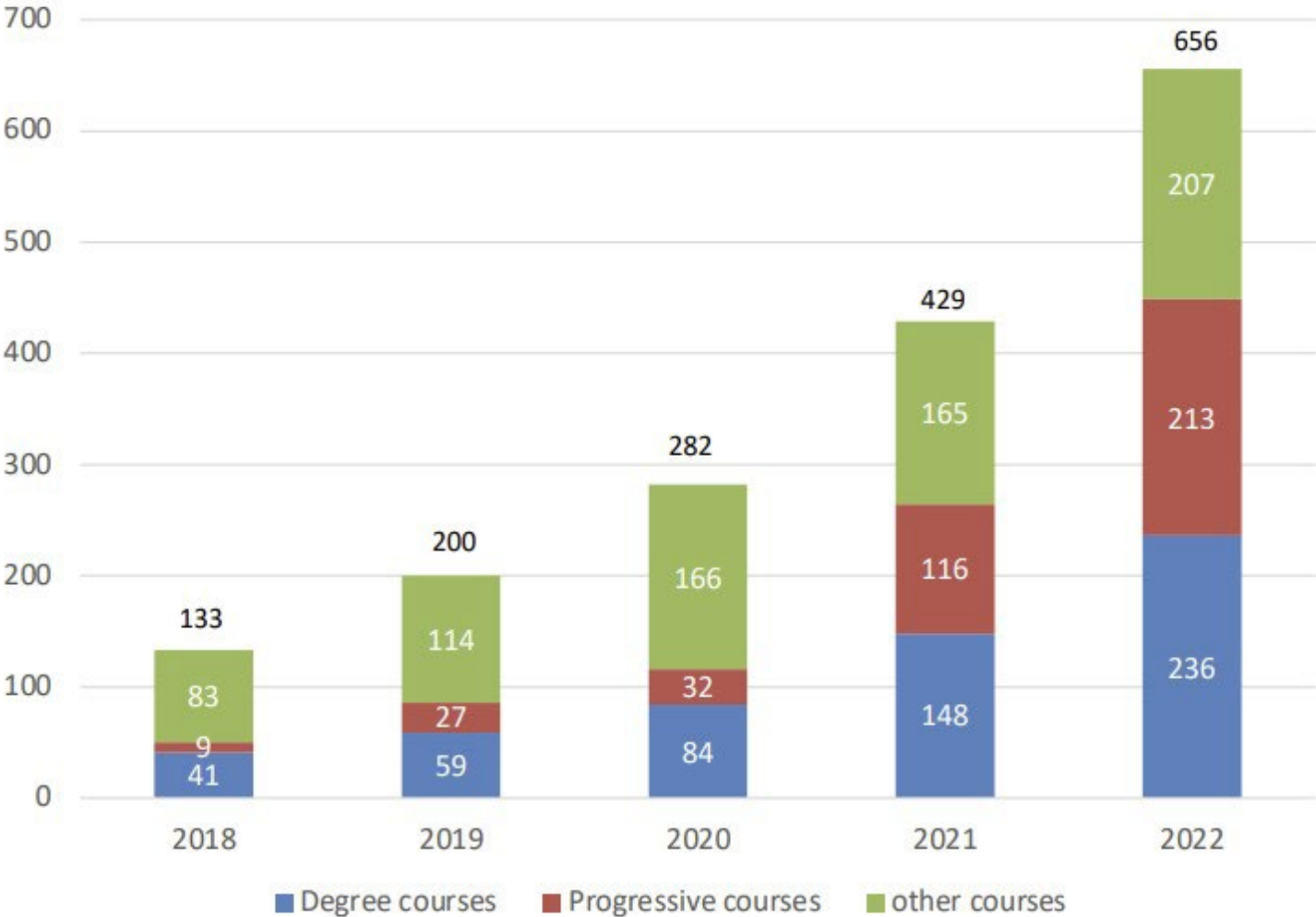
CE Fashion Photography

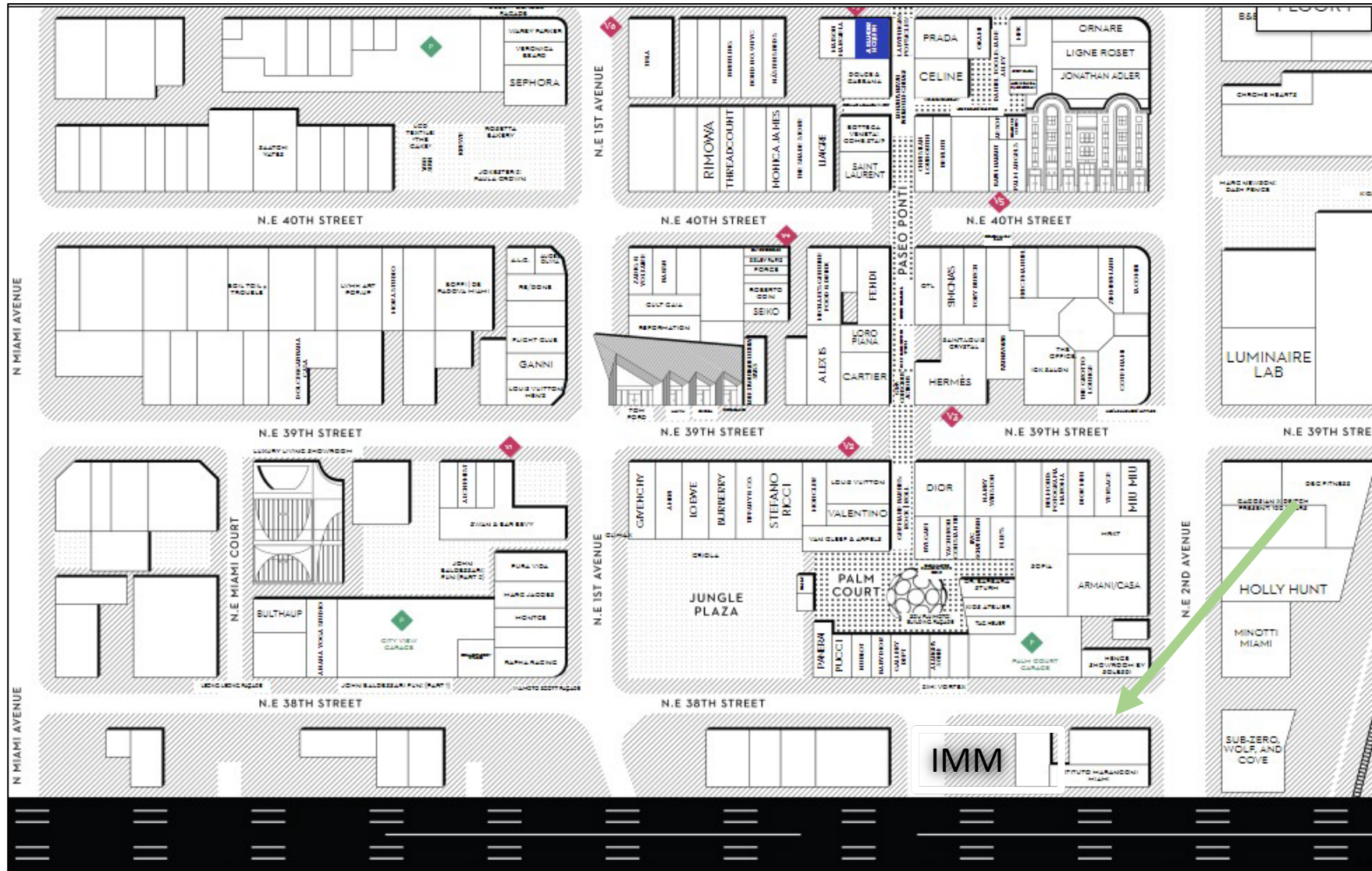


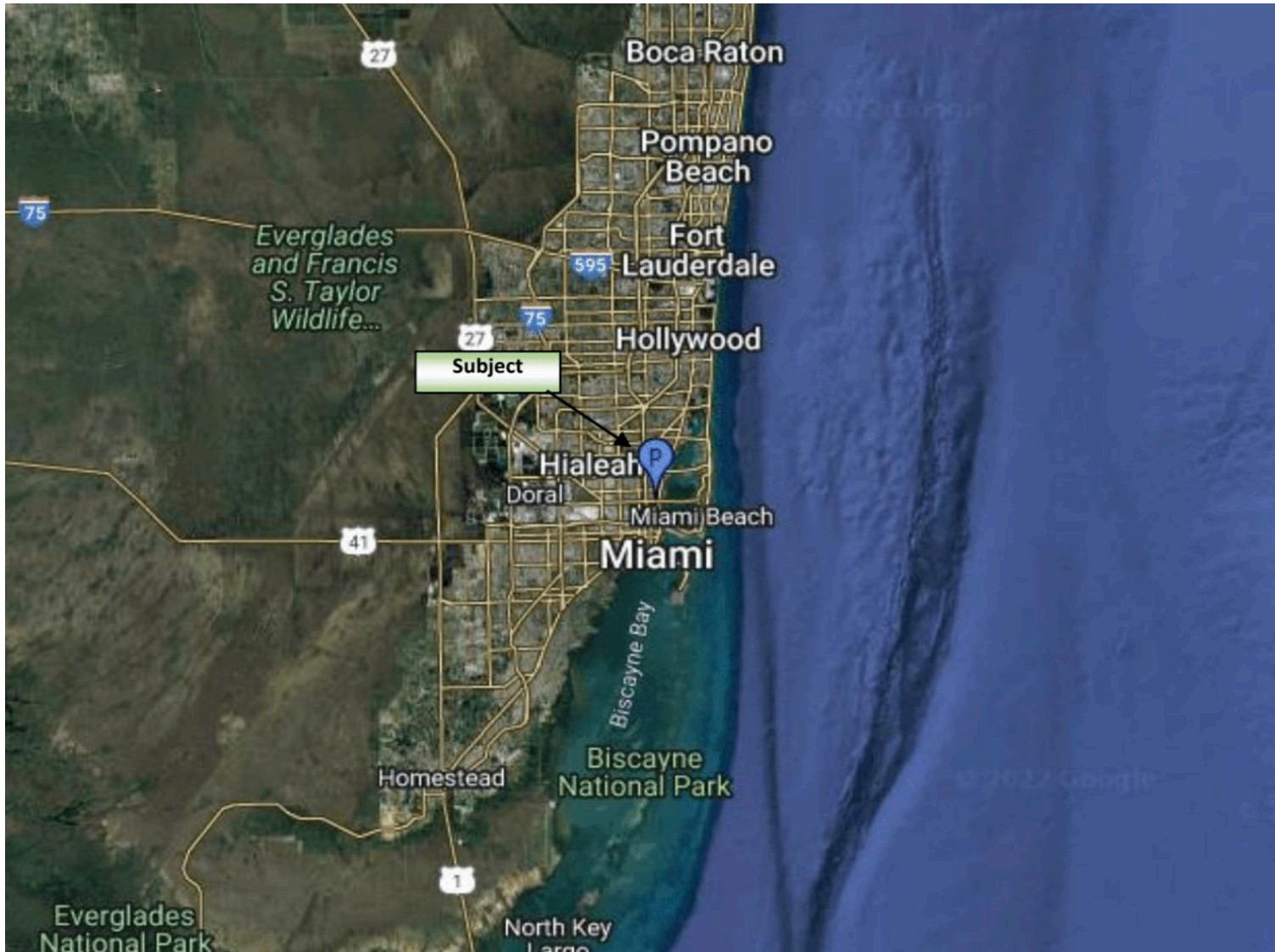




# ENROLLMENT GROWTH











## TFC CONTRACTS SIGNED

	Student Name	Program	First Pay Date	Semester Start Date for TFC Loan	TFC Total Principal	TFC Total Interest	TFC Total Principal & Interest	TFC Total Year
1	Latasha Billings	BA Fashion Design	5/28/2021	5/10/2021	\$ 13,834.00	\$ 1,364.26	\$ 15,198.26	1.8
2	Madison Zavala	MA Fashion and Luxury Brand Management	7/30/2021	8/30/2021	\$ 30,029.00	\$ 6,282.40	\$ 36,311.40	5
3	Edwin Vale	BA Fashion Design	7/31/2021	8/30/2021	\$ 107,000.00	\$ 29,833.12	\$ 136,833.12	7
4	Angela Munoz	MA Fashion and Luxury Brand Management	8/10/2021	8/30/2021	\$ 31,029.00	\$ 6,785.76	\$ 37,814.76	5
5	Max Delva	BA Fashion Design	8/17/2021	8/30/2021	\$ 107,000.00	\$ 40,980.16	\$ 147,980.16	20
6	Erika De Santiago Macias	BA Fashion Design	9/10/2021	8/30/2021	\$ 96,171.00	\$ 36,424.20	\$ 132,595.20	20
7	Giselle Gotsis	BA Fashion Styling	9/22/2021	8/30/2021	\$ 67,529.00	\$ 18,326.68	\$ 85,855.68	15
8	Crystal Febrillet	BA Fashion Design	9/23/2021	8/30/2021	\$ 88,529.00	\$ 33,208.60	\$ 121,737.60	20
9	Hunter Carpenter	BA Fashion Styling	9/23/2021	8/30/2021	\$ 14,386.00	\$ 1,161.74	\$ 15,547.74	5
10	Jolande Philippe	BA Fashion Styling	9/24/2021	8/30/2021	\$ 67,529.00	\$ 18,326.68	\$ 85,855.68	15
11	Marcio Perez	BA Fashion Styling	9/25/2021	8/30/2021	\$ 88,529.00	\$ 33,208.60	\$ 121,737.60	20
12	Vanessa Lubeigt	BA Fashion Design	9/30/2021	8/30/2021	\$ 53,779.00	\$ 14,511.08	\$ 68,290.08	15
13	Manuela Castillo	BA Fashion Styling	9/30/2021	8/30/2021	\$ 93,379.00	\$ 35,249.48	\$ 128,628.48	20
14	Gianni Moody	BA Fashion Business	10/4/2021	8/30/2021	\$ 94,279.00	\$ 35,628.20	\$ 129,907.20	20
15	Khrystian Arias	BA Fashion Business	11/29/2021	8/31/2021	\$ 91,329.00	\$ 34,386.84	\$ 125,715.84	20
16	Liran Tal	BA Fashion Design	11/29/2021	8/30/2021	\$ 85,929.00	\$ 32,114.52	\$ 118,043.52	20
17	Juan Vargas	BA Fashion Design	12/2/2021	1/10/2022	\$ 108,000.00	\$ 60,668.88	\$ 168,668.88	10
18	Pamela Fuenmayor	AA Fashion Studies	12/30/2021	8/30/2021	\$ 102,600.00	\$ 29,781.60	\$ 132,381.60	15
19	Xena Kopet	BA Fashion Business	12/31/2021	1/10/2022	\$ 44,000.00	\$ 4,448.28	\$ 48,448.28	6
20	Leult "Leena" Zinah	BA Fashion Design	1/6/2022	1/10/2022	\$ 59,000.00	\$ 10,476.00	\$ 69,476.00	8.5
21	Ashley Salcedo	BA Fashion Design	2/13/2022	1/10/2022	\$ 69,225.00	\$ 9,536.40	\$ 78,761.40	7
22	Tyler Daniels	BA Fashion Business	3/24/2022	5/9/2022	\$ 105,000.00	\$ 38,520.00	\$ 143,520.00	20
23	Angel Almonte	BA Fashion Design	7/29/2022	8/29/2022	\$ 152,046.00	\$ 88,662.48	\$ 240,708.48	30
24	Karla Urdaneta	MA Fashion and Luxury Brand Management	7/29/2022	8/29/2022	\$ 48,816.00	\$ 5,365.68	\$ 54,181.68	7
25	Brian Scheidecker	BA Fashion Design	1/9/2023	1/9/2023	\$ 126,825.00	\$ 71,057.28	\$ 197,882.28	30
26	Destiny Lira	BA Fashion Design	7/29/2022	8/29/2022	\$ 122,046.00	\$ 27,046.00	\$ 149,374.08	16
27	Fatima White	AAS Fashion Design	7/15/2022	8/29/2022	\$ 75,271.00	\$ 23,333.00	\$ 98,604.00	15
28	Lily G. Baker	BFA Fashion Styling	7/28/2022	8/29/2022	\$ 85,546.00	\$ 24,375.00	\$ 109,921.80	15
29	Nayzeth Franco	BFA Fashion Design	7/27/2022	8/29/2022	\$ 152,046.00	\$ 40,715.62	\$ 192,761.62	7
30	Wilfredo Diaz Salomon	AAS Fashion Design	7/29/2022	8/29/2022	\$ 76,131.00	\$ 11,080.00	\$ 87,211.68	8





## TFC CONTRACTS

### SIGNED

	Student Name	Program	First Pay Date	Semester Start Date for TFC Loan	TFC Total Principal	TFC Total Interest	TFC Total Principal & Interest	TFC Total Year
31	Uma Pena-Cabrera	AAS Fashion Design	1/9/2022	8/29/2022	\$ 45,521.00	\$ 7,167.16	\$ 52,688.16	8
32	Gabriela Bayon	AA Fashion Studies	1/9/2022	8/29/2022	\$ 29,143.00	\$ 2,737.88	\$ 31,880.88	6
33	Brianna Harris	AAS Fashion Business	8/18/2022	8/29/2022	\$ 75,530.00	\$ 26,926.96	\$ 102,456.96	20
34	Meredith Fenelon	BFA Fashion Business	9/1/2022	8/29/2022	\$ 114,546.00	\$ 19,385.76	\$ 133,931.76	10
35	Anne-Rose Lejulus	AAS Fashion Design	9/18/2022	8/29/2022	\$ 51,521.00	\$ 6,270.40	\$ 57,791.40	7
36	Rebecca Sorkin	MA Virtual FLBM	8/28/2022	8/29/2022	\$ 36,096.00	\$ 3,724.32	\$ 39,820.32	6
37	Rebecca Fuentes	BFA Fashion Styling	9/17/2022	8/29/2022	\$ 122,046.00	\$ 33,728.28	\$ 155,774.28	15
38	Lenli-Omar Eusebio	BFA Fashion Design	9/5/2022	8/29/2022	\$ 108,075.00	\$ 43,669.80	\$ 151,744.80	20
39	Jean-Pierre Uzabakirho	AAS Fashion Design	9/29/2022	8/29/2022	\$ 68,855.00	\$ 25,737.64	\$ 94,592.64	20
40	Ellen Saldana	BFA Fashion Styling	10/3/2022	8/29/2022	\$ 77,046.00	\$ 8,012.40	\$ 85,058.40	6
41	Emily Saldana	BFA Fashion Design	10/5/2022	8/29/2022	\$ 77,046.00	\$ 8,012.40	\$ 85,058.40	6
42	Alani Rachelle Johns	AAS Fashion Design	12/9/2022	1/9/2023	\$ 45,521.00	\$ 7,031.80	\$ 52,552.80	8
43	Manuela Santos	BFA Fashion Design	12/9/2022	1/9/2023	\$ 99,546.00	\$ 24,684.96	\$ 124,230.96	12
44	Alaya Gaddy	BA Fashion Styling	12/9/2022	1/9/2023	\$ 122,046.00	\$ 35,506.92	\$ 157,552.92	15
45	Luciana Del Castillo	BFA Fashion Styling	12/9/2022	1/9/2023	\$ 66,630.00	\$ 7,642.80	\$ 74,272.80	7
46	Bryan Gifford	BFA Fashion Design	12/9/2022	1/9/2023	\$ 66,630.00	\$ 7,642.80	\$ 74,272.80	7
47	Isabella Davila Espinoza	MA Fashion and Luxury Brand Management	12/9/2022	1/9/2023	\$ 48,608.00	\$ 7,715.20	\$ 56,323.20	10
48	Giana Esposito	BA Fashion Business	12/3/2022	1/9/2023	\$ 113,882.00	\$ 23,964.63	\$ 137,846.64	15
49	Maria Rodriguez	AA Fashion Design	12/9/2022	1/9/2022	\$ 75,271.00	\$ 8,754.92	\$ 84,025.92	4
					<b>\$ 3,900,371.00</b>	<b>\$ 1,131,175.57</b>	<b>\$ 5,031,830.14</b>	



# HISTORICAL OPERATIONS



Description	2018	2019	2020	2021	2022
Revenues	\$1,298,100.00	\$1,821,900.00	\$1,999,400.00	\$4,346,000.00	\$6,952,000.00
Marketing & Advertising	\$488,400.00	\$192,400.00	\$209,000.00	\$348,000.00	\$538,000.00
Salaries	\$1,283,600.00	\$1,390,600.00	\$1,207,800.00	\$1,910,100.00	\$2,824,400.00
Rent	\$1,600,200.00	\$1,596,600.00	\$1,592,700.00	\$1,747,800.00	\$2,070,000.00
Insurance	\$121,800.00	\$125,800.00	\$105,300.00	\$124,900.00	\$219,000.00
Consultancies	\$234,500.00	\$314,200.00	\$245,800.00	\$263,600.00	\$144,000.00
Travels	\$155,400.00	\$80,800.00	\$7,300.00	\$77,100.00	\$72,000.00
Royalties & Services	\$147,600.00	\$153,700.00	\$0.00	\$199,400.00	\$570,000.00
Other	\$160,600.00	\$172,400.00	\$200,100.00	\$265,000.00	\$193,000.00
Total Expenses	\$4,192,100.00	\$4,026,500.00	\$3,568,000.00	\$4,935,900.00	\$6,630,400.00
<b>Operating Result/EBITDA</b>	<b>-\$2,894,000.00</b>	<b>-\$2,204,600.00</b>	<b>-\$1,568,600.00</b>	<b>-\$589,900.00</b>	<b>\$321,600.00</b>

Note: "Rent" line item is noted by tenant to include expenses paid in addition to base rent. Also, an agreement was made during the pandemic to defer rent to 2021 and 2022.





# PROFORMA PROJECTIONS



Description	2023	2024	2025	2026	2027
<b>Revenues</b>	<b>\$11,583,000</b>	<b>\$14,478,750</b>	<b>\$18,098,438</b>	<b>\$22,623,047</b>	<b>\$28,278,809</b>
Marketing & Advertising	\$603,000	\$753,750	\$942,188	\$1,177,734	\$1,472,168
Agency Commissions	\$50,700	\$60,840	\$73,008	\$87,610	\$105,132
Salaries	\$4,383,000	\$5,040,450	\$5,796,518	\$6,665,995	\$7,665,894
Rent	\$1,585,520	\$1,633,086	\$1,682,078	\$1,732,541	\$1,784,517
Insurance	\$230,000	\$357,000	\$390,000	\$468,000	\$561,600
Consultancies	\$259,100	\$297,965	\$342,660	\$394,059	\$453,168
Royalties & Services	\$961,200	\$1,201,500	\$1,501,875	\$1,877,344	\$2,346,680
Other	\$724,100	\$796,510	\$876,161	\$963,777	\$1,060,155
<b>Total Expenses</b>	<b>\$8,796,620</b>	<b>\$10,141,101</b>	<b>\$11,604,487</b>	<b>\$13,367,059</b>	<b>\$15,449,313</b>
<b>Operating Results/EBITDA</b>	<b>\$2,786,380</b>	<b>\$4,337,649</b>	<b>\$6,493,951</b>	<b>\$9,255,988</b>	<b>\$12,829,496</b>



Hakan Baykam boasts an extensive and in-depth career that spans from fashion to design, from education to renewable energies. Born in Istanbul, Turkey, in 1972, his story is one that leverages on his drive to innovate and on his quest to support sustainability, and on his longstanding passion and drive for fashion. His latest far-sighted fashion projects are based in Miami, where he recently inaugurated Istituto Marangoni Miami, the prestigious fashion, art and design university to top students throughout the U.S and Latin America, complete with a unique cultural, creative, aesthetic and human experiences.

Baykam's variegated background certainly contributed to his dynamic and sharp business acumen. Having served as a member of the Italian Turkish Association's Executive Committee, he championed the cultural ties between his home country, Turkey, and its European counterparts, introducing the Italian fashion principles to new destinations around the world. He graduated from Venice University, where he holds a Bachelor of Arts in Economics and a Masters in Communications and Marketing. After his studies in the late Nineties, Baykam worked for a large spectrum of fashion companies in various key roles, from marketing to communications to sales. They include Benetton Sports System; Levi's Italy; Marzotto Group's Marlboro Classics clothing licenses; Miss Sixty Group.

In early 2000, he and his brother Gokhan successfully rode the wave of renewable energies in Italy, a budding sector that thrived on new laws and business opportunities. Together they established Relight Capital, an international company whose domestic and international operation included the first photovoltaic project in Italy, Turkey's first institutional wind deal, and high-powered onshore windfarms in the U.S and Europe. Consequently, Baykam rekindled his love affair with fashion. In 2009 he tapped into the momentum of Istanbul as a vibrant, young and inspiring multicultural hub, with "Fashionable Istanbul," a high-wattage international event that wooed Missoni, Vivienne Westwood, Ferragamo, Ferrè, Roberto Cavalli, Bar Rafaeli and Bruce Willis, among others. Baykam exported the leading fashion, design and art school Istituto Marangoni to Miami in 2015. Based in the city's Design District, the building melds Art Deco features and contemporary elements. It provide the brand a high-profile and unique education model to top students throughout the U.S and Latin America, complete with a unique cultural, creative, aesthetic and human experiences.



Hakan Baykam  
President & CEO  
Istituto Marangoni Miami