

FASHION  
DESIGN

FASHION  
MANAGEMENT

FASHION  
COMMUNICATION

# Mod'Art international



BACHELOR AND MBA  
DEGREES

INTERNATIONAL  
STUDENTS EXCHANGES

SHORT SESSIONS

FRENCH STATE  
DEGREES

PRIVATE INSTITUTION OF HIGHER EDUCATION



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# Mod'Art Spirit

Mod'Art International, a top Parisian School of Fashion, with an international calling, trains future leaders and key market players of the textile, accessories and luxury industries.

Mod'Art International is a leading institution offering Bachelor, Master of Arts and MBA programmes in Fashion Design and Fashion Management. Through multiple interdisciplinary projects, Mod'Art International offers a unique opportunity to fashion designers and fashion managers to collaborate and extend their professional skills.

Located in modern and vast premises bathed of lights close to the Eiffel Tower, the school welcomes students, both national and international, in exceptional work conditions and environment. This diversity of cultures and origins boosts the students openness and creativity. To focus on international openness and intercultural management, we offer both study abroad and students' exchange programmes in co-operation with our partner universities worldwide, along with the track taught in English.

Mod'Art delivers a French know-how, recognised in the world of fashion and luxury. By adapting its curriculum to the technical, economic and creative global evolutions of the fashion industry, Mod'Art provides an ultimate training to be prepared to occupy positions in an evolving workplace while meeting demanding academic requirements of the awarding of recognised French State degrees.

Annabel Bismuth  
Dean of Mod'Art International



# FASHION DESIGN

Mod'Art International's Fashion design and Pattern-making programme prepares students to design collections of clothes and accessories considering the design and the brand image. You learn to define trends, to illustrate and to realise prototypes, as well as placing a collection order and contributing to the promotion.

At the end of year 3 or 4, you will show your designs during the fashion show. Those who wish to create their own brand or line will exhibit at the end of the 5<sup>th</sup> year.

Fashion Design				
Progr.	Required level	Year	Taught in	Degree awarded
Bachelor	A level	1 <sup>st</sup> year	French or English	- Bachelor degree in Fashion Design
	A level +1 year	2 <sup>nd</sup> year	French or English	
	A level +2 years	3 <sup>rd</sup> year	French or English	
		3 <sup>rd</sup> year intensive	French	
Master	A level +3 years	4 <sup>th</sup> year	French	- University Degree* Fashion, Luxury and Arts de Vivre - RNCP <sup>(1)</sup> Degree Level 2 «Styliste Designer Modes» - ( <i>Fashion Designer</i> )
		4 <sup>th</sup> year direct admissions	French or English	
	A level +4 years	5 <sup>th</sup> year	French and English	



	YEAR	N					N+1										
		OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	
FASHION DESIGN	1 <sup>st</sup> year	Classes : 4 days/ week						Internship									
	2 <sup>nd</sup> year	Classes : 4 days/ week						Internship									
	3 <sup>rd</sup> year	Classes : 4 days/ week						Internship									
	3 <sup>rd</sup> year direct admissions	Classes : 5 days/ week						Internship									
	4 <sup>th</sup> year	Co-op programme - 7 weeks of workshop															
	4 <sup>th</sup> year direct admissions	4 days/ week					Internship										
5 <sup>th</sup> year	Co-op programme - 1 day per week + 6 weeks of workshop																

\* Perpignan University

(1) Degree delivered under the authority of Mod'Art International, registered in the RNCP (State National Repertoire of Higher Education) dated July 30, 2018 published in the Official state Journal dated Aug 7, 2018 (code NSF 242n). Under renewal process.

(2) Degree delivered under the authority of Mod'Art International, registered in the RNCP (State National Repertoire of Higher Education) dated Feb 25th, 2016 published in the State Official Journal dated March 17, 2016 (code NSF 240p).



Lucile Boyer, student in Fashion Design  
Showroom Mod'Art International 2016



Workshop Fashion Design

# FASHION DESIGN

## CAREERS

- Knitwear Designer
- Accessories Designer
- Womenswear / Menswear / Childrenswear Designer
- Trends Designer
- Fashion Graphic Designer
- Product Developer
- Fashion Photo Designer
- Fashion Illustrator
- Pattern Designer
- Costume Designer
- Creative Director
- Collection Coordinator



1 et 2 : Workshops - 3 : Mod'Art Fashion Show 2018, Designer : Antoine Blanchard - 4 : Mod'Art Fashion Show 2018, Designers : Mégane Berti & Laurène Faure - 5 : Mod'Art Fashion Show 2018

# FASHION COMMUNICATION



Mod'Art international's Fashion Communication programme aims at preparing fashion lovers to become transmedia communication managers. Through this programme you will master digital, audiovisual and visual communication skills as well as a solid culture in fashion, art and luxury.

Multidisciplinary apprenticeships will enable you to deal with issues in the constantly changing fashion sector looking for talented people capable of finding a communication strategy, to create and animate a web site or social media sites with contents, photos and videos knowing how to elucidating fashion trends.

## CAREERS

- Press agent
- Communications officer
- Community manager
- Influencer
- Communication project manager
- Digital communication manager
- Brand content manager
- Events project manager
- Media-planner
- In charge of communications

### Fashion Communication & Fashion Management

	Progr.	Required Level	Year	Taught in		Degree awarded
				COM	MAN	
Fashion Communication	Bachelor	A level	1 <sup>st</sup> year	FR	FR / EN	
		A level + 1 year	2 <sup>nd</sup> year	FR	FR / EN	
		A level + 2 years	3 <sup>rd</sup> year	FR	FR / EN	Bachelor Fashion Management / Bachelor Fashion Communication
	3 <sup>rd</sup> year direct admissions	FR	FR			
Fashion Management	MBA	A level + 3 years	1 <sup>st</sup> year	-	FR / EN	University Degree* Mode, Luxe et Art de Vivre ( <i>Fashion, Luxury and Art de Vivre</i> ) RNCP <sup>(3)</sup> Level 2 : Responsable Marketing et Commercial de la Mode et du Luxe. ( <i>Marketing and Business Manager for Luxury Industries and Fashion</i> ) 
		A level + 2 years	2 <sup>nd</sup> year	-	EN	MBA Luxury Goods and Fashion Industries and University Degree* RNCP <sup>(2)</sup> Level 1 : Manager International en Industries du Luxe et de la Mode ( <i>International Manager for Luxury Industries and Fashion</i> ) 





# FASHION MANAGEMENT

Mod'Art International's fashion management programme is for students who love fashion and who want to work in the marketing, commercial, digital, buying and production side of the fashion houses.

The courses work around three main areas of fashion: fashion culture, art and luxury ; marketing, communication, digital and retail management. The collaboration with the design students especially through design and management workshops will give you the chance to grasp the constraints of the creative teams.

## CAREERS

- Product manager
- Marketing Manager
- CRM
- Brand Manager
- Licence Manager
- Merchandising Manager
- Sales Manager
- Shop manager
- Shop network manager
- E-commerce product manager
- Communications manager
- Digital communication manager
- Production manager
- Buyer

## SCHEDULE

		N				N+1							
YEAR		SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG
FASHION COMMUNICATION FASHION MANAGEMENT	1 <sup>st</sup> year		4 days/ week		Internship			4 days/ week			Internship		
	2 <sup>nd</sup> year	Int.	4 days/ week		Internship			4 days/ week			Internship		
	3 <sup>rd</sup> year	Internship				4 days/ week				Internship			
	3 <sup>rd</sup> year direct admissions		4 days/ week		Internship			4 days/ week			Internship		
	MBA 1 <sup>st</sup> & 2 <sup>nd</sup> year		4 days/ week						Internship				

\* University of Perpignan

■ Internship □ Classes

(2) Degree delivered under the authority of Mod'Art International, registered in the RNCP (State National Repertoire of Higher Education) dated Feb 25th, 2016 published in the State Official Journal dated March 17, 2016 (code NSF 240p).

(3) Degree delivered under the authority of Mod'Art International, registered in the RNCP (State National Repertoire of Higher Education) dated Oct 3rd, 2010 and renewed in Dec 15, 2016 published in the State Official Journal dated Dec 18, 2016 (code NSF 312v).



# FASHION DESIGN

## BACHELOR PROGRAMME IN FASHION DESIGN AND PATTERN MAKING

### 1<sup>ST</sup> YEAR

MANDATORY INTERNSHIP / FRENCH OR ENGLISH

#### FASHION DESIGN

Collections  
Fashion Illustration  
Womenswear trends  
Menswear trends  
Teenagers trends  
Accessories trends  
Textile and material Workshops

#### PATTERN MAKING

Drawing foundations  
Draping foundations  
Wardrobe foundations

#### PROFESSIONAL ENVIRONMENT

Fashion history  
Fashion culture  
Fashion marketing  
Business English  
Digital design : Photoshop & Illustrator

#### FASHION DESIGN & MANAGEMENT WORKSHOP

### 2<sup>ND</sup> YEAR

MANDATORY INTERNSHIP / FRENCH OR ENGLISH

#### FASHION DESIGN

Womenswear  
Menswear  
Accessories  
Fashion illustration  
Options : Childrens wear, Knitwear, Lingerie, Innovative textiles

#### PATTERN MAKING

Tailoring techniques  
Advanced draping techniques  
Fashion drawing

#### PROFESSIONAL ENVIRONMENT

Fashion history  
History of arts and civilisations  
Fashion culture  
Fashion marketing and communication  
Business English  
Digital design : Indesign

#### FASHION DESIGN & MANAGEMENT WORKSHOP

### 3<sup>RD</sup> YEAR

MANDATORY INTERNSHIP / FRENCH OR ENGLISH

#### FASHION DESIGN

Collection Creation  
Infostylisme : Jury Pack

#### PATTERN MAKING

The wardrobe of the big fashion houses  
Collection support

#### PROFESSIONAL ENVIRONMENT

Contemporary fashion history  
Fashion Marketing and communication  
Wordpress Portfolio  
Fashion English

#### FASHION SHOW

Organisation and elaboration of a fashion show open to the public and to professionals

#### FASHION DESIGN & MANAGEMENT WORKSHOP

### INTENSIVE 3<sup>RD</sup> YEAR

DIRECT ADMISSION

MANDATORY INTERNSHIP / FRENCH

#### FASHION DESIGN

Fashion Illustration  
Women's, men's, accessory's trends  
Women's, men's, children's design  
Fabrics workshops  
Collection design  
Infostylisme : Jury Pack

#### PATTERN MAKING

Collection support  
Tailoring technics  
Moulding technics

#### PROFESSIONAL ENVIRONMENT

Fashion Marketing  
Fashion English  
History of Fashion  
Fashion Culture

#### FASHION MASTER CLASS

Through the Master Class taught by fashion experts, students develop the following themes :

**Fashion and innovation : textile technics, intelligent textiles, 3D**

**Fashion ethics**

**Fashion trends : lingerie, sportswear...**

# PROGRAMME



## MASTER OF ART IN CREATIVE DIRECTION & COLLECTIONS MANAGEMENT



### 4<sup>TH</sup> YEAR

TAUGHT IN FRENCH

#### 4<sup>th</sup> YEAR TRIMESTRE ABROAD

3 options :

- Berkeley College in New York City
- Accademia del Lusso in Milan
- UIBE in Beijing

#### 4<sup>th</sup> YEAR WORK STUDY YEAR

Rythme : 7 weeks seminars

#### SEMINAR PRODUCTION

Sourcing, manufacturing, production launching plan

#### SEMINAR MENSWEAR

Style and brand positioning  
Prototype

#### SEMINAR WOMENSWEAR

Style and brand positioning  
Prototype

#### SEMINAR KNITWEAR

#### DISSERTATION

#### SEMINARS

**Creation of mens', womens' and knitwear capsules in collaboration with the fashion houses**

### 4<sup>TH</sup> YEAR

DIRECT ADMISSION \_\_\_ MANDATORY INTERNSHIP - FRENCH OR ENGLISH

#### FASHION DESIGN

Collection Design  
Womens', Mens' Trends  
Info stylisme

#### PATTERN MAKING

Collection support  
Tailoring technics  
Moulding technics

#### FASHION SHOW

### 5<sup>TH</sup> YEAR

CO-OPT PROGRAMME / TAUGHT IN FRENCH

#### BRAND CREATION

Visual identity  
Scenography  
Press kit  
Shooting photo & videos  
Showroom

#### COLLECTION CREATION

Pattern Making and prototyping  
Trends  
Collection plans

#### COMMUNICATION

Omni Channel Strategy communication  
Social medias and blogs

#### MARKETING & DISTRIBUTION

Brand management  
Omni Channel Strategy distribution  
E-commerce  
Book of Sales & Pricing

#### MANAGEMENT

Business development and business plan  
Trade mark law, trade law  
Team Management

#### PROFESSIONAL ENVIRONMENT

Professional dissertation  
Professional English  
Software

#### FASHION & LUXURY PRODUCTS

History of Contemporary  
The wardrobe of the great couturiers

#### PROFESSIONAL ENVIRONMENT

Portfolios  
Jury Pack  
Fashion Communication

#### DISSERTATION

# FASHION COMMUNICATION

## BACHELOR IN FASHION COMMUNICATION

### 1<sup>ST</sup> YEAR

MANDATORY INTERNSHIP / FRENCH

#### FASHION & LUXURY PRODUCTS

History of Fashion & photo  
Fashion shows  
Womenswear trends  
Textiles

#### MARKETING & COMMUNICATION

Writing workshop  
Semiology  
Press review  
Fashion Advertising campaigns  
Fashion Marketing  
Sales Technics

#### DIGITAL & VISUAL COMMUNICATION

Creation & animation of blogs  
Instagram  
Visual Identity : typography  
PAO : Photoshop, Illustrator, InDesign

#### PROFESSIONAL ENVIRONMENT

Fashion English, Italian, Internship,  
Student life

#### FASHION DESIGN & MANAGEMENT WORKSHOP

#### PHOTOGRAPHY WORKSHOP

Fashion shooting photos realisation

### 2<sup>ND</sup> YEAR

MANDATORY INTERNSHIP / FRENCH

#### FASHION & LUXURY PRODUCTS

Fashion History  
Arts and Fashion  
Menswear and Accessories trends  
Textiles and leather technology

#### MARKETING & COMMUNICATION

Communication policy  
Events Communication  
Media Relations  
Fashion Marketing  
Wholesale Distribution  
Media training  
Technics and realisation of an interview

#### DIGITAL & VISUAL COMMUNICATION

Visual Identity : posters & logos  
Creation and ergonomoy of internet web sites  
Social media networks and influencers  
E-mailing  
SEO & SEA  
PAO : Photoshop, Illustrator, InDesign

#### PROFESSIONAL ENVIRONMENT

Fashion English, Italian, Internship,  
Student life

#### FASHION DESIGN & MANAGEMENT WORKSHOP

#### AUDIOVISUAL WORKSHOP

Realisation of a Fashion video

### 3<sup>RD</sup> YEAR

MANDATORY INTERNSHIP / FRENCH

#### FASHION & LUXURY PRODUCTS

Fashion Culture  
Fashion and the cinema  
Fashion Trends : haute couture, sportswear,  
streetwear, lingerie

#### MARKETING & COMMUNICATION

Communication strategy  
Advertising  
Marketing strategy  
Commercial Negotiation  
Accounting management

#### DIGITAL & VISUAL COMMUNICATION

Web communication strategy  
Referencing strategy  
Newsletters  
Visual Identity : editions  
Realisation of viral videos

#### PROFESSIONAL ENVIRONMENT

Fashion English, Italian, Internship,  
Student life

#### DESIGN & MANAGEMENT WORKSHOP

#### JOURNALISM WORKSHOP

Realisation of a Fashion  
magazine



Audiovisual Workshop - 3<sup>rd</sup> year



## 3<sup>RD</sup> YEAR DIRECT ADMISSION

MANDATORY INTERNSHIP - TAUGHT IN FRENCH

### FASHION AND LUXURY PRODUCTS

History of Fashion  
Fashion design  
Textiles  
Fashion Trends

### MARKETING & COMMUNICATION

Media reviews  
Fashion Marketing  
Sales Technics  
Communication Strategy  
Advertising  
Marketing strategy

### DIGITAL & VISUAL COMMUNICATION

Visual Identity  
PAO  
Web site design  
Referencing strategy  
Social Media

### PROFESSIONAL ENVIRONMENT

Fashion English, Italian, Internship,  
Student life

### DESIGN & MANAGEMENT WORKSHOP

### AUDIOVISUAL WORKSHOP



Audiovisual Workshop - Maison Barrie - 5<sup>th</sup> year - 2018

## WORKSHOP THEMES OF THE MASTER

**DESIGN AND MANAGEMENT WORKSHOP:** Realisation of a moodboard, a trend book and a collection plan ;

**FASHION PHOTO WORKSHOP:** Realisation of a fashion photo shoot in a studio\*. Mastering of the camera, lighting, casting, scenography, lookbook ;

**AUDIOVISUAL WORKSHOP:** Realisation of a Fashion advertising. Writing a scenario, interview technics, brand content, media training, filming and editing, promotion and distribution of a video ;

**FASHION MAGAZINE WORKSHOP:** Visual Identity, edition, journalistic writing, investigation and interview technics, editorial conference ;

\* In partnership with EFET, photography school

# FASHION MANAGEMENT

## BACHELOR IN FASHION MANAGEMENT

### 1<sup>ST</sup> YEAR

MANDATORY INTERNSHIP / FRENCH OR ENGLISH

#### FASHION & LUXURY PRODUCTS

Fashion history  
Fashion shows  
Brands strategy  
Textile  
Fashion trends  
Design and products  
Drawing

#### MARKETING & COMMUNICATION

Fashion marketing  
Visual merchandising  
Press review  
Writing techniques  
Sales techniques

#### MANAGEMENT

Law  
Accounting management

#### PROFESSIONAL ENVIRONMENT

Business English  
Italian or French language  
Visual communication  
Public speaking  
Students associations

#### FASHION DESIGN & MANAGEMENT WORKSHOP

### 2<sup>ND</sup> YEAR

MANDATORY INTERNSHIP / FRENCH OR ENGLISH

#### FASHION & LUXURY PRODUCTS

Fashion history  
Arts and fashion  
Textile technology  
Design and products  
Fashion trends  
Drawing

#### MARKETING & COMMUNICATION

Fashion marketing  
Consumer behavior  
Market survey  
Merchandising  
Fashion communication  
Press relations  
Blog and fashion news  
Wholesale distribution  
Retail

#### MANAGEMENT

Supply chain and purchasing  
Sales management  
Organisation and financial  
Management  
Law  
Human resources

#### PROFESSIONAL ENVIRONMENT

Business English  
Italian or French language  
Photoshop, InDesign  
Students associations

#### FASHION DESIGN & MANAGEMENT WORKSHOP

### 3<sup>RD</sup> YEAR

MANDATORY INTERNSHIP / FRENCH OR ENGLISH

#### FASHION & LUXURY PRODUCTS

Fashion history  
Fashion and cinema  
Sectoral studies: children, men  
fashion, lingerie, leather, shoes  
Innovation and fashion goods  
Drawing  
Fashion design

#### MARKETING & COMMUNICATION

Strategic marketing  
International marketing  
Communication strategy  
Merchandising strategy  
Digital communication

#### MANAGEMENT

Forecast management  
Sales management  
International trade  
Fashion business strategy  
Trade negotiation

#### PROFESSIONAL ENVIRONMENT

Business english  
Italian or French language  
Multimedia production

#### DISSERTATION

OPTIONAL: semester-  
abroad program

#### FASHION DESIGN & MANAGEMENT WORKSHOP



## 3<sup>RD</sup> YEAR DIRECT ADMISSION MANDATORY INTERNSHIP / FRENCH

### FASHION & LUXURY PRODUCTS

Key market players and fashion jobs  
Fashion history  
Textiles  
Fashion production  
Fashion shows  
Fashion trends  
Sectoral studies: children, menwear, haute couture, lingerie, leather, shoes

### MANAGEMENT

Sales management  
Retail  
Purchasing  
Fashion production  
International trade  
Fashion business strategy  
Financial management  
Human resources management  
Fashion English

### MARKETING & COMMUNICATION

Fashion marketing  
Fashion communication  
Visual merchandising  
Digital marketing strategies  
Distribution/wholesale

### FASHION DESIGN & MANAGEMENT WORKSHOP



Fashion & Management Workshop - 1<sup>st</sup> year

### WORKSHOP FASHION DESIGN & MANAGEMENT

Through interdisciplinary projects, students attending the Fashion Design Management Curriculum, work together on an annual basis on the following subjects:

- Mood boards, plan of a collection
- Creation of one item of a wardrobe based on brand identity
- Brand positioning and strategy
- Brand identity
- Merchandising
- Organization of a fashion show

# MBA LUXURY GOODS AND

## MBA 1<sup>ST</sup> YEAR

The Mod'Art International MBA Programmes address both students and practitioners having earned a 3-year Higher education degree or a 4/5-year Higher education degree in various areas (business, marketing, fashion design, languages and others). This one-to-two years programme allows students to develop competencies in marketing, communication, fashion management, along with technical and art skills in fashion design and creation. The international aspect in the MBA programme offers an important international scope: twenty different nationalities are welcomed in our international MBA programmes, and our students studying in France, have the opportunity to participate in our study-abroad semesters.

### MBA 1<sup>ST</sup> YEAR DIRECT ADMISSION MANDATORY INTERNSHIP / FRENCH OR ENGLISH

#### FASHION & LUXURY CULTURE

Paris fashion districts and luxury brands  
Fashion history  
Fashion shows  
Discovery of sectors: menswear, sportswear, accessories, lingerie, leatherwear...  
Lifestyle and art of living

#### FASHION & LUXURY MARKETING

Fashion marketing  
Luxury brand management in the fashion sector  
Consumer behavior  
E-marketing and social media  
Communication and fashion press  
Merchandising

#### FASHION MANAGEMENT

Buying & logistics  
Intercultural management  
Wholesale distribution  
Retail

#### FASHION DESIGN & PRODUCTION

Fashion trends  
Conception and realisation of a moodboard for a ready-to-wear collection  
Production process & collection plans  
Textile workshop

#### DISSERTATION

#### INTERNSHIP



Induction seminar



«Première Vision», International Fashion Fair in Paris

Study-abroad programme offers the following spots: Berkeley College - NYC, Academia del Lusso - Milan - UIBE Beijing



# FASHION INDUSTRIES

## MBA 2<sup>ND</sup> YEAR

### MBA 2<sup>ND</sup> YEAR DIRECT ADMISSION MANDATORY INTERNSHIP / ENGLISH \_\_\_\_\_

#### LUXURY & FASHION CULTURE

Paris fashion districts and luxury brands  
Sociology of fashion  
Fashion history  
Art and Fashion  
High jewelry and watches

#### MARKETING STRATEGIES

Luxury marketing strategies  
Luxury brand management  
Consumer and markets  
Visual merchandising & Store tour  
International distribution

#### FASHION MANAGEMENT

E-Commerce and social media  
Legal issues  
Human resources  
Leadership and team management  
Creating a business

#### FASHION DESIGN

Production & collections  
Leather goods and accessories  
Fashion trends  
Drawing

#### PROFESSIONAL PAPER

#### CONSULTANCY PROJECT

#### INTERNSHIP



Visit of the « Musée du Parfum » Fragonard



Jean-Paul Gaultier Exhibition at Grand Palais



MBA' students 2018



Building of Mod'Art International

# CAREER SERVICES

Mod'Art provides various opportunities to place its students in internships in businesses:

- On-campus interviews organised all year long.  
Mod'art International offers companies the opportunity to recruit students, on campus, on a one to one basis.
- Career / Internship Fair  
Twice a year, Mod'Art invites its Business Partners to participate to a fair way recruiting either interns or graduated.
- Mock Interview Sessions

- Active Profile Screening:  
Via their intranet, students have access to all our business partners offers. Our business partnerships office helps both students and businesses to get in touch with each other.

- Resumes and Personal Branding Workshops:  
Mod'Art International helps students to build up their print or/and web resumes, to manage their profiles on social networks, to write cover letters, to reply to offers, to form a portfolio, and finally to train them for job interviews.



Colombe Campana  
Tara Jarmon Artistic Director  
Mod'Art showroom sponsor in 2017



Karine Meyer-Naudan  
Chanel Former Retail Director  
Mod'Art lectures in 2019



Mod'Art Inauguration 2016 - Eric Maréchalle - CEO of Kenzo France

# INTERNSHIPS

Internships are at the heart of Mod'Art International's teaching methods. Students can have up to 36 months of internships over the course of their five years of study at Mod'Art. Internships allow them to dive into real day-to-day lives of fashion and luxury businesses, thus bringing and developing their practical abilities and experience. Their internships also allow students to enlarge and develop their professional networks. Putting together all professional experiences, one can notice how fast is the Graduates' workplacement.

**1st and 2nd years:** Field internships: 2 to 4 months Internship schedules offer a close interaction with Fashion calendar.

**3rd year:** In-depth internship: 6 months

**MBA programs:** Professional internships: 4 to 6 months. This internship is an entry ticket to the working side of the fashion and luxury industry, and is also the most important factor in determining the interns' professional integration.

# THE INTERNATIONAL ENVIRONMENT

The school in Paris welcomes 20 different nationalities representing about 35 % of its student body, which strengthens the students' exposure to many different cultures. We also offer various programs fully taught in English.

## STUDENTS' INTERNATIONAL EXCHANGE PROGRAMMES

Mod'Art is signatory of Erasmus Chart and is member of Campus France.

We encourage students to take part in our International Exchange Programmes or 1-to-2 semester study-abroad programme during their 3<sup>rd</sup> or 4<sup>th</sup> year of studies in the Fashion Management Major.

Students can choose among either the Erasmus Chart signatories institutions or Mod'Art partner institutions such as RMIT (Australia), NIFT (India), UQAM (Canada), San Francisco State University (USA), and more.



Mod'Art students participating in the exchange-program at Berkeley College, NYC

## SEMINARS ABROAD

A specific programme in the 4<sup>th</sup> year offers students attending the Fashion Management Programme, the possibility to attend professional seminars in international capitals in fashion and/or attend a 12-week program at Berkeley College NYC (USA), Academia del Lusso in Milan (Italy) or Regent's University London (UK).

## LANGUAGE COURSES

Foreign languages classes are mandatory in all Mod'Art programmes. English level is certified by the British Council (IELTS), and Italian Language by the University of Siena (CILS) in Italy.

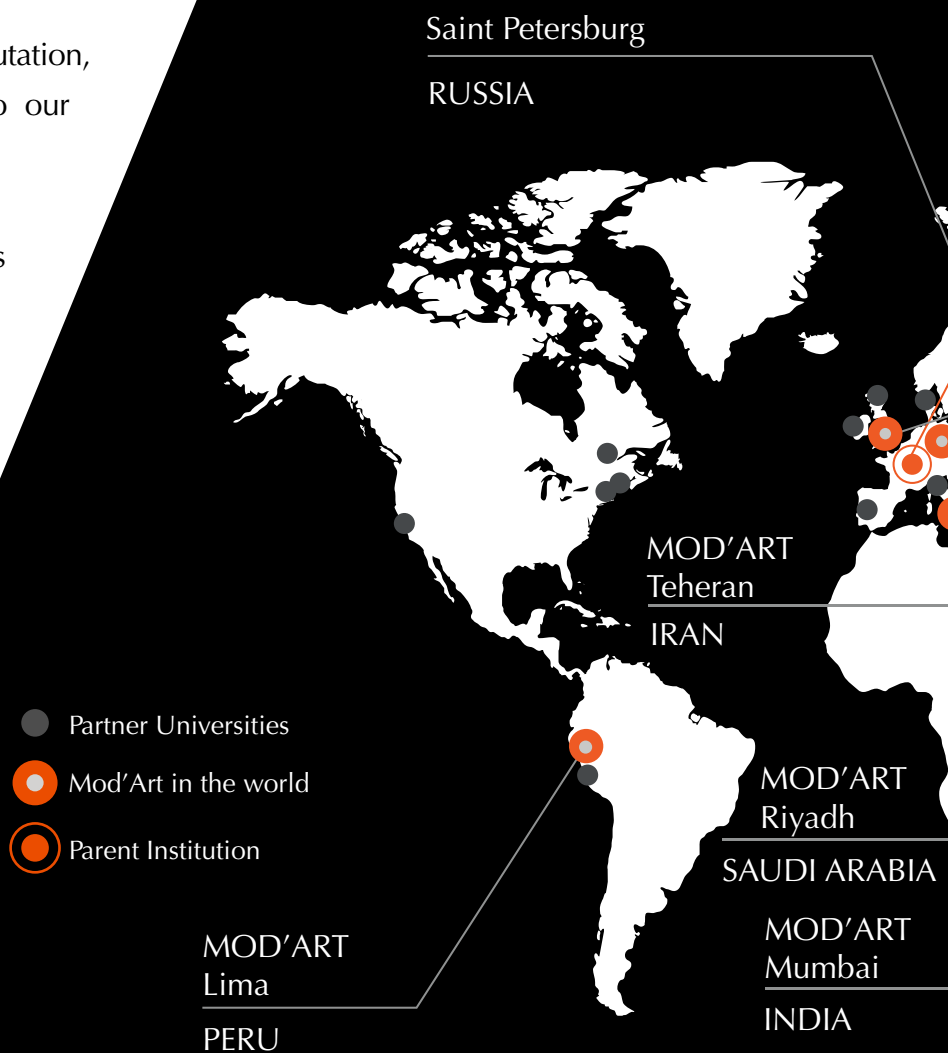
Founded in Paris, Mod'Art International has a global stretch, thanks to the many partnerships signed with local and international institutions.

This co-operation results in stronger reputation, outreach and curriculum excellency to our programmes.

Thus, the specific professional aspects of fashion callings related to various and international cultures, enrich our curriculum.

Graduates benefit from international experiences, made of exchanges, study-trips abroad and finally internships in global businesses.

# AN INTERNA



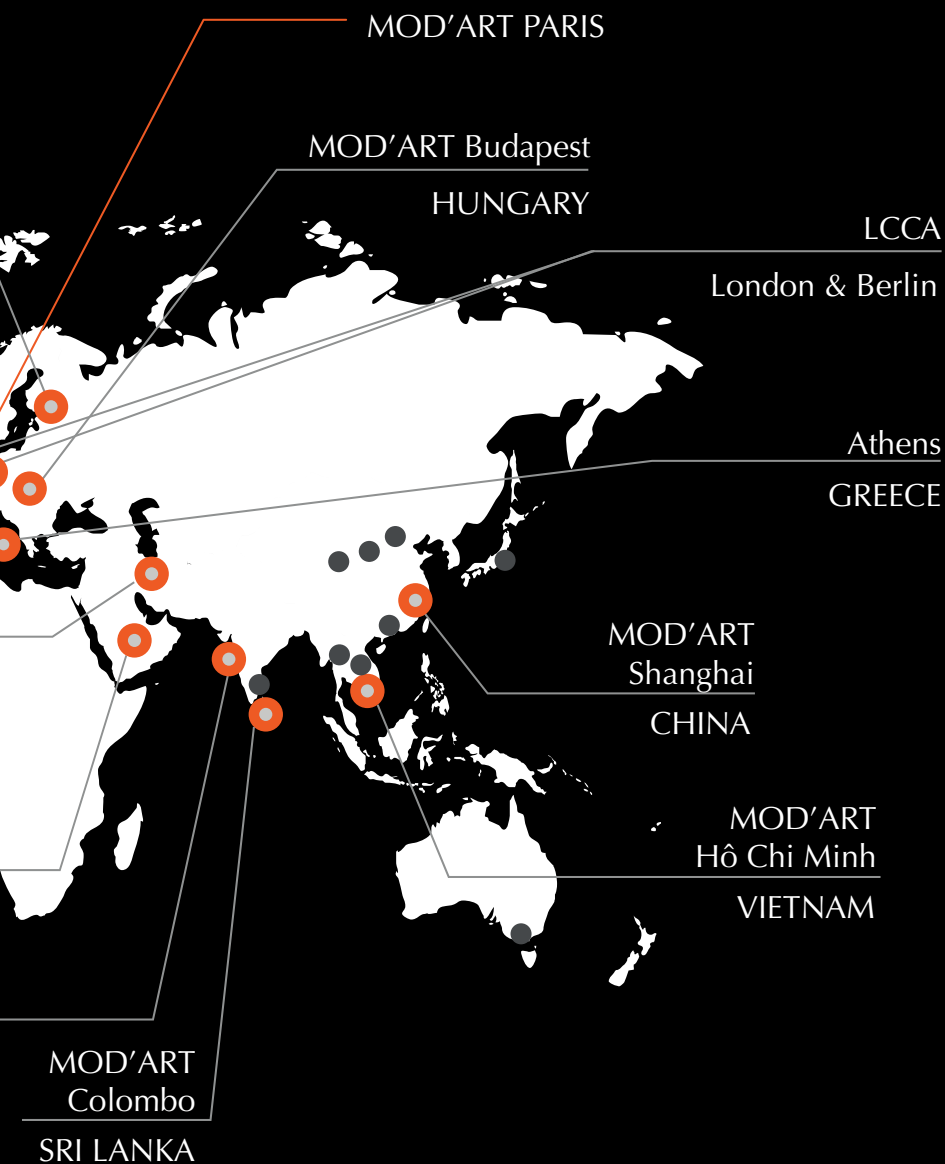
## EUROPE

Université de Toulouse (France)  
 London College of Fashion (GB)  
 London College of Contemporary Arts (GB)  
 Nottingham Trent University (GB)  
 Dublin Institute of Technology (Ireland)  
 ISM (Germany: Hambourg, Dortmund, Cologne, Francfort, Stuttgart, Munich)  
 EBC Hochschule (Germany: Berlin, Düsseldorf, Hambourg)  
 Ecole de Düsseldorf (Germany)  
 VIA University College (Denmark)  
 Universidad Rey Juan Carlos (Spain)  
 Università la Sapienza di Roma (Rome, Italy)  
 Accademia del Lusso et IULM (Milan, Italy)

## THE AMERICAS

Université du Québec à Montréal (ESG-UQAM - Canada)  
 Berkeley College (NYC, USA)  
 LIM College (NYC, USA)  
 Fashion Institute of Design and Merchandising (FIDM - LA, USA)  
 Universidad del Pacifico (Lima, Peru)

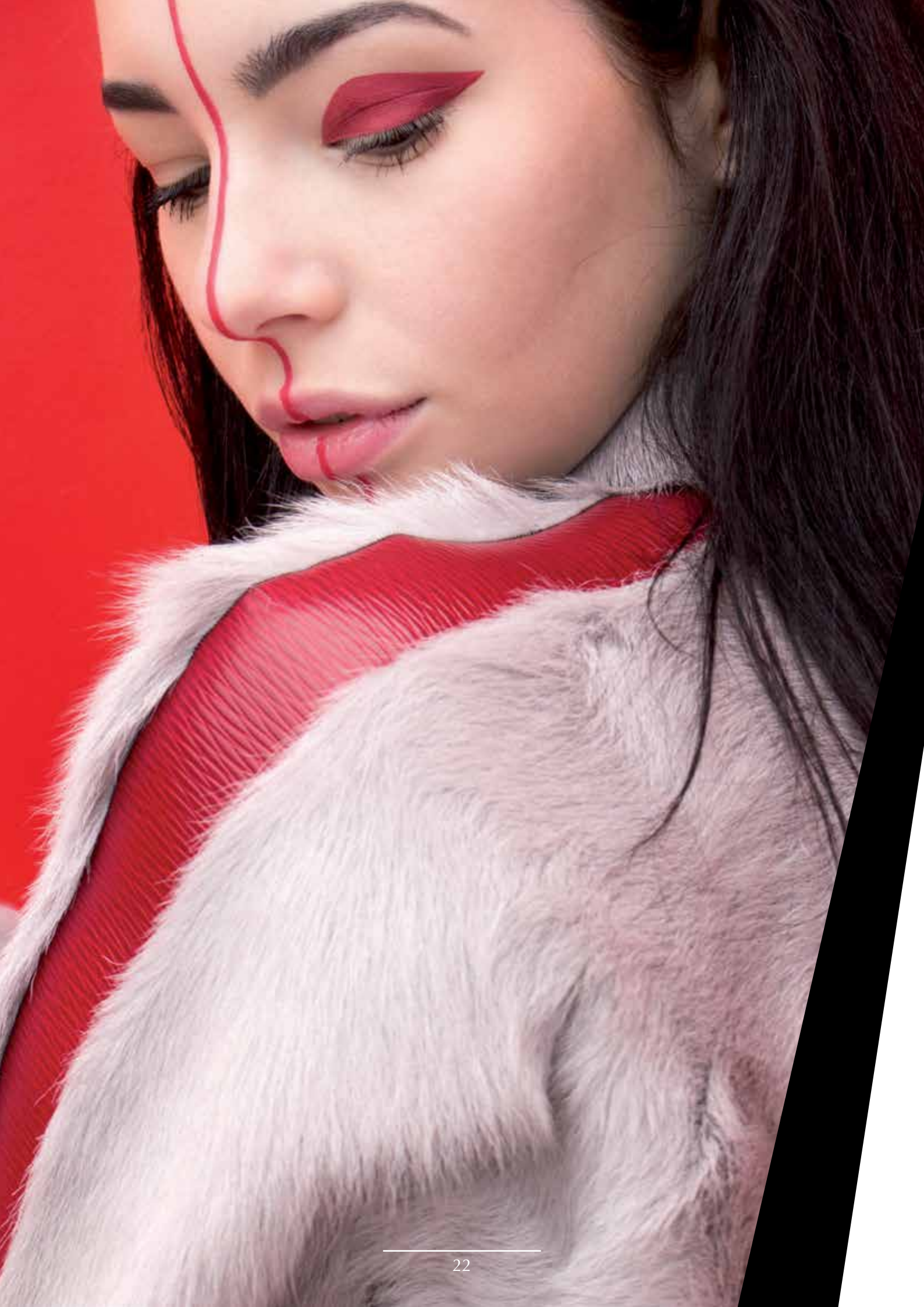
# TIONAL NETWORK



## ASIA

- Beijing Institute of Fashion Technology (BIFT, Beijing, China)
- Communication University of China (Beijing, China)
- Institut des Beaux-Arts de Sichuan (Sichuan, China)
- Xian International Studies University (China)
- Macau University of Science and Technology (MUST, China)
- Hoasen University (Ho Chi Minh, Vietnam)
- Meiji University (Tokyo, Japan)
- National Institute of Fashion Technology (New Delhi, India)
- Chulalongkorn University Bangkok (Thailand)





# BUSINESS PARTNERS

Mod'Art International has an important business network in the field of Fashion and Luxury Industry. This opens doors to many job opportunities, internships or placement in French and International Fashion Houses.

To achieve this goal, Mod'Art International office dedicated to relations with businesses, delivers job offers in real time and organizes on campus recruitment days dedicated to companies.

Abercrombie & Fitch	Carlin International	Figaro	Lolita Lempicka	Quiksilver
Acne Studio	Caroline Najman	Forever 21	Longchamp	
Agence Totem	Cartier	Galleries Lafayette	Loris Azzaro	Ralph Lauren
Agnès B.	Carven	GAP	Louis Vuitton	Richemont Groupe
Air France Madame	Céline	Giorgio Armani		
Alexander Wang	Chevignon	Givenchy	Mango	Saint Laurent
Amélie Pichard	Chanel	Grazia,	Maison Kitsune	Salvatore Ferragamo
American Apparel	Chantelle Lingerie	Gucci	Maison Père	Sandro
American Vintage	Chloé	Guess	Maje	Sergent Major
AMI	Christian Dior	Guy Laroche	Manoush	Sessùn
Antik Batik	Christian Lacroix		Marie Claire	Showroomprive.com
APC	Christian Louboutin	Hermès	Martin Margiela	Sixt June
Aubade	Church	Hugo Boss	Massimo Dutti	Sonia Rykiel
Aurélie Bidermann	Citizen-K		Mauboussin	Swarovski
Azzedine Alaïa	Clarins	Iro	Maxime Simoens	
	Comme des Garçons	Isabel Marant	MaxMara	Tally Weijl
BA&SH	Comptoir des Cotonniers	Issey Miyake	Merci	Tara Jarmon
Balenciaga	Courrèges		Mickael Kors	Tartine & Chocolat
Balmain		Jacquemus	Monnier Frères	The Kooples
Barbara Bui	Dice Kayek	Jimmy Choo	Monoprix	Tila March
Bazarchic	Dim		Morgane	Tod's
Bel Air	Dolce & Gabbana	Karla Otto New York / Paris	Moschino	Tommy Hilfiger
Benetton	Dom Perignon	Kenzo		Tsumori Chisato
Berluti	Dress Code	KCD New York / Paris	Naf Naf	
BHV Marais	Du pareil au même		Nelly Rodi	Valentino
Biba		L'Officiel de la Mode	Nike	Van Cleef & Arpels
Bioderma	Editions Jalou	L'Oréal	Nina Ricci	Vanessa Bruno
Bonpoint	Eleven Paris	La Halle !	Numéro	Venteprivée.com
Boucheron	Elie Saab	La Perla	Nuxe	Versace
Brandalley	ELLE	Lacoste		Vogue France / Italie
Bulgari	Elsa Schiaparelli	Lancel	Oxbow	
Burberry	Emanuel Ungaro	Lanvin		Yohji Yamamoto
Bureau Betak	Esprit	Le Bon Marché	Paco Rabanne	Yves Salomon
	Etam	Le Figaro	Paris Première	
Cacharel		Le Printemps	Paul & Joe	Zadig & Voltaire
Calvin Klein	Fédération Française du Prêt-à-Porter	Les Petites	Paule Ka	Zannier Groupe
Catherine Miran (Bureau de Presse)	Fendi	Loewe	Princesse tam.tam	Zara

# SHORT COURSES AND SUMMER SESSIONS

For French and International students and practitioners, Mod'Art International offers short courses and summer sessions of one to two weeks duration, at different periods in the year. Mod'Art International offers a large diversity of Fashion Business and Fashion Design courses, conferences with leading professionals and experts in fashion and luxury sector, workshops, store visits, museums and fairs visits. By joining this programme in Paris, you will dive into a global cultural hub, the capital of the worlds of fashion, art, design and luxury industry as a whole .

## LECTURES

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- French fashion designers
- Luxury and fashion market players
- Fashion trend forecastings
- Fashion history
- French etiquette
- Made in France and French know how
- Luxury codes
- Visual merchandising and store tours
- Fashion buying and merchandising
- Fashion shows
- Fashion press
- Social Media in luxury and fashion houses
- CRM
- Event strategy
- Innovative textile
- Textile and leather trends
- Create your mood board and your collection
- French perfume industry
- French jewelry and watches industry
- Textile workshop
- Pattern making workshop

## BUSINESS VISITS

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- Merchandising store tour
- Professional fairs (Premiere Vision, Who's next, Tranoï, ...)
- Showroom visits
- Factory visits
- Designers and craftsmen workshops
- Lectures with managers of fashion and luxury companies

## CULTURAL VISITS

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- Fashion Collection at Musée Galliera and Musée des Arts Décoratifs
- Château de Versailles
- Louis Vuitton Fondation
- Yves Saint Laurent Foundation
- Fashion temporary exhibitions
- Paris City Guide of Luxury and Fashion areas



Short Sessions with students from MEIJI University in Tokyo



Exhibition Ai Wei Wei at Bon Marché Rive Gauche



Alaïa exhibition with students from Mod'Art Sri Lanka



Short Session with students from Mumbai at Louis Vuitton Fondation





# STUDENT LIFE

## STUDENTS' BUREAU (BDE)

The student union, or Bureau des Elèves (BDE), animates day-to-day student life, punctuating it with strong events which enable each student to express themselves in every field - athletic, cultural, economic and humanitarian.

Throughout the entire year, student-club activities give Mod'Art International Paris students the opportunity to relax, develop the creativity, achieve ambitious projects and develop their interpersonal skills.

Teamwork, experimentation and self-fulfillment are at the heart of this commitment which goes hand in hand with the school's teaching project, by offering students an environment that fosters the development of student-club activities and of student life.

## MOD'ART EXTRACURRICULAR ACTIVITIES

This program aims at multiplying contacts between the School, its students and the outside world. It arouses initiatives, either serious or fun, allowing students to get involved in cultural, humanitarian or social activities, and to network with professionals and students from other French schools and universities.

This program is built around a four-tier approach:

- entrepreneurial spirit
- team spirit
- personal development and leadership
- communication skills



# ALUMNI

Mod'Art International Alumni association, composed of 4 000 members, aims to provide a means for its alumni to keep in contact with the school and stimulate a group-cohesion of information and particularly internship and job offers. Alumni participate in conferences organised by Mod'Art International in our premises . They can also be a professional member of the jury for the final thesis/dissertation.



AMÉLIE PICHARD  
Founder and CEO of AMÉLIE  
PICHARD Brand  
Graduated in 2006



CAMILLE OMÉRIN  
Founder of MAISON PÈRE brand  
Graduated in 2012



JULIEN LAX  
Development Coordinator  
Women's shoes  
GIVENCHY  
Graduated in 2011



ANNE-CLAIRE ROUSSOT  
Analysis department  
CHRISTIAN DIOR COUTURE  
Graduated in 2014



SARAH MONTHEIL  
Event Launch Manager  
LOUIS VUITTON  
Graduated in 2012



JERRY JOURNO  
Founder of JOUR/NÉ brand  
Graduated in 2012



JOFFREY MONGIN  
Pattern Maker  
JEAN-PAUL GAULTIER  
Graduated in 2013



SÉBASTIEN MEYER  
Co-Founder of COPERNI brand  
Ex-Creative Director  
COURREGES  
Graduated in 2010



MARIE BEAVOGUI  
Production Coordinator  
CHANEL  
Graduated in 2015



JENNA SEGHIER  
E-Business & Digital  
Marketing Manager  
LANVIN  
Graduated in 2015

# ADMISSIONS

ADMISSIONS PROCEDURES, IN 2 STEPS:

## 1 Screening the application form made of

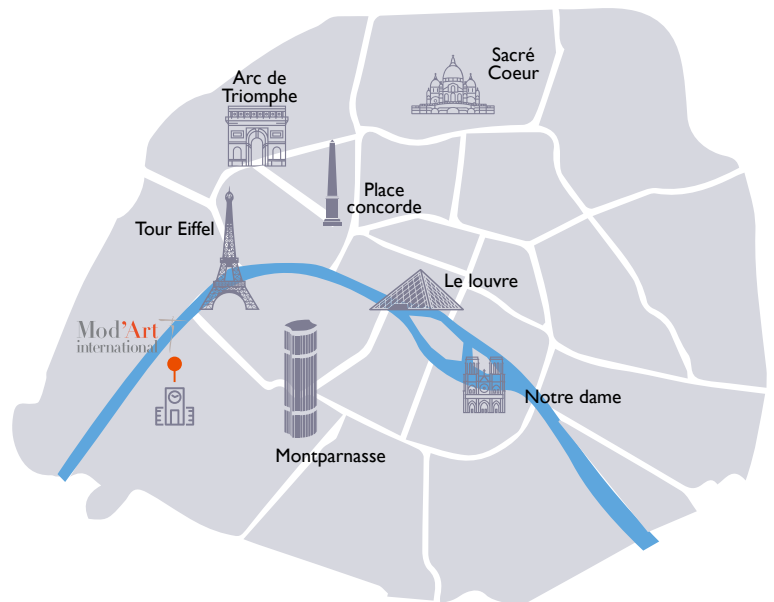
- Resume
- Motivation letter
- Copy of ID
- Transcripts of the last 2 years of studies
- All Degrees
- 1 or 2 recommendation letters for MBA Programme
- Book or Portfolio for Fashion Design Programme

## 2 Final admission

- Upon personal interview (on Skype if abroad)

### OPEN DOORS DAYS

Each month, we organize several open doors days. Prospective students can thus have an overview of the programme, school life and visit the premises.



Mod'Art International Paris



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RER : Javel, ligne C

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admissions@modart-paris.com

[www.modart-paris.com](http://www.modart-paris.com)