Mod’Art international
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 programs 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 since 2016 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 programs in co-operation with our partner universities worldwide, along with the track taught in English.

Mod’Art delivers a French know-how, recognized 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 recognized French State degrees.

Annabel Bismuth
Dean of Mod’Art International
## Programs

### Fashion Design

<table>
<thead>
<tr>
<th>Program</th>
<th>Required level</th>
<th>Year</th>
<th>Degree awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor</td>
<td>A level</td>
<td>1st year</td>
<td>- Bachelor degree in Fashion Design</td>
</tr>
<tr>
<td></td>
<td>A level + 1 year</td>
<td>2nd year</td>
<td>- RNCP ** Degree Level 2 «Styliste Designer Mode» - (Fashion designer)</td>
</tr>
<tr>
<td>Master</td>
<td>A level + 2 years</td>
<td>3rd year</td>
<td>- University Degree * Fashion, Luxury and Arts de Vivre</td>
</tr>
<tr>
<td></td>
<td>A level + 3 years</td>
<td>4th year</td>
<td>- RNCP ** Degree Level 1 «Manager International en Industries du Luxe et de la Mode» - (International Manager for Luxury Industries and Fashion)</td>
</tr>
<tr>
<td></td>
<td>A level + 4 years</td>
<td>5th year</td>
<td>- Master of Arts in «Creative Direction and Collections Management» Direction and Collection Management.</td>
</tr>
</tbody>
</table>

### Fashion Management

<table>
<thead>
<tr>
<th>Program</th>
<th>Required level</th>
<th>Year</th>
<th>Degree awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor</td>
<td>A level</td>
<td>1st year</td>
<td>- Bachelor Fashion Management</td>
</tr>
<tr>
<td></td>
<td>A level + 1 year</td>
<td>2nd year</td>
<td>- Bachelor Fashion Management</td>
</tr>
<tr>
<td>MBA</td>
<td>A level + 2 years</td>
<td>3rd year</td>
<td>- University Degree * Fashion, Luxury and Arts de Vivre</td>
</tr>
<tr>
<td></td>
<td>A level + 3 years</td>
<td>4th year</td>
<td>- RNCP ** Degree : Marketing and business Manager for Luxury Industries and Fashion</td>
</tr>
<tr>
<td></td>
<td>A level + 4 years</td>
<td>5th year</td>
<td>- MBA Luxury Goods and Fashion Industries and University Degree - RNCP ** Degree Level 1 «Manager International en Industries du Luxe et de la Mode» - (International Manager for Luxury Industries and Fashion)</td>
</tr>
</tbody>
</table>

## Careers

### Fashion Design

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

### Fashion Management

- Product Manager
- Marketing Manager
- CRM
- Brand Manager
- Licence Director
- Merchandiser
- Account Manager
- Store Manager
- E-Commerce Manager
- Communication Manager
- Press and Public Relations
- Events Manager
- Digital Communication Manager
- Digital Marketing Manager
- Social Media Manager
- Production Manager
- Buyer Manager
- Wholesale Sales Manager

---

* University of Perpignan, under renewal process.
** Direct Admission.
# Bachelor Program in Fashion Design

<table>
<thead>
<tr>
<th>1st Year</th>
<th>2nd Year</th>
<th>3rd Year</th>
<th>4th Year</th>
<th>5th Year</th>
</tr>
</thead>
</table>

**1st Year**
- **Mandatory Internship**
- **Fashion Design**
  - Collections
  - Fashion Illustrations
  - Womenwear 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 jobs**

**Workshop Style & Management**

**Consulting Projects**
- Mood Boards, Collection plan
- Creation of one item of a wardrobe based on brand identity
- Brand positioning and strategy
- Brand identity
- Merchandising
- Organization of a Fashion Show

**2nd Year**
- **Mandatory Internship**
- **Fashion Design**
  - Womenswear design
  - Menswear design
  - Childrenswear design
  - Accessories design
  - Knitwear
  - Fashion illustration
  - Fashion drawing
- **Pattern Making**
  - Tailoring techniques
  - Advanced draping techniques
  - Fashion drawing
- **Professional Environment**
  - Fashion history
  - History of arts and civilizations
  - Fashion culture
  - Fashion marketing and communication
  - Business English
  - Digital design : Indesign

**Workshop Style & Management**

**3rd Year**
- **Mandatory Internship**
- **Fashion Design**
  - Creation of a Collection
  - Research book
  - Fashion style dossier garment collection
  - Digital presentation to jury
- **Pattern Making**
  - Haute-Couture
  - Wardrobe of designers
  - Support the collection
- **Professional Environment**
  - Contemporary fashion history
  - Fashion marketing and communication
  - Business English
- **Fashion Show**
  - How to prepare and organize a fashion show open both to the professionals and to the public

**Workshop Style & Management**

**4th Year**
- **Co-op Year : In Part-Time**
  - 2 majors:
    - Create your own fashion label
    - Management of a collection
- **Management of a Collection**
  - Fashion design and branding
  - Positioning
  - Pricing
  - Distribution
  - Planning and management
  - Sales book
- **Creation of a Collection**
  - Trends
  - Collection drawing
  - Pattern and prototyping
- **Production Management**
  - Sourcing
  - Manufacturing
  - Collection plan
  - Production planning

**Workshop Style & Management**

**Communication**
- Multi-channels communication strategy
- Social media
- Event strategy
- Website creation
- Blog

**Marketing and Distribution**
- Brand management
- Retail management
- Multi-channels retail strategy
- E-commerce

**Management**
- Business and business plan
- Trade law
- Contract law
- Brand law
- Team management

**Professional Environment**
- Final dissertation
- Business English

**Preparation for Professional Fashion Awards**

**Fashion Master Class**
- Master Classes delivered by fashion experts, allow students to get in-depth training in various fields, such as:
  - Fashion and trends: lingerie, sportswear and more.
  - Innovative textiles
  - Ethics and fashion

Curriculum may evolve due to pedagogical requirements.
# Bachelor in Fashion Management

## 1st Year

<table>
<thead>
<tr>
<th>1st Year</th>
<th>2nd Year</th>
<th>3rd Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(Mandatory Internship)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Luxury and Fashion Products</td>
<td>Luxury and Fashion Products</td>
<td>Luxury and Fashion Products</td>
</tr>
<tr>
<td>Fashion history</td>
<td>Fashion history</td>
<td>Fashion history</td>
</tr>
<tr>
<td>Fashion shows</td>
<td>Arts and fashion</td>
<td>Fashion and cinema</td>
</tr>
<tr>
<td>Brands strategy</td>
<td>Textile technology</td>
<td>Sectoral studies: children, men fashion, lingerie, leather, shoes</td>
</tr>
<tr>
<td>Textile Design</td>
<td>Design and products</td>
<td>Innovation and fashion goods</td>
</tr>
<tr>
<td>Design</td>
<td>Drawing</td>
<td>Drawing</td>
</tr>
<tr>
<td><strong>Marketing and Communication</strong></td>
<td><strong>Marketing and Communication</strong></td>
<td><strong>Marketing and Communication</strong></td>
</tr>
<tr>
<td>Fashion marketing</td>
<td>Consumer behavior</td>
<td>Strategic marketing</td>
</tr>
<tr>
<td>Visual merchandising</td>
<td>Market survey</td>
<td>International marketing</td>
</tr>
<tr>
<td>Press review</td>
<td>Merchandising</td>
<td>Communication strategy</td>
</tr>
<tr>
<td>Writing techniques</td>
<td>Fashion communication</td>
<td>Merchandising strategy</td>
</tr>
<tr>
<td>Sales techniques</td>
<td>Press relations</td>
<td>Digital communication</td>
</tr>
<tr>
<td><strong>Management</strong></td>
<td><strong>Management</strong></td>
<td><strong>Management</strong></td>
</tr>
<tr>
<td>Law</td>
<td>Supply chain and purchasing</td>
<td>Forecast management</td>
</tr>
<tr>
<td>Accounting management</td>
<td>Sales management</td>
<td>Sales management</td>
</tr>
<tr>
<td><strong>Professional Environment</strong></td>
<td>International trade</td>
<td>International trade</td>
</tr>
<tr>
<td>Business English</td>
<td>Fashion business strategy</td>
<td>Fashion business strategy</td>
</tr>
<tr>
<td>Italian language</td>
<td>Law</td>
<td>Trade negotiation</td>
</tr>
<tr>
<td>PAO and visual communication</td>
<td>Human resources</td>
<td><strong>Professional Environment</strong></td>
</tr>
<tr>
<td>Public speaking</td>
<td><strong>(Beginners)</strong></td>
<td>Business English</td>
</tr>
<tr>
<td>Students associations</td>
<td><strong>(Beginners)</strong></td>
<td>Italian language</td>
</tr>
<tr>
<td><strong>Workshop Style &amp; Management</strong></td>
<td><strong>Workshop Style &amp; Management</strong></td>
<td><strong>Workshop Style &amp; Management</strong></td>
</tr>
<tr>
<td>Workflow</td>
<td>Mood boards, plan of a collection</td>
<td>Workflow</td>
</tr>
<tr>
<td>1st Year</td>
<td>Creation of one item of a wardrobe based on brand identity</td>
<td>1st Year</td>
</tr>
<tr>
<td>2nd Year</td>
<td>Brand positioning and strategy</td>
<td>2nd Year</td>
</tr>
<tr>
<td>3rd Year</td>
<td>Brand identity</td>
<td>3rd Year</td>
</tr>
<tr>
<td>1st Year</td>
<td>Merchandising</td>
<td>1st Year</td>
</tr>
<tr>
<td>2nd Year</td>
<td>Organization of a fashion show</td>
<td>2nd Year</td>
</tr>
</tbody>
</table>

- Curriculum may evolve due to pedagogical requirements

---

## Curriculum May Evolve Due to Pedagogical Requirements

**Program**

- LUXURY AND FASHION PRODUCTS
  - Key market players and fashion jobs
  - Fashion history
  - Textiles
  - Fashion production
  - Fashion shows
  - Sectoral studies: children, men's wear, haute couture, lingerie, leather, shoes

- **Marketing and Communication**
  - Fashion marketing
  - Fashion communication
  - Visual merchandising
  - Digital marketing strategies
  - Distribution/wholesale

- **Management**
  - Sales management
  - Retail
  - Purchasing
  - Fashion production
  - International trade
  - Fashion business strategy
  - Financial management
  - Human resources management
  - English language for fashion

- **Workshop Style & 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

---

**Workshop Style and Management**

Curriculum may evolve due to pedagogical requirements.
MBA LUXURY GOODS AND FASHION INDUSTRIES

MBA 1st YEAR

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

MBA 1st YEAR
DIRECT ADMISSION

LUXURY AND FASHION CULTURE
Paris fashion districts and luxury brands
Fashion history
Discovery of sectors: menswear, sportswear, accessories, lingerie, featherwear...
Lifestyle and art of living

LUXURY AND FASHION MARKETING
Fashion marketing
Luxury brand management in the fashion sector
Consumer behavior
E-marketing and social media
Communication and fashion press

FASHION MANAGEMENT
Buying & logistics
Intercultural management
Wholesale distribution
Retail

STYLISM AND PRODUCTION
Fashion trends
Conception and realisation of a mood board for a ready-to-wear collection
Production process & collection plans
Fashion shows

TEXTILE WORKSHOP

DISSERTATION

INTERNSHIP

Study-abroad program offers the following spots: Berkeley College - NYC, Academia del Lusso, Milano

MBA 2nd YEAR

LUXURY AND 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
International distribution

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

STYLISM
Production & collections
Leather goods and accessories
Fashion trends
Drawing

PROFESSIONAL PAPER

CONSULTANCY PROJECT

Store Tour

Study-abroad program offers the following spots: Berkeley College - NYC, Academia del Lusso, Milano
CAREER SERVICES

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

- On-campus interviews organized 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 in 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.

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’ workplace.

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.

SEMINARS ABROAD

A specific program in the 4th year offers students attending the Fashion Management Program, 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 Milano (Italy) or Regent’s University London (UK).

LANGUAGES COURSES

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

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 PROGRAMS

Mod’Art is signatory of Erasmus Chart and is member of Campus France. We encourage students to take part in our International Exchange Programs or 1-to-2 semester study-abroad program during their 3rd or 4th 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.

Curriculum may evolve due to pedagogical requirements.

Mod’Art students participating in the exchange program at Berkeley College, NYC.
Founded in Paris, tough Mod’Art International has a global stretch, thanks to the many partnerships signed with local and international institutions as well. This co-operation results in stronger reputation, outreach and curriculum excellency to our programs. Thus, the specific professional aspects of fashion callings related to various and international cultures, enrich our curriculum. Graduates get benefit from international experiences, made of exchanges, study-trips abroad and finally internships in global businesses.

**EUROPE**
- Université de Toulouse
- London College of Fashion (GB)
- London College of Contemporary Arts (GB)
- Nottingham Trent University (GB)
- Dublin Institute of Technology (Irlande)
- ISM (Allemagne: Hambourg, Dortmund, Cologne, Francfort, Stuttgart, Munich)
- EBC Hochschule (Allemagne : Berlin, Düsseldorf, Hambourg)
- Ecole de Düsseldorf (Allemagne)
- VIA University College (Danemark)
- Universidad Rey Juan Carlos (Espagne)
- Università la Sapienza di Roma (Rome, Italie)
- Accademia del Lusso et IULM (Milan, Italie)

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

**ASIA**
- Beijing Institute of Fashion Technology (BIFT, Pékin, Chine)
- Communication University of China (Pékin, Chine)
- Institut des Beaux-Arts de Sichuan (Sichuan, Chine)
- Xian International Studies University (Chine)
- Macau University of Science and Technology (MUST, Chine)
- Hoa sen University (Hô Chi Minh, Vietnam)
- Meiji University (Tokyo, Japon)
- National Institute of Fashion Technology (New Delhi, Inde)
- Chulalongkorn University Bangkok (Thaïlande)
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.
STUDENT LIFE

STUDENTS’ BUREAU (BDE)

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

Throughout the entire year, student-club activities give Modart International Paris students the opportunity to relax, prove their 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

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 proposes a wide 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 program in Paris, participants will dive into a global cultural hub, the capital of the worlds of fashion, art, design and luxury industry as a whole.

LECTURES
- French fashion designers
- Luxury and fashion market players
- Fashion trend forecasting
- 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

BUSINESS VISITS
- 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
- 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 COURSES AND SUMMER SESSIONS

Cultural visits
- 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

Business visits
- 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

LECTURES
- 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

Visit of the Fashion Collection at Musée Galliera 2016

Final presentation by Mix & Vision, 5th May 2017

Visit of the Fashion Collection at Musée Galliera 2016

Final presentation by Mix & Vision, 5th May 2017

Visit of the Fashion Collection at Musée Galliera 2016

Store Visit 2017

Visit of the Fashion Collection at Musée Galliera 2016

Store Visit 2017
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
   - Degrees

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 program, school life and visit the premises.

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 organized by Mod’Art International in our premises. They can also be a professional member of the jury for the final thesis/dissertation.

Amélie Pichard
CEO of her own shoewear company
Graduated in 2006

Chloé Quesne
Retail Area Manager
Prada
Graduated in 2011

Julien Lax
Accessories Production Officer at Kenzo’s
Graduated in 2011

Anne-Claire Roussot
Analysis department (women’swear)
Christian Dior Couture
Graduated in 2014

Sarah Montheil
Event Launch Manager at Louis Vuitton
Graduated in 2012

Rosie Browning
Junior Designer
Givenchy
Graduated in 2016

Francesca Canepe
Embroidery Designer Finesse Embroideries, New York
Graduated in 2009

Sébastien Meyer
Creative Director
Courrèges
Graduated in 2010

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 organized by Mod’Art International in our premises. They can also be a professional member of the jury for the final thesis/dissertation.