

FASHION BUSINESS SUMMER PROGRAM



Length: 2 weeks

Dates:
July 5th to the 16th 2021



Prerequisites:

The program is open to students coming from ALL DISCIPLINES with a strong interest in fashion.



6 ECTS

■ LEARNING OBJECTIVES

This two-week summer program in Fashion Business combines theoretical study with hands-on experience of brands in the apparel industry. You will gain a basic familiarity with all the key areas associated with the fashion industry, including brand development and positioning, marketing, distribution, advertising, and consumer behavior.

■ PROGRAM

Module 1: Fashion and Luxury Goods Marketing (3 ECTS)

At the end of this module, students should be able to:

- > identify the specificities of luxury and be aware of the main differences between mass market and fashion in order to understand luxury clients' needs,
- > communicate effectively in the luxury milieu (with clients, media, influencers, etc.),
- > make informed business decisions about marketing and sales issues, based on an understanding of the main challenges confronting the luxury industry (sales channels, communication, massification, etc.).

Module 2: Fashion, a Powerful Universe (3 ECTS)

At the end of this module, students should be able to:

- > appreciate the business of fashion,
- > differentiate fashion trends in time and place and relate fashion theories and fashion cycles to trend analysis and prediction,
- > gain an overall knowledge of specific designers/brands,
- > acquire vocabulary specific to apparel,
- > identify the relationship between fashion design, production, and merchandising in the global market,
- > understand the role of the consumer in today's fashion market,
- > recognize the ethical issues facing both consumers and firms in today's global fashion industry,
- > develop critical thinking and analytical skills related to fashion marketing and merchandising.

Visits: (Subject to Change Without Prior Notice)

- > Fashion-related museum visits and exhibitions (examples: Yves Saint Laurent Museum, Louis Vuitton Fondation, Fragonard Museum, etc.)
- > Luxury goods establishments (examples: Maison Lesage, L'École des Arts Joailliers, etc.)