# Cuarto año / Gestión

## DU Diplôme Universitaire - Paris
## Fashion, Luxury Products and the Art of Living

Título Universitario Francés, equivalente a un MASTER 1 / Partnership **Perpignan University**

Programa en inglés

Pensar en una carrera profesional en la industria de la moda exige un nivel de conocimientos elevado y constantemente actualizado. En esta formación intervienen profesionales del mundo de la moda, del *retail* y de la industria del lujo.

**Perfil del estudiante:** Bachiller ( Bac + 3 en Francia) en comercio, gestión, administración, comunicaciones y algunos perfiles artísticos (aceptados bajo ciertas condiciones). Los expedientes serán evaluados por Modart International y la Universidad de Perpignan

**PROGRAMA MODULAR:**

- Moda, Productos & Accesorios
  - Historia de la Moda y evolución, de las casas de Alta Costura y de los Diseñadores.
  - Estrategia de los grupos de Moda en términos de creación, producción, distribución, comercialización, comunicación, estrategia industrial etc…)
  - Tendencias e investigación / Tecnología textil y materiales
  - Lexicología de los productos de Moda / Encuentros profesionales: salones y ferias, calendarios, proveedores, tercerización de servicios, shoppings, lugares de distribución, visitas a museos…
- Gestión & Derecho
  - Marketing de marcas: presupuestos, importación – exportación
  - Derecho: con relación a marcas, patentes, copias, competencia. Derecho laboral.
  - Representantes de marca / Derechos de venta para los Productos de Moda
  - Gestión de equipo: objetivos y evaluaciones.
- Marketing y Retail Merchandising & Visual Merchandising:
  - Conceptualizando el espacio de venta
  - Marketing de la Moda: estudio de casos y marketing directo, análisis de la competencia
- Módulos especializados:
  - Marroquinería (prendas)
  - Perfumes, cosméticos, relojes & joyería
  - Revistas de moda y prensa
- Idiomas: francés / italiano
- Web site techniques

- ❖ Estudio de un Grupo
- ❖ Sustentación oral ante jurado
- ❖ Prácticas profesionales: 4 a 6 meses.

**FORTALEZAS:** Un año de estudios que culmina con prácticas en empresa. La garantía de un título universitario (Master 1) que permite seguir un 2do año/ MBA universitario. Una formación con espíritu empresarial que brinda experiencia profesional.

MOD'ART INTERNATIONAL

# Post Grad Diploma Course

## option NYC or Milano

## in "Fashion, Luxury Products and the Art of Living"

Acquire the professional experience of a Fashion Manager

**In partnership with PERPIGNAN UNIVERSITY, English Taught Programme**

**Qualification: University Diploma** (equivalent of a MASTER 1, level BAC +4)

**Mod'Art International has been officially certified at level II of french qualification system, by the french State** (JO 22nd december 2010)

Over the last ten years the careers related to Fashion have changed more than over the preceding 50 years. Huge International firms dealing in luxury products have been set up. Design and the exchange of ideas run on an International basis. New markets open up every day throughout the world. All these aspects of the Fashion, Textile, Clothing and Luxury Trade have transformed the profession and created many career opportunities for the future.

The course offers the possibility to follow a highly specialised programme after a general Higher Education qualification and is the ideal way to acquire a professional preparation before entering the Luxury products, Textile and Clothing Business.

## COURSE CONTENT :

### A Fashion programme divided into modules

□ **The Fashion, Luxury Products and Accessories Module programme contains the following items:**

- History of Fashion (since 1900), the Fashion Houses and Designers
  The evolution of the Fashion world and its present role today.
- The strategy of the big Fashion groups (in terms of creation, production, distribution, marketing and advertising, their Industrial strategy …).
- The trends of Fashion (research and introspective approaches)
  Textile technology, understanding of materials.
- Lexicology of Fashion products / The essential professional Fashion appointments : with FASHION SHOWS calendars, the suppliers, stockists and providers of services, shopping sessions, the distribution network, visits to exhibitions and museums.

□ **Management :**

- Luxury Brand Creation & Development.
- News trends in Brand Management, creating a brand, marketing strategies.
- Selling rights and conventions for Fashion products.
- Team Management Sales targets and estimations of results...
- Distribution network.

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• 1st year of MBA

INSTITUT INTERNATIONAL PRIVÉ DES ARTS ET DE LA MODE
1, rue Bouvier - 75 011 Paris - France - Tél. : 33 - (0)1 58 39 36 70 - Fax : 33 - (0)1 40 09 15 14 - www.mod-art.org - contact@mod-art.org

After 3 years of higher educat or equiv.

First year of MBA / TAUGHT IN ENGLISH

# Post Grad Diploma Course

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## in "Fashion, Luxury Products and the Art of Living"

Acquire the professional experience of a Fashion Manager

- **Marketing, Retail Merchandising and Visual Merchandising :**
  - Using shop space to its full and to its best value, new architectural concepts
  - Luxury Fashion Marketing: study cases, analysing and studying competition and competitors, consumer behavior.
- **Specialized modules on :**
  - Leatherwear, shoes & eyewear
  - Perfumes, Cosmetics, Watches & Jewelry
  - Fashion magazines and Press
- **Languages:**
  - French as a foreign language from beginners to Intermediate (French language is necessary for day to day life in Paris and absolutely required during the internship if it takes place in France)).
  - Or Italian beginners class to acquire a knowledge of another Fashion language
  - Web site techniques, free access to Wifi system and rooms
- **A Group case study** with research in the Luxury & Fashion sector
- **A written Dissertation** with an oral presentation in front of an academic and professional jury
- **A professional experience :**
  - A final internship of 4 to 6 months closes the programme.

## PROFILE OF STUDENT:

High school graduates who have successfully completed a 3 year Higher Education programme (including non Fashion students with more General Qualifications in Business, Management and Advertising). Artistic profiles can also be accepted depending on experience.
Candidates also have to be accepted by Mod'Art and Perpignan University validation board.

**Admission requirements**

To have completed a 3 year Higher Education qualification (Licence or Bachelor degree) or foreign equivalent.
Fluent English.
Strong motivation for the Fashion sector.

**Application conditions**

Application form duly completed.
Copies of previous study Diplomas, Degrees, Certificates, etc.
An up-to-date CV / Resumé.
IELTS or TOEFL results, including Language Profiency Tests.
Two recommendation letters.

## OPTIONS

Possibility to attend course with or without internship at the Berkeley College in New York (followed by an internship in NYC) **or** the Accademia del Lusso in Milan. Cost of this option : refer to the fees chart.

## STRONG POINTS

A unique programme, validated by a State University diploma equivalent to a MASTER 1, (level BAC +4) and a **certification at level II of French qualification system, by the French State Education Authorities (JO 22nd december 2010)**, because of its specialized courses and the professional experience acquired. The guarantee of a University diploma and the possibility to follow it up with **a University MBA qualification**.

Constant Professional presentations and projects to prepare students for intercultural team work, actual work situations with leadership and responsibility roles.

A one year programme including a final internship with the possibility to follow up in a 2nd year for a MBA qualification : the university MBA specialized in "Luxury Goods & Fashion Industries", an English taught programme.

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• 1st year of MBA

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