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Bachelor Fashion Marketing

Bachelor Visual Merchandising

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A few alumni
International Fashion Academy, better known as IFA Paris, is an international fashion school of design and business whose campuses are located in the hearts of Paris, Shanghai and Istanbul.

IFA Paris offers fashion design, marketing and management bachelors, MBAs and short courses.

The creativity-oriented courses and the more business-oriented programs cater to everyone interested in the fashion industry. IFA Paris is at the heart of today’s problematics such as Sustainability and Technologies in Fashion.

Parisian roots…

IFA Paris built its identity on two pillars: rigor and creativity with the obsession to not only teach and provide students with new skills and knowledge but prepare students to face all changes, predictable and unexpected.

Its faculty is composed of professionals working for the most famous fashion houses and successful mass-fashion brands. They are accustomed to the French savoir-faire and are on top of the industry’s requirements. This high expected level of quality can be witnessed through the graduation fashion shows and its alumni’s careers.

…International vision

IFA Paris is a truly international school since its team members as well as its students come from all over the world with more than 50 nationalities represented. This great diversity provides an unprecedented dynamic of culture, intelligence and creativity reinforced by the will of having them working together. Through its three campuses in Europe and Asia, IFA Paris demonstrates its international vision coupled with its Parisian roots.

International Fashion Academy takes a different path than other traditional schools by being very involved in Fashion Tech and responsible leadership through dedicated programs.

IFA Paris offers a great range of Bachelor programs covering the design aspects and the business side of the fashion industry:

- Bachelor Fashion Design and Technology
- Bachelor Fashion Sustainability
- Bachelor Fashion Marketing
- Bachelor Visual Merchandising
- And a Foundation Program Fashion Design and Marketing which was created to offer a 360-degree view of the world of fashion for those who are unsure about their areas of interest.
IFA Paris' campuses are located in the hearts of three of the most vibrant cities in the world. They all offer the same top-notch education and each provides a unique experience and perspectives. With the possibility of transferring from one campus to another throughout their studies, IFA Paris gives the students the opportunity to enrich their experience.
Located directly on Quai de la Marne, IFA Paris overlooks the famed canal de l'Ourcq at the heart of the developing 19th “arrondissement”. The space includes extensive new amenities to benefit students such as big classrooms, a student lounge space, a resource and study center as well as a top of the notch computer lab. Sewing machines and equipment are also at students’ disposal even outside the classes’ hours.

Within walking distance from the 104, famous artistic and cultural hub and from the Parc de la Villette where the Science and Industry city is. 10 minutes way in metro are located Hermes and Chanel's ateliers. IFA Paris is located in the heart of an up-and-coming arty neighborhood which is developing rapidly.

Paris holds a special place at the top of the fashion world. As fashion’s birthplace, it introduced some of its most renowned designers and luxury fashion houses. Paris is still the world’s fashion capital and continues to draw attention with important fashion events. It remains an essential stop for young fashion and luxury professionals who wish to understand the cultural, industrial and market forces that shape the world of fashion today.

IFA Paris is the first Sino-French joint venture in fashion education through its partnership with the Shanghai University of Engineering Science (SUES). IFA Paris in Shanghai is a higher education academy that is fully registered with the Chinese Ministry of Education by both the Chinese and the local Shanghai governments. Shanghai’s campus is, as well as Paris’, equipped with the highest quality equipment.

On the SUES campus, IFA Paris is located in the Gubei district, between Hongqiao airport and the Former French Concession in a high-end neighborhood. IFA Paris is now leader in China for luxury and fashion schools and is considered as one of the most performing school in terms of education and creativity.

Shanghai is an open and extroversion metropolis and its ascents into the ranks as a fashion capital of the world is no doubt a serious topic. Remarkably, it is the country’s consumers who are transforming today’s China into the world’s largest market of luxury and high-end fashion products. Shanghai is unquestionably China’s Mecca for the fashion and luxury industry.

IFA Paris is also present in one of the most exciting cities located at the crossroads of Europe and Asia. To reinforce its reputation on the Turkish soil, IFA Paris is very proud to cooperate with one of the most reputable universities in Istanbul: Bahçeşehir University.

Istanbul is the largest in Turkey, constituting the country’s cultural, economic and historical heart. With a population of 15 million the city forms one of the largest urban agglomerations in Europe and is among the largest cities in the world by population within the city limits. Istanbul is a transcontinental city – its commercial and historical center lies in Europe, while a third of its population lives on the Asian side. The city of Istanbul is a fantastic place to visit famous monuments which are spread in the city.
The Bachelor Fashion Design and Technology is the IFA Paris signature program. It combines the French Heritage with the latest technological changes and an international perspective to meet the current fashion industry requirements.

The innovative teaching methods mixing traditional lectures, practical workshops, personal researches, experimentation, peer to peer presentations and various visits, lead students to become creative and pragmatic, curious and analytical, imaginative and excellent technicians and prepare them to the possibility of an international career. The one to one approach allows them to develop their own creative universe while being adaptable to different styles, types of brand and market segments at the same time.

This very complete, intensive, varied and exciting program trains fashion lovers to the jobs of Fashion Designer. However the perfect knowledge of fashion products and creative process it provides, allows participants to also achieve positions such as Stylist, Pattern Maker, Production Manager, Independent Designer, or even Collection Director, Art Director, when complemented by IFA Paris’ Master of Arts Contemporary Fashion Design.

The course is organized around 3 ateliers lasting each 30 academic weeks. Each atelier encompasses specific module groupings structured around various themes.

The 3 ateliers correspond to the 3 levels identified within the Higher Education Framework. The course is constructed in compliance with the Bologna Convention principles and grant participants, upon completion, a total of 180 ECTS (60 ECTS per atelier or year).
1st Atelier: Discovery

Students are following core modules in order to discover the universe of fashion. They will acquire basic skills in design, construction, digital fashion and fashion history in order to lay the pedagogical foundation of their learning curve.

**Fashion Design 1:** In the first instalment of this module grouping, students will discover the fundamental skills of fashion design:

- Fashion Show (20h)
- Color (30h)
- Product-Technical Drawing (15h)
- Collection - Research Book-Mood page (30h)
- Volume – 3D Research (15h)
- Print Collection (40h)
- Sustainable Development – Recuperation Fabric Swatch – Garment Upcycling (20h)
- Styling Workshop (10h)
- Life Drawing and Drawing class (30h)

**Digital Fashion Design 1:** Mastering the right software is absolutely essential in today’s fashion industry: it’s necessary to design precise technical sketches and to present ideas and designs in a professional way. In the first installment of this module, students will learn the fundamentals of Photoshop, Illustrator and In-Design.

- Mood Board (10h)
- Silhouette, digital collage (20h)
- Technical Drawing (20h)
- Lookbook Styling (10h)
- New technology in Fashion (30h)
- Lectra (30h)

**Textile Technology 1:** Fabric is still the main material of fashion. That’s why it’s essential to fashion students to have a deep knowledge of textile products. Through lectures, researches and workshops, students will learn how fabrics are produced from fibers to weaving and knitting, understand their various characteristics, textures and qualities and experiment their best uses for garment production according to their specifications.

- Weaving (10h)
- Natural Dying (10h)
- Sample Book (10h)

**Fashion History and Culture:** Know the past and understand the present to create the future. Like every creative field, fashion is a culture and it’s essential to know its history and development before being able to visualize the directions it will take. Through lectures, researches and presentation of archives, students will discover the evolution of fashion through time and analyze the works, style and inspiration of the most important fashion designers with a special focus on the masters of the international fashion from the last forty years.

- Contemporary Fashion History (30h)
Fashion Business: Although a creative one, fashion is an industry and fashion design is also affected by a brand strategy, market segmentation or price positioning. In this module, students will learn the basic marketing tools and explore the key success factors that lead fashion brand to success.

- Introduction to marketing – Basics (30h)

Production 1: Fashion designers have to imagine every details and finishing of the garments they create, that’s why mastering the garment production process is so important. At the first level students will learn gradually different sewing and finishing methods to produce complete garments such as skirts and shirts.

- Introduction to sewing machine and basic skirt (24h)
- Shirt (24h)
- Pant (24h)
- Creative short project (24h)
- Personal project in relation with the fashion design class (24h)

Pattern Making and Draping 1: the knowledge of fashion is incomplete without a good understanding of construction. In the first installment of this module students will discover the two main methods to develop clothes: pattern making and draping. They will learn how to create patterns directly from body measurements or by draping on a dummy according to IFA Paris own construction techniques, developed by our lecturers over two decades. At the end of the first level, students will be able to design the patterns of usual skirts, shirts and dresses.

- Skirt block – Skirt construction (21h)
- Skirt draping (28h)
- Bodice block – shirt construction – collar study – shirt project (42h)
- Pant (35h)
- Projects in relation with fashion design class (42h)
- Dress Draping (21h)
- Creative draping (21h)
2nd Atelier: Experimentation

In this stage of their learning experience students are invited to develop their creativity through experimentation. Specific themes such as men's wear, children's wear or knitting workshop will be covered through interlinked modules. The pedagogical objective is to improve participants’ critical thinking.

**Fashion Design 2:** in the second instalment of this module, students will apply the skills acquired during the first year and experiment new inspirations and concepts in various fashion projects including menswear collection, accessories collection, children's wear collection and fabric transformation. They will have to adapt their personal ideas to different kind of products and market segments and understand how to adapt their own creativity to main fashion trends.

- Trends (30h)
- Fabric transformation (20h)
- Menswear (35h)
- Fashion Illustration (30h)
- Eco-Chic Project (20h)
- Knitting Workshop (35h)
- Accessory Project (40h)

**Digital Fashion Design 2:** the second part of this module is designed as a workshop supporting the development of students’ creations in Fashion Design as well as in Fashion Workshop. By this stage students will be guided by their instructors in order to assess which software is better suited to their creative and personal requirements. The objective is to experiment and find the best tool to generate fashion design portfolios and presentation reflecting the students’ own identities.

- Fashion Design Project Support (50h)
- New Technology in Fashion (30h)
- Lectra Software 2 (30h)

**Textiles Technology 2:** Fabric is still the main material of fashion. That's why it's essential to fashion students to have a deep knowledge of textile products. Through lectures, researches and workshops, students will learn how fabrics are produced from fibers to weaving and knitting, understand their various characteristics, textures and qualities and experiment their best uses for garment production according to their specificities.

- Smart textile (10h)
- Electronic Serigraphy (10h)
- Sustainability (10h)
Bachelor Fashion Design and Technology

Pattern Making and Draping 2: Building up on Pattern Making and Draping 1, the module will allow students to learn how to combine two-dimensional and three-dimensional approaches to find the best methodology so as to create the patterns for any kind of garments. They will experiment how to adapt the classical construction of pants, tailored jackets, kimono and raglan sleeves to create the pattern of their most creative designs.

- Tailor Jacket (42h)
- Kimono and raglan sleeves jackets (42h)
- Fabric transformation project (49h)
- Menswear (42h)
- Experimental Draping (35h)

Production 2: Like in the PMD module, the main goal of the second level production module is to lead students to be able to choose and practice the best production strategy and finishing method to maximize the quality of the finished garments they have to produce.

- Jacket collar – Jacket (pocket study) (36h)
- Kimono and raglan sleeves jackets (36h)
- Fabric transformation project (24h)
- Menswear project (24h)

Fashion Marketing 1: Although a creative one, fashion is an industry and fashion design is also affected by a brand strategy, market segmentation or price positioning. In this module, students will learn the basic digital marketing tools and social media.

- Digital Marketing / Social Media

3rd year: Imprint

In the final process of their learning experience, students will focus on expressing their own voice as a designer. Through the development of a Collection they will be asked to think in terms of personal creativity, appropriate construction techniques, contemporaneity and unique selling proposition and positioning. The final objective here is to prepare a unique portfolio of garments to be used as stepping stone for job search within the industry or access to our postgraduate course at “Master of Arts in Contemporary Fashion Design”.

Fashion Design 3: the main focus of the third installment of the fashion design module is to create a complete and professional collection of womenswear or menswear according to a given theme. Each student will have to develop their own concepts and interpretations, design silhouettes including accessories, build a collection plan and create complete technical of 4 to 6 garments that will be produced by the students. At the end of the process, students will have to present their collection portfolio to a professional jury.

- Personal collection: research book – mood board (24h)
- Personal collection: 30 silhouettes (42h)
- Collection accessories and commercial course (42h)
- Personal collection: Technical drawing (24h)
Digital Fashion Design 3: in the last installment of this module, the main purpose will be to support the fashion design process and to create a personal and creative layout for the final collection portfolio.

- Branding and Visual Identity (20h)
- Final Portfolio (40h)

Pattern Making and Draping 3: in this final module, students will have to develop 3 to 6 prototypes from the collection they have created. They will conduct research on volumes, find the right methodology to develop pattern in the most efficient way and finalize the pattern of the garments they have to produce after a fitting session on models.

- Coat Pattern (20h)
- Draping volume research (28h)
- Personal collection: 4 fittings (132h)

Production 3: in this production module, students will have to find and choose the most adapted fabrics, identify the best sewing methods and finishing solutions in order to produce their prototypes in the most professional way. At the end of this process the best collection and prototypes will be selected by the jury to be showcased in the IFA Paris annual Bachelor Fashion Design fashion show.

Internship (Sept/November): In conjunction, students will have to complete a period of internship (six weeks – 210 hours) so as to apply their theoretical knowledge in a practical context.

Fashion Marketing 2: While continuing to explore the main marketing theories and practice, students will have to define a marketing strategy for their final collection with target market, price positioning, distribution and communication strategy.

- Brand Development (30h)

IFA Career and Alumni Center

The 3 Ateliers will be complemented on a yearly basis by 60 hours of industry relations. Students will get the opportunity to attend special guest lectures given by industry professionals. Field trips to factories, studios and workshops will also complement the series of guest lectures. Through IFA Career and Alumni Center’s database, students will be able to be exposed to the latest and most current industry techniques while increasing their own professional network of contacts.
Graduation Fashion Show

The annual IFA Paris Graduation Fashion Show is the pinnacle event for graduating students to showcase what they have learned through their studies, and to reveal their intricate designs to fashion media and fashion company representatives. After innumerable hours of research, sketching and design, the best graduates will display their work on the runways of their own fashion show. Combining their imagination, industry trends, and guidance from IFA Paris’ faculty, graduates demonstrate their readiness to transform their dreams into reality at IFA Paris’ Graduation Fashion Show.

Students pursuing the Bachelor Fashion Design and Technology program have the possibility to switch to the Bachelor Fashion Sustainability for their third year.

The Bachelor Fashion Design and Technology is certified by FEDE (Fédération Européenne des Ecoles) and is registered at the RNCP (Repertoire National des Certifications Professionelles) which establishes the recognition of the education "Bachelor Styliste de Mode" by the French Republic for all IFA Paris’ campuses in Paris, Shanghai and Istanbul.
Bachelor Fashion Marketing

*This Bachelor program is also available for online study on our distance learning website IFA Paris - Learn Online. For all the information on the full online version, please visit: Bachelor Fashion Marketing (Online).

The Bachelor in Fashion Marketing has an innovative structure that enhances the possibility to have a robust business curriculum for fashion that stimulates creativity and talent while exploring the dichotomies between East and West in terms of strategies for marketing, communication, distribution and branding.

The modules offer a systemic training, a constant challenge for all students pacing each specific ability through individual assignments, team work and discovery of the industry. The practical application of the theoretical knowledge is warranted by field trips and workshops given by fashion, business, branding and marketing experts.

The 3 years structuring the course correspond to the 3 levels identified within the Higher Education Framework. The course is constructed in compliance with the Bologna Convention principles and grants participants, upon completion, a total of 180 ECTS (60 ECTS per year).

1st year:

During the 1st year, students are following core modules in order to discover the universe of fashion business. They will acquire basic skills in marketing, communication, market research, human resources and accounting in order to lay the pedagogical foundation of their learning curve. The 1st year of the Bachelor Fashion Marketing and the Bachelor Visual Merchandising are taught in common.

Marketing foundations: is where students are going to be introduced to the world of marketing in a broad frame.

- Basic Marketing Principles (60h)
- Segmentation, Targeting and Positioning – Consumer Behavior (45h)
- Basic Marketing Communication (30h)

Fashion Business: is the Module Grouping where students will be introduced to their career as entrepreneurs.

- Basic Accounting and Statistics (60h)
- E-Fashion (30h)
- Human Resources (60h)
- Fashion Industry Cycle (20h)
- Fashion Distribution Panorama (20h)

Fashion Environment: this is the very specific module to open the cores and specificities of a career in fashion, where students are guided to learn the basics of creation.

- Garment typology (20h)
- Fashion Thinking (30h)
- Color Theory and Design (20h)
- Fashion Trends (30h)
Bachelor Fashion Marketing

Digital Fashion:
- Office Pack (30h)
- Graphic Skills (51h)

Supporting Studies: Provides students with the tools necessary to develop their understanding of their personal, career and industry-based development.
- Contemporary Fashion History (30h)
- Fashion Disruption (30h)
- Fashion News (30h)
- Personal Coaching (15h)
- Working Methodology (15h)

French: related to the Fashion Industry (60h)
2nd year:

In this stage of their learning experience, students are invited to specialize in Fashion Marketing. The focus is put on marketing communications with a perfect blend between business and creative modules.

**Marketing Foundations:** This module grouping is structured around both strategic and operational perspectives of Fashion Marketing in order to give students a profound and innovative comprehension of their discipline.

- Strategic Marketing (45h)
- Media and Advertising PR (45h)
- Fashion Branding (60h)
- Innovative Customer Experiences (60h)
- Buying and Merchandising 1 (45h)
- Fashion Coordination and Promotion (45h)
- Visual Merchandising (60h)

**Fashion Business:** this second installment will allow students to further develop their business and entrepreneurship skills.

- Finance and Budget (60h)
- Digital Marketing (30h)
- Global Social Economics and Emerging Markets (30h)
- Market Research (30h)

**Fashion Environment:** the modules composing this second installment focus on the construction of garments,

- Textile Technology (30h)
- Entreprise: Product & Innovation (45h)

**Supporting Studies:** in the second year, this module grouping represents a platform towards developing further students’ professional and creative skills in order to make them market ready for their third year internship.

- Mindfullness (30h)

**Digital Fashion:** students will implement the basics learnt during their first year module grouping on order to apply their skills to the creation of marketing collaterals

- Graphic Skills (30h)

**French:** related to the Fashion Industry

- French (30h)
- Creative writing (27h)
Bachelor Fashion Marketing

3rd Year:

In the final process of their learning experience students will mobilize all the transferable skills previously acquired in order to overcome challenges posed by the development of their own personal project. Students electing the Fashion Marketing specialization will be required to produce a comprehensive marketing plan with a focus on branding and communication strategies. In conjunction, students will have to complete a period of internship so as to apply their theoretical knowledge in a practical context.

Project Foundations:
- Integrated Sector Trend Report (30h)
- Integrated Advertising Strategy (30h)
- Branding and Visual Identity (30h)

Project Business Forecasts:
- ERM (30h)
- Entrepreneurship (30h)
- Cash Flow Forecasting (30h)

Personal and Professional Development:
- Internship (210h)
- Internship Report (20h)
- Portfolio (30h)

Integrated Personal Project:
- Business Plan (80h)
- Integrated Final Project 1 (50h)
- Integrated Final Project 2 (150h)

IFA Career and Alumni Center

Throughout their learning experience our students will be exposed to the latest industry practices thanks to our Career and Alumni Center (CAC) activities. From guest lectures to field trips and exhibitions, all these extra-curricular activities are organized in order to broaden our student’s perspectives and connect them with the realities of the industry they have chosen to work in.

Students pursuing the Bachelor Fashion Marketing program have the possibility to switch to the Bachelor Fashion Sustainability for their third year.

The Bachelor Fashion Marketing program is certified by FEDE (Fédération Européenne des Ecoles).
Visual Merchandising is a highly utilized platform applied by brands to promote a visual concept to its customers. Visual merchandisers are highly sought after, as they develop visual strategies and promote products, services in store and in catalogs, to excite and engage. This first point of contact is also known as silent selling.

As part of its philosophy to provide students that the most up to date and industry relevant academic programs, IFA Paris has crafted a unique Bachelor in Visual Merchandising in collaboration with its Florence academic partner: Accademia Italiana.

Following the principle of campus rotations that IFA Paris has pioneered, students enrolled in the Bachelor in Visual Merchandising will pursue their course in two locations: Florence and Paris. Being two important centers for the fashion industry those two cities will provide our students different but complementary perspectives that will allow them to think outside the box.

The Accademia Italiana is the only private fine arts university in Florence and in Tuscany authorized to offer Bachelor degree programs in Fashion Design and Photography.

The 3 years structuring the course correspond to the 3 levels identified within the Higher Education Framework. The course is constructed in compliance with the Bologna Convention principles and grants participants, upon completion, a total of 180 ECTS (60 ECTS per year).
1st year

Students are following core modules in order to discover the universe of fashion business. They will acquire basic skills in marketing, communication, market research, human resources and accounting in order to lay the pedagogical foundation of their learning curve.

The 1st year of the Bachelor Fashion Marketing and the Bachelor Visual Merchandising are taught in common.

Marketing foundations: is where students are going to be introduced to the world of marketing in a broad frame.

- Basic Marketing Principles (60h)
- Segmentation, Targeting and Positioning – Consumer Behavior (45h)
- Basic Marketing Communication (30h)

Fashion Business: is the Module Grouping where students will be introduced to their career as entrepreneurs.

- Basic Accounting and Statistics (60h)
- E-Fashion (30h)
- Human Resources (60h)
- Fashion Industry Cycle (20h)
- Fashion Distribution Panorama (20h)

Fashion Environment: this is the very specific module to open the cores and specificities of a career in fashion, where students are guided to learn the basics of creation.

- Garment typology (20h)
- Fashion Thinking (30h)
- Color Theory and Design (20h)
- Fashion Trends (30h)

Digital Fashion:

- Of ce Pack (30h)
- Graphic Skills (51h)

Supporting Studies: Provides students with the tools necessary to develop their understanding of their personal, career and industry-based development.

- Contemporary Fashion History (30h)
- Fashion Disruption (30h)
- Fashion News (30h)
- Personal Coaching (15h)
- Working Methodology (15h)

French: related to the Fashion Industry (60h)
2nd year

The focus is put on retail architecture with a perfect blend between business and creative modules.

The second year will be done in Florence in the campus of our academic partner Accademia Italiana. This level has been specifically designed to introduce our students to the principles of interior design as applied to a retail space. The modules offered will cover design principles of architecture before progressing to practical projects related to the creation of shop mock-ups. It will guide students in the creation of interior display designs from the first sketches to computer renderings, providing them with the basic theoretical and technical training needed to work in the field of display design for commercial and exhibition spaces.

This program provides the students with a wide technical and creative preparation in Interior Design, dealing with subjects such as free hand drawing, technical drawing and computer graphics.

The field of Interior Design has witnessed a continuous growth in the ultimate years and a greater demand for professionals that are more flexible and in touch with the new technologies, methods and materials. The design of interior furnishings together with a good knowledge of computer aided design (CAD) skills are fundamental requisites to enter the Interior Design work market that is in continuous expansion and the students will be equipped with all the necessary instruments to meet it.

The main subjects studied are the following:

- Retail Design Communication
- Retail Business and Management
- Display Design
- History of Retail Design
- Design and Survey
- Interior Planning
- Autocad
- Cinema 4D
- Free Hand Drawing
- Technology of Materials
- Marketing

Upon completion of this second year in Florence, students will be awarded a Professional certificate by Accademia Italiana
Historically known as the center of the Renaissance, Florence grew in the twentieth century to become one of the world's fashion capitals. Just as painting, sculpture and thought once grew, the modern fashion industry also came of age in Florence, as the home to some of fashion's brightest stars. The names that have defined the Florence style, Guccio Gucci, Emilio Pucci, Roberto Cavalli, Salvatore Ferragamo, are among the biggest in all fashion. The influence of these designers and their labels has circled the globe many times over and has continued to make Florence a bustling center of fashion design.
Bachelor Visual Merchandising

3rd year
In the final process of their learning experience, students will mobilize all the transferable skills previously acquired on order to overcome challenges posed by the development of their own personal project. Students will be required to produce a Visual Retail Project based on a real life client brief.

Project Foundations:
- Integrated Sector Trend Report (30h)
- Retail Modeling (30h)
- Retail Space Survey (30h)

Project Business Forecasts:
- ERM (30h)
- Entrepreneurship (30h)
- Cash Flow Forecasting (30h)

Personal and Professional Development:
- Internship (210h)
- Internship Report (20h)
- Portfolio (30h)

The 3rd year will be done in our campus in Paris

IFA Career and Alumni Center
Throughout their learning experience our students will be exposed to the latest industry practices thanks to our Career and Alumni Center (CAC) activities. From guest lectures to field trips and exhibitions, all these extra-curricular activities are organized in order to broaden our student’s perspectives and connect them with the realities of the industry they have chosen to work in.

The Bachelor Visual Merchandising program is certified by FEDE (Fédération Européenne des Ecoles).
This Bachelor program is also available for online study on our distance learning website IFA Paris - Learn Online. For all the information on the full online version, please visit: Bachelor Fashion Sustainability (Online).

Sustainability is addressed within the United Nations framework and recommendations, from the original Sustainable Development definition uniting the 3 pillars of environmental, economic and social development to the Brundtland Report as a blueprint for how countries and business companies should manage economic growth with social justice and ecological viability, up to the Global Goals adopted in 2016 in Paris towards a better world by 2030.

Corporate Social Responsibility (CSR) is introduced as the recommended approach of sustainability guiding organizations to address the environmental and social impacts of business activities at a systemic level. A focus shows how companies have found relevant to simultaneously engage within the “Triple Bottom Line” approach trying to harmonize their effort to become economically efficient, environmentally sound and socially responsible, balancing the three P: “People, Planet, Profit”...

The Fashion Sustainability Program will look into how fashion houses can implement integrated practices on “lean, green and corporate social responsibility” together (rather than separately), influencing the 3 bottom lines for sustainability in a systemic way.

Students understand why it is crucial for a fashion brand to drive claims and demonstrations of eco-efficiency towards third-party certification schemes and to have its products eco-labelled and certified. In that light and from that perspective, they approach and consider the promising, pioneering efforts of high-end fashion brands in developing new perspectives in sustainability accounting: Students are led to grasp under which conditions some key brands in the textile and fashion sector have started to re-align their whole value creation process towards sustainability, introducing very relevant practices and tools, often their own new derived tools, in demonstrating about product stewardship through comparisons, benchmarks, using life cycle analyses as a regular tool and leading the field in sourcing development. They are led to discover and explore these calculators, new measuring tools, indexes, such as the Kering EP&L (Environmental profit and Loss) or the Nike Index, developed and used by brands to assess the strategic performance of their sourcing, yearly published through CSR reporting, often together with their “code of conduct”, social report and brand performance.

The course brings in concrete case studies and speakers showcasing how this monitoring process within fashion or textile companies is tangible and valid when it anchors in openly sharing the results of their suppliers’ audits, performed with third-party collaboration, including disclosure of factory details, towards complying with transparency? And how these tools, developed within a third-party review process, allow to benchmark sustainability performance and hence, truly advocate responsibility? What is Nike’s disclosure policy through the guiding of an NGO like FLA (Fair Labour Organization)? What are the most convincing tools in simultaneously applying and assessing CSR such as the Higgs Index developed by SAC (Sustainable Apparel Coalition) for brands (Patagonia or H&M are using it) to self-assess their sustainability improvements throughout a product’s entire life cycle or to conceive their own scoring scale in communicating a product’s sustainability impact to consumers… How to start integrating ecology into economy, taking notice of these brands abiding by the law but also anticipating, questioning regulation, co-working at legislation through panels, platforms, industry workgroups, think tanks, in a participatory mode with policy-makers, local governments, institutions? How to envisage sustainability through CSR as a business opportunity offering ways to control risks, to reduce cost, to increase market share and boost revenues?
The Bachelor Fashion Sustainability shares its two first years with either the Bachelor Fashion Design and Technology or the Bachelor Fashion Marketing depending on the orientation (design or business) the student wants to take.

Should students choose the Bachelor Fashion Sustainability in Design, the third-year collection will consist of a collection answering sustainability criteria.

Should students choose the Bachelor Fashion Sustainability in Business, the third-year will consist of a personal project on a sustainable environment.

The course is constructed in compliance with the Bologna Convention principles and grants participants, upon completion, a total of 60 ECTS.

**Common base:** 90h

- Sustainable Value Creation
- RSE
- E-Result (Kering)
- Carbon Audit

**Sustainable Sourcing Commitment:** What is behind the concept of Commitment?

- Organic Materials and Certification: Integration of Regenerative agriculture and organic labelling certification (60h)
- Innovative Materials: Other than organic with a focus on biologically based materials (Cellulosic, Protein Based Materials, Bio Waste) (60h)

**Smart Supply Chain System:** What are the new creative business models?

- Eco Innovation: Collaborations and Engineering at the supply level (45h)
- Innovative Business Models: “Brand Herding”: developing hybrid structures that can act as suppliers and individual brands at the same time by cutting the middle man (45h)
- Transparency and Traceability: Core Principle of Sustainable Business Models (45h)

**Textile Processing:** How to transform materials into fabrics?

- Yarns: How yarn greatly changes the expression of the clothes (30h)
- Knitted Fabrics (30h)
- Weaved Fabrics (30h)
- Vegan Leather (30h)

**Finishes Processes:** How to embellish fabrics?

- Dyeing Technologies (45h)
- Printing Technologies (45h)
- Finishing Technologies (45h)
Manufacturing Processes: How does sustainability affect design and construction?

- Sustainable Pattern Making: how to achieve a proper level of consistency between materials and construction of garments? (30h)
- 3D Printing: optimize processes by reducing production time while maintaining craftsmanship quality (30h)
- Eco-Stitch (30h)

Branding marketing and Communication: How to differentiate sustainable Brands?

- Alternative Trend Research (30h)
- Sustainable Brand DNA (30h)
- Story Telling – Diverting the Meaning / Disruptive Communication / Guerilla Marketing (30h)

Customer Experiences: How to educate consumers while maintaining excitement?

- 020 Integration (30h)
- Retail Architecture – A livable space, multi-purpose – A proactive customer (30h)
- The Sharing Economy (30h)

Closing the loop: how to reintegrate / disintegrate creatively?

- The end of life (45h)
- Biodegradation (45h)
- Resell / Repair / Refresh (Upcycling) (45h)

Project – Blended Business / Design Project (300h)
Foundation Program Fashion Design & Marketing

Our research shows that you may be one of the 60% of young professionals in fashion, who are unsure of their preferred role in the industry. For you, IFA Paris has designed the Fashion Design & Marketing Foundation Program as the ideal first step for young professionals seeking careers in fashion design, business, marketing and merchandising.

Our Fashion Design & Marketing Foundation program offers a 360-degree view of the world of fashion. It is designed for intending fashion professionals, who are unsure about their areas of interest. It is the ideal primer for those looking to get a first taste of the fashion industry, before a deeper academic or professional experience. This foundation program is intense, diverse and condensed, combining in-class training with workshops, field trips and real life case studies.

The program also features French language classes and cultural experiences to stimulate the integration of students keen on building their careers in Paris – the fashion capital of the world.

By the end of this program, students would have discovered their areas of interest. To continue their development, this Fashion Design & Marketing Foundation program dovetails seamlessly into our programs: Bachelor Fashion Design and Technology, Bachelor Visual Merchandising and Bachelor Fashion Marketing.

Out of the 60 ECTS credits you earn during this foundation program, 30 ECTS credits can be transferred into our Bachelor Fashion Design program and 30 ECTS credits into our Bachelor Fashion Marketing or our Bachelor Visual Merchandising programs.
Business Modules:

Fashion Business Core:
- Business Foundations: Accounting (30h)
- Business Foundations: Data & Trends (30h)
- E-Fashion: Retail & Web Development (30h)
- Fashion Forward: Disruption & Sustainability (30h)

Marketing & COM Foundations:
- Marketing Fundamentals (60h)
- Fashion Anthropology: Consumer Behavior (30h)

Digital Fashion:
- Digital Design: Photoshop, Illustrator, InDesign (60h)
- Digital Marketing: Social Media (30h)

French (Fashion Industry):
- French Language & Culture (30h)
- Fashion & Cultural Discovery (30h)

Design Modules:

Fashion Design Foundations:
- Fashion Figure (20h)
- Color (30h)
- Products – Technical Drawing (15h)
- Volume – 3D Research (15h)
- Fabric Swatch – Garment Upcycling (20h)
- Styling Workshop (10h)
- Life Drawing / Drawing Class (30h)

Fashion History & Culture:
- Contemporary Fashion History (30h)

Pattern Making & Draping:
- Skirt Block – Skirt Construction (21h)
- Dress Draping (21h)
- Pants (36h)

Production Foundations:
- Introduction to Sewing + Basic Skirt (24h)
- Shirt (24h)
- Creative Shorts Project (24h)
The Career and Alumni Center is the essential liaison between our students, graduates and the fashion and luxury industry. Upon graduation our IFA Career and Alumni Center closely assists students in finding jobs that suit their goals, skills and interests. In addition, current students and graduates have access to our database of internships and jobs opportunities and can be assisted when it comes to preparing for interviews and compiling resumes.

There are also regular onsite recruitment activities and industry guests, who present their personal experiences and company profiles to our students to showcase the latest trends, innovation and/or recent developments affecting the industry. Some companies bring design or business related projects to be done by the students which give them a unique opportunity to experience the real world.

The Career and Alumni Center also liaises on a regular basis with our graduates to find out where they are in their career and to invite them to attend various school or industry activities and events.
Industry Projects

Below are a few examples of students Industry projects that took place over the last couple of years. All the projects can be found on our website: www.ifaparis.com

Miss France & Miss China
The Design fair Bonjour Brand held in 2016 in Beijing brought together 100 French designers at the People's Palace, a monumental building located next to the Forbidden City. For this occasion, Miss France and Miss China were the stars of honor together with their stunning dresses designed for the occasion by IFA Paris. Miss China’s dress was elaborated under the supervision of Olivia Chai, cofounder of IFA Paris, on the Shanghai campus while Miss France’s dress was elaborated on Paris campus by Adjoa Philips, a now former Bachelor Fashion Design student under the supervision of Jean-Marc Chauve, Creative Director of IFA Paris.

Bensimon
IFA Paris collaborated with legendary French sneaker brand Bensimon and the magazine Millenials on this project. Bensimon had the idea of organizing it with the supervision of Serge Bensimon himself, the co-founder and owner of the brand with a simple objective: give the chance to young and aspiring designers to come up with their own shoe design, the design of their dreams. This project involved students from Paris campus and Shanghai campus.

Lola James Harper
IFA Paris established a collaboration project with Lola James Harper, a craftsmen and artists community and SkyBoy, from LVMH Station F incubator, who invented overlap reality. created a visual merchandising consisting of a videoed story telling around the perfume. SkyBoy then incorporated this video to their app to create their overlap reality. Customers will then only have to scan the product sold in this pop-up store with their phone and the video will play.
**Industry Projects**

**Barbie**
Mattel’s famous doll was the subject of an exhibition at the Parisian Museum des Arts Décoratifs in 2016. Far from being a simple toy, Barbie is also a fashion icon as famous designers or brands such as Dior, Thierry Mugler, Christian Lacroix, Jean-Paul Gaultier or Christian Louboutin have designed a wardrobe for her. To perpetuate the tradition with the next generation of designers, the Museum organized a competition for students of International Fashion Design schools on the theme "Dress Barbie". One student of IFA Paris was among the 12 winners and saw her Barbie exhibited.

**The North Face**
Between The North Face and IFA Paris, it has been quite a long story. Throughout the years, different collaborations took place. They first worked together on a mini sportswear collection that they had to realize in only a few weeks under real conditions with the same time and technical constraints as the designers of the brand. In a second project, they created a capsule collection for winter snow sports with the 2022 Winter Olympics to be held in Beijing in mind.

**Bionat**
As part of their studies, IFA Paris’ students had to revamp the Bionat boutique, everything from the window display to the shop architecture and rebranding, located in Le Marais, one of the trendiest neighbourhood of Paris. Keeping in mind the values of the brand, its history and the type of customers, students audited the brand and came up with visual identity and branding ideas. After the realization of a mini model version, the students implemented the visual merchandising with a given budget in the store of the sustainable shoes and clothing brand.
A few Alumni

Below are the presentations of some of IFA Paris Bachelor alumni. All of them were interviewed by IFA Paris after they graduated. All the alumni’s interviews can be found on our website: www.ifaparis.com

Ria Keburia

Ria Keburia is a designer from Georgia based in Paris. She is the founder of Ria Keburia Gallery which was featured in magazines such as Vogue Metal Magazine or Bazaar. Ria Keburia became famous in the fashion industry as well as the arts industry thanks to her abstract presentations and silhouettes.

Vino Supraja

Vino was born in India and created her own brand VinoSupraja. Rising star in the fashion industry, Vino shines as much in her country as out. She recently showcased her collection at the Brooklyn Fashion Week in New York.

Avgousta Theodoulou

Avgousta was born in Cyprus. She created her own brand just after she graduated from IFA Paris in 2016. Since then, she won the “Best Designer Award 2017” at the Athens Xclusive Designers week and the “Bronze Award” at the China International Fashion Designers Contest 2016.
A few Alumni

Alexandra Gunia

German born globetrotter, Alexandra is today Export Sales Coordinator for French cosmetics brand By Terry. Since she graduated from IFA Paris’ Bachelor Fashion Marketing, Alexandra worked for Conde Nast, more precisely for the magazine Vogue, and Diesel.

Barbara Biosah

Born in London from Nigerian origins, Barbara created her own brand and was recently featured in Vogue. Barbara is one of the emerging designers to follow. She recently showcased her collection at the London Fashion Week.

Sabine Ducasse

Sabine graduated from the Shanghai campus in 2012. After working for Alexander McQueen for a couple of years, she is now a Senior Print Designer for Givenchy.

Valentine Metzger

Graduated from Paris campus in 2015, Valentine was hired right after by Chanel. She is still working there today as a Haute Couture seamstress.
"We love your talent"