Postgraduate Programs
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 MBA and Master programs covering the design aspects and the business side of the fashion industry:

- Master of Arts Contemporary Fashion Design
- MBA Luxury Brand Management
- MBA Fashion Business
- MBA Global Fashion Media
- MBA Perfume & Cosmetics Management
- Postgraduate Diploma: Fashion Tech Innovation
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: Nisantasi University located in the modern complex of Maslak 1453 which offers a great variety of facilities.

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.
Young fashion designers have become the key element in reshaping today’s fashion panorama. From the appointment of JW Anderson as Creative Director to Loewe to the acquisition of stakes of Christopher Kane by Kering Group, all events seem to indicate that now more than ever fashion creation remains essential for the activities of large luxury brands and mass-market brands.

Despite an apparent return to a pure and fresh creativity, the components of fashion design related jobs have dramatically changed. Imagining garments in an intuitive way is only one aspect of a designer’s responsibilities. A head designer or a creative director must not only anticipate social and aesthetic changes, but also understand the strategic issues faced by brands in terms of positioning, market potential and communication.

Our Master of Arts in Contemporary Fashion Design was specifically designed to address these changes and is aimed at Fashion Design graduates who want to go beyond product design and development.
The program has 3 main objectives:

- Enriching our students’ fashion and creative culture with modules especially designed for this course. For instance our 'Fashion Cross Culture' module was developed with the Musée des Arts Décoratifs to provide a more sophisticated approach towards the analysis of cultural discrepancies and their effect on fashion. Another key module would be “Fashion Product Semiology”. It uses semiology as a methodology to decode a garment and to decrypt its aesthetic aspect in order to better understand how it is perceived.

- Developing student creativity with modules such as « Creative Process» that helps students become more aware of their own "creative logic" and increase their potential. The addition of practical workshops will provide students with a new approach on known production and designing techniques. For example the "Pattern and Draping Development" module introduces new research methods based on experimentation and opens new perspectives for students when it comes to finding inspiration.

- Helping our students understand how the fashion industries work and how brand strategies are crafted on a global context. Marketing, organisational issues, financial challenges as well as image and communication strategies will be discussed in a series of various modules.

The course ends with students developing their own collection project with the guidance of a tutor. This project includes creating a garment and/or an accessories collection. The process involves designing prototypes for 12 silhouettes as well as developing marketing and business plans. This collection is then examined by a jury of professionals and the best students receive the opportunity to show their work to fashion professionals at the IFA Graduate Show that takes place during The Haute Couture Fashion Week. Students are also tutored to take part in several international contests that represent a great platform for young fashion designers.

As with the other IFA Paris courses, the Master of Arts in Contemporary Fashion Design benefits greatly from its Paris location. With its rich cultural life, its two museums dedicated to fashion, its 6 annual fashion weeks, hundreds of showrooms and textile fairs as well as the vicinity of small-scale crafts industries, the city of lights remains the undisputed fashion capital of the world. The second term takes place in Florence at Istituto Lorenzo de’ Medici.

All our programs are articulated around the ECTS framework as defined by the Bologna convention. After completing their course, students receive a total of 120 ECTS that can easily be transferred if they decide to study further.
Creative Culture
In order to generate relevant concepts and products fashion designers consistently have to question their own creative process in light of changes in their social, economic and cultural environments. Through the different modules of this group students will transcend the definition of intuitive creativity in order to build their own artistic framework based on their personal motivation and intellectual process. The goal is to help them fully tap into their creative mind and therefore maximize their innovation capabilities.

Modules include:
Contemporary Creativity Analysis (21h)
Research & Creative Thinking (18h)
Creative Process Workshop (30h)

Fashion Environment
A strong interest towards art as well as curiosity towards other creative fields are necessary to feed fashion creativity. Aesthetic knowledge is built through analyzing various genres of imagery, graphics, color, painting, sculpture, architecture or design of artifacts. Through modules such as Fashion Ethnography, Fashion Cross-Culture developed in partnership with the Paris Musée des Arts Décoratifs, or Fashion Product Semiology, students will further analyse how fashion addresses the notions of appearance and status. Ultimately students will be able to decode the meanings behind shapes, volumes, details or colors of any range of fashion products.

Modules include:
Fashion Ethnography (21h)
Fashion Cross Culture (21h)
Creative Foundations: art & image (24h)
Trends & Future (24h)
Fashion Product Semiology (24h)

Marketing & Management
This group of modules analyzes and reflects on marketing strategies for fashion brands and provides a rigorous outline to manage them. Students examine the differences in marketing high fashion brands versus mass-market brands. Observing processes impacting brands identity, positioning, pricing, distribution and communication help students to understand the inherent challenges of the broad contemporary fashion market. The power of a brand will be analyzed through its value, its social, contractual and semiotic dimensions. Students will familiarize themselves with the required comprehensive tools for branding in order to build coherent strategies for their own fashion brand. The need for future fashion entrepreneurs to develop innovative fashion concepts in specific markets of today’s global fashion industry is also addressed.

Modules include:
Positioning & Pricing (21h)
Fashion Distribution (21h)
Consumer Behavior (21h)
Sourcing & Supply Chain Issues (21h)
Branding (21h)
Image & Communication
Comprehensive communication and innovative design presentations are crucial for fashion houses to stand out in a crowded marketplace. The different modules of this chapter will train students to merge the proper wording and imagery akin to fashion communication campaigns developed in the international arena. More specifically, the knowledge and skills imparted will focus on media strategic planning, visual communication through styling, written communication through traditional and digital channels, public relation techniques and event management for fashion shows.

Modules include:
Communication (21h)
The Fashion Press (21h)
Retail & Visual Merchandising (21h)
Photographic Styling (21h)
Fashion Photography History & Analysis (21h)

Business Issues
Fashion designers or Art directors must understand the legal and business framework of the fashion industry in order to converse efficiently with brand managers. Within this module grouping students will discover the realities of the Fashion industry from an economic and financial point of view. They will explore the challenges faced by start-up companies and learn the best practices for writing a business plan. That includes analyzing and evaluating growth potential in new businesses, minimizing financial risks while identifying industry key success factors necessary for a brand to grow and flourish within today’s competitive global economy.

Modules include:
Entrepreneurship & Finance (24h)
Intellectual Property (21h)

Technical Issues
Realistically a future career in fashion cannot be conceived without an in-depth knowledge of clothes construction. Within this module grouping students will strengthen their knowledge and skills to handle a multiplicity of garments and textile types through the apprenticeship of both traditional and high-tech production techniques. They will also be exposed to the role of technology in creating new textiles and designs. Upon completion of this module grouping students will have grasped the fabrication processes and practical issues involved in bringing a garment to life.

Modules include:
Digital Design Workshop (27h)
Innovative Textile Workshop (15h)
Pattern & Draping Development (30h)

The Master of Arts Contemporary Fashion Design is certified by FEDE (Fédération Européenne des Ecoles)
Istituto Lorenzo de’ Medici - The Italian International Institute

Founded in 1973, Istituto Lorenzo de’ Medici (LdM) is among Italy’s most comprehensive and well-established international institution in higher education. In addition to its main campus in Florence, LdM has campuses in Rome and Tuscania. Today, LdM hosts over 3000 students annually from all over the world.

The educational opportunities at each of LdM sites are deeply rooted in their surrounding environments, allowing students to experience first-hand the inspiring culture of both historical and contemporary Italy. LdM integrates formal, university-level learning with an emphasis on personal growth, individual engagement, and community responsibility.

Istituto Lorenzo de’ Medici is committed to delivering a high-quality international learning experience through which students advance their formal educational paths, develop their creativity, realize their own potential, and empower themselves to impact the world around them.

Dedicated international professors, small class sizes, and inspiring academic field trips makes learning at LdM a distinctive and enriching experience for the individual within the context of an international community.

Academic learning is enhanced by the opportunity for personal expression and practical application through interdisciplinary projects and engagement with the professional sector. Courses fall under six main academic divisions: Liberal Arts and Social Sciences, Creative Arts, Design, Sciences, Agriculture, and Italian Language and Culture. Classes are conducted in English, except for Italian Language courses, which are taught in Italian. In addition, some courses from other subject areas are featured in Italian for students proficient in the language.

LdM students have integral roles in conferences, festivals, film productions, archaeological digs, restoration projects, fashion events, complementing their academic experience.

Fashion Design, Marketing and Merchandising provides classrooms equipped for creative research, fabric and yarn analyses, and fashion resources. In addition to a vast selection of printed and digital resources available at the LdM main library, the fashion department’s library is specifically focused on apparel and textile research including forecasting, costume history and the business of fashion. The production lab and studios include CAD technology with up-to-date software.

The unique collections and exhibitions of the world renowned museums of Florence play an essential role in the development of individual growth and academic studies. The city offers rich historical and cultural opportunities and provides a background to the fashion program as an extension of the classroom and studio learning experience.

LdM is affiliated with institutions world-wide and authorized in Italy by the Ministry of Education, (December 2, 1989); it is also accredited and recognized by the Tuscany Region as an educational institution (code n. FI0735, July 4, 2012).
Have you always wondered what it would feel like to work for an industry that is in perpetual movement and at the forefront of marketing and technical innovations, but also known for upholding a traditional know how and a strong sense of heritage?

Would you like to be part of a great professional adventure and help resolve the challenges that the luxury sector will face in the future? Are you passionate about finding out how luxury brands can still appeal to traditional mature markets, whilst at the same time embracing the opportunities provided by emerging markets and the arrival of younger generations of consumers?

In order to address these challenges, today’s luxury goods professionals need to be able to decipher complex consumer data and develop the capacity to anticipate the rise of online retail and social media whilst at the same time adapting to changing consumer habits and the rise of experiential luxury and personalization.

At IFA Paris, we have built on our expertise of the fashion and luxury industry, our strong connections with today’s leaders in the luxury world, and our first-hand experience of Western and Eastern markets to design a course that will help you understand this increasingly complex sector and turn you into a luxury goods professional: the MBA in Luxury Brand Management.

IFA Paris’ Global Reach

The MBA in Luxury Brand Management is designed to take advantage of the unique location of IFA Paris’ three campuses, at the confluence of Eastern and Western influences and cultures, as students in this program can choose between three global cities that each represents a different degree of maturity of the luxury market (availability of track(s) may vary from one year to another):

The Paris track: students spend 4 terms of study in Paris, the birthplace of luxury and one of the traditional luxury capitals of the world.

The Shanghai track (2 Terms in Shanghai and 2 terms in Paris): Besides Paris and its strong luxury heritage, students will discover a country that is about to become the biggest luxury goods market in the world by 2020, and a city where consumers’ tastes and knowledge are at such a level of sophistication that some analysts consider they have reached a level of maturity faster than expected.

Students who choose the Shanghai track can also benefit from our partnership with a key player in the Asian luxury higher education sector, the Luxellence center, and visit their Bangkok campus for 1 term (following the terms in Paris and Shanghai). In Bangkok, students will explore a thriving fashion retail panorama in a city where the most luxurious brands are constantly increasing their presence.

The Istanbul track (2 terms in Istanbul and 2 terms in Paris): students who choose this track will analyze how demographic and lifestyle trends changes are driving one of the healthiest and steadiest industry growth in Europe, and establishing Istanbul as an important gate to the burgeoning Middle Eastern markets.
Our Teaching Philosophy

At IFA Paris, students can also benefit from innovative teaching methods and a constantly evolving educational model based on three main principles:

**Discovery:**
Students are being immersed in a workshop environment, allowing them to get an intensive and practical training based on modules that analyze macro and micro trends in depth.

**Experimentation:**
While travelling between IFA Paris’s different campuses (Paris, Istanbul, Bangkok and Shanghai) our students experience first-hand the intrinsic characteristics of emerging and mature markets thanks to IFA Paris’ learning-by-doing pedagogy.

**Self-affirmation:**
When undertaking their end-of-study research project, the Capstone thesis, students are encouraged to develop a unique and pioneering perspective on a challenge of their choice faced by the luxury industry and expand their problem-solving skills.

Course Structure

The modules taught in our program will enable you, as a professional, to master the different aspects of the luxury business, from branding, distribution and retail strategies to financial management and business planning. The luxury lifestyle seminars also provide participants with a unique insight into specific sectors of the luxury industry such as Luxury Watchmaking, Cosmetics and Perfume, Haute Couture or even Oenology and Gastronomy.

You will develop a broad view of the industry, be introduced to the unique secrets of the luxury trades and exposed to the techniques luxury goods professionals use to build trust and authority for brands, such as storytelling and creative strategic thinking.

Your journey with IFA continues beyond graduation. Through our Career and Alumni Center, you will receive placement advise and networking opportunities for your career development. The Career and Alumni Center affords you exposure to our partners, including LVMH, Richemont and Kering, as well as a global alumni network of professionals spread across 50 different countries. You will attend professional trade-shows and meet industry experts at regular guest talks and conferences, on- and off-campus. This effectively plugs you into the dynamic global community, leveraging the synergy of IFA Paris, its students, alumni, and related actors in reshaping the luxury industry landscape.

Our MBA Courses are structured with the ECTS framework in mind as set by the Bologna Convention. Upon completion of their studies participants will gather a total of 120 ECTS that they will be able to transfer if they wish to further their studies. This program is also certified by FEDE (Fédération Européenne Des Écoles).
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.
During her 2011 runway show, Miuccia Prada stated that “Fashion is an instant language”. In an era of massive digitalization in which individuals have indirect communications through the intermediary of a screen, it is psychologically reassuring to believe that the construction of one’s style mirrors its representation as an individual. However, just like any other languages, Fashion has a myriad of nuances and facets that render any reading and interpretation much more complex.

The main objective of the MBA in Fashion Business at IFA Paris is to equip its postgraduate students with keys to decipher the ever changing fashion industry. Delivered since 2008, the course has been completely revamped in order to take full advantage of IFA Paris’ heritage and cultural specificities.

The philosophy of the MBA in Fashion Business revolves around 3 pillars:

- **Discovery:**
  Students are being immersed in a workshop environment allowing them to get an intensive and practical training based on each development stage of a fashion collection, from inception to commercialization.

- **Experimentation:**
  While travelling between IFA’s campus locations (Paris, Istanbul) our students are able to experience first-hand the intrinsic characteristics of emerging and mature markets thanks to IFA Paris learning by doing pedagogy.

- **Self-affirmation:**
  The overarching Capstone thesis reflects the students’ commitment to the development of a unique and individual project.

The overall course structure promotes a holistic approach to the fashion industry enabling participants to analyze complex functions. The MBA in Fashion Business is one of the only postgraduate courses that allows its students to understand the integration of Sensorial Marketing within the strategies of international fashion houses.

The development of special seminars in haute couture, fashion trade shows, celebrity endorsements and fashion ethnography are “windows” into unique activities or phenomenon of the fashion industry. From their implication in the organization of fashion related events to the discovery of the inner sanctum of Paris Haute Couture Ateliers, participants will be able to improve their professional portfolio with experiences that will ultimately render their profile more sophisticated and attractive to potential employers.

Finally, from inception to graduation, and regardless of their location, Postgraduate students of IFA Paris will benefit from the support of a unique department called the “Career and Alumni Center”. The industry relation arm of IFA Paris’ academic programs is in charge of organizing bi-weekly guest lectures and field trips to attune our students with the fashion pulse. They will have access to exclusive brand launch events, fashion shows, art exhibitions or professional trade-shows in order to build their own professional network. The Career and Alumni Center accompanies IFA Paris students even after graduation by linking them with its strong alumni network composed of individuals originating from 50 different countries. The key word here is synergy, whereby IFA Paris, its students and its graduates are all major actors in the reshaping of the fashion industry panorama.
Our Fashion Business course covers a wide range of modules clustered into five main module groupings:

**Marketing and Management:**
This grouping encompasses a series of modules that will be sequentially planned based on the structure of a marketing plan. The overall body of knowledge acquired by the students will prepare them to:

- Analyze complex marketing challenges based on practical case studies
- Allocate resources strategically to achieve pre-determined objectives
- Craft brand DNAs allowing for the achievement of a sustainable competitive advantage

- Buying & Merchandising (21h)
- Strategic Marketing (21h)
- Consumer Behavior (24h)
- IMC (21h)
- Branding (27h)
- Sensorial Marketing (24h)

**Business Issues:**
The capacity to listen and interpret markets’ signals is a key component of today’s managers. It needs to be continuously cultivated. Within this module grouping students will discover the idiosyncrasies of the fashion industry from an economic and financial viewpoint.

- Finance for Managers (24h)
- Business Planning (24h)
- Fashion Organizations (21h)
- Fashion Scenarios in Emerging Markets (24h)

**Distribution and Retail:**
The emergence of fast fashion retailing and the exponential growth of online commerce have changed the distribution landscape for fashion houses. This module grouping explores the importance of selecting the right distribution strategies as well as creating a positive shopping environment to achieve an efficient customers’ return rate.

- Visual Merchandising (24h)
- Distribution Strategies (24h)
- Fashion 2.0

**Fashion Environment:**
Programs focusing on Fashion Business traditionally put the emphasis on analyzing strategic and marketing challenges. The MBA Fashion Business at IFA incorporates a more creative accent, sourcing inspiration from the school’s roots in Fashion Design. In this module grouping students will learn and experience first-hand about the different steps involved in the creation of a cohesive collection.

- Contemporary Fashion Context (21h)
- Materials, Production & Quality (21h)
- Collection Development (24h)
- Sourcing and Supply Chain Issues (24h)
- Trend Forecast (24h)
- Fashion Ethics (21h)
MBA Fashion Business

Fashion Lifestyle:
From observing the development of a Haute Couture Collection in a studio in Paris to taking an ethnographic trip in the Northern Tribes of China to understand their contribution to the contemporary fashion scene, this series of seminars comprised within the “Fashion Lifestyle” module grouping will allow our students to experience specific aspects of the fashion industry in a workshop like environment.

- Fashion and Trade Showa (18h)
- Culture and Celebrity (18h)
- Haute Couture (18h)
- Fashion Ethnography (18h)

The Foundation workshop will be taught over 2 full weeks (75 Hours) and comprise the following modules:

- Principles of Marketing – 15 Hours
- Quantitative Research Approaches – 15 Hours
- Accounting Principles – 15 Hours
- Working Methodology – 15 Hours
- Project Management – 15 Hours

Our MBA Courses are structured with the ECTS framework in mind as set by the Bologna Convention. Upon completion of their studies participants will gather a total of 120 ECTS that they will be able to transfer if they wish to further their studies. This program is also certified by FEDE (Fédération Européenne Des Écoles).

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.
Fashion is as much about stories, words and images as it is about products, garments and accessories. It has become a global cultural and social phenomenon, and advertising, photography, magazines and events are a main part of this shift. The recent changes in digital communication tools and social media have led to words and images becoming even more pivotal to it, yet have also made this system increasingly complex and hard to control.

Our Global Fashion Media MBA was specifically designed to address these changes. It is mainly aimed at students or young professionals from a wide range of backgrounds who are interested in careers related to visual representations and communications, journalism, advertising, photographic styling, artistic direction, e-commerce, public relations, photography, and even digital technologies and social media management, either in the fashion world or in the creative industries at large.

This course has 3 main objectives:

- Enriching our students’ fashion, visual and media culture with modules such as «Fashion Photography History» that puts in perspective the historical changes in visual representations of fashion and makes the connection with other creative fields, or «Fashion 2.0» that focuses on the latest developments in digital communication.

- Helping our students understand the strategic challenges faced by fashion companies and brands and the role of communication tools in it. Modules such as "International Marketing Communication", “Branding” or “Sensorial Marketing” articulate communication tools with the global management of companies that have creative activities at the heart of their business.

- Allowing students to use the skills they have acquired during the numerous workshops run by professionals that we offer throughout the year. Examples of this include maintaining a blog dedicated to fashion and culture throughout the programme and producing a fashion magazine in full, from feature and article writing to photo shooting and artistic direction.

This program ends with what we call the Capstone Project, an individual research and creative project. When working on the Capstone, each student is encouraged to appropriate specific topics of the MBA Global Fashion Media according to his or her own professional projects and areas of interest.

Moving from the Paris to the Shanghai campuses allows students not only to compare the sectorial differences between mature and emerging markets, but also to better understand the impact local cultures can have on communication and image production.

In both cities, students have the opportunity to attend a wide range of events, from meeting with professionals, attending fashion shows, exhibitions and professional fairs to taking company tours, thus allowing them to build their own professional network. The Career and Alumni Centre is also there to offer guidance to IFA Paris students and alumni, and brings together a large network of graduates and alumni from over 50 different nationalities.
Our MBA Global Fashion Media course covers a wide range of modules clustered into five main module groupings:

**Marketing and Management:**
This grouping encompasses a series of modules that will be sequentially planned based on the structure of a marketing plan. The overall body of knowledge acquired by the students will prepare them to:
- analyze complex marketing challenges based on practical case studies
- allocate resources strategically to achieve pre-determined objectives
- craft brand DNAs allowing for the achievement of a sustainable competitive advantage
  - Fashion Organizations (21h)
  - Consumer Behavior (21h)
  - IMC (21h)
  - Branding (21h)
  - Sensorial Marketing (24h)

**Business Issues:**
The capacity to listen and interpret markets' signals is a key component of today's managers. It needs to be continuously cultivated. Within this module grouping students will discover the idiosyncrasies of the media industry from an economic and financial viewpoint
  - Fashion Scenarios in Emerging Markets (24h)
  - Fashion Ethics (21h)
  - Trend Forecast (24h)
  - The ACCOUNTS; Finance for Freelancers (21h)

**Media Technical Process:**
The modules taught within the “Technical Process” are based on an innovative learning philosophy. Students will be put in a real life context through a series of hands-on workshops ranging from photo-shooting to creative journalism.
  - Digital Layout - Photoshop and In-Design – (27h)
  - The VIDEO: Moving Images (18h)
  - The WORD: Journalism and Writing (21h)
  - The BLOG: Social Media Communications (36h)
  - The SHOOT: Photographic Styling (30h)

**Media Environment:**
Participants will develop a theme that will represent a common concept to be implemented through various media supports in the modules BLOG, SHOOT, WORD and VIDEO.
  - Creative Foundations; art & image (30h)
  - Public Relations and Event Management (21h)
  - Fashion Ethnography (21h)
  - The Fashion Press (21h)
  - Fashion 2.0 (24h)
  - Fashion Photography History (21h)
MBA Global Fashion Media

Media Lifestyles:
A series of seminars based on experiential learning during which students will be immersed in specific universes structuring the Media Industry.

- Culture and Celebrity (18h)
- Fashion Cross Culture (21h)
- Visual Merchandising (21h)
- Intellectual Property (21h)
- Fashion Trade Shows (18h)

The Foundation workshop will be taught over 2 full weeks (75 Hours) and comprise the following modules:

- Principles of Marketing – 15 Hours
- Quantitative Research Approaches – 15 Hours
- Accounting Principles – 15 Hours
- Working Methodology – 15 Hours
- Project Management – 15 Hours

All our programs are articulated around the ECTS framework as defined by the Bologna convention. After completing their course, students receive a total of 120 ECTS that can easily be transferred if they decide to study further. This program is also certified by FEDE (Fédération Européenne des Écoles).

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 persuasive power of an odor cannot be fended off, it enters into us like breath into our lungs, it fills up, imbibes us totally. There is no remedy for it”
Patrick Suskind, Le Parfum

The inescapability of a scent's inebriation is very much akin to the power of attraction of a beautifully designed dress. It is with this idea in mind that newest postgraduate course of IFA Paris was built: offering an innovative approach to Perfume and Cosmetics management through the integration of its 20 years expertise in fashion.

The overarching strategy behind the development of this course is to encourage participants to adopt a creative approach that does not belong the typical realm of the beauty industry framework in order to turn participants into esthete who will be able to think outside of the box.

The philosophy of the MBA in Perfume and Cosmetics Management revolves around 3 pillars:

Discovery:
Students are being immersed in a workshop environment allowing them to get an intensive and practical training fostering creativity while at the same time allowing them to discover each strategic components and stakeholders of the beauty industry

Experimentation:
While travelling between IFA's campus locations in Paris and Shanghai our students are able to experience first-hand the intrinsic characteristics of emerging and mature markets thanks to IFA Paris learning by doing pedagogy.

Self-affirmation:
The overarching Capstone thesis reflects the students' commitment to the development of a unique and individual project.

The MBA in Perfume and Cosmetics Management also takes advantage of the unique heritage and bi-cultural affiliation of IFA Paris as it “sits” perfectly at the confluence of a geographical dichotomy:

The West as the upholder of traditional luxury values:
Participants will spend 2 terms in Paris in order to have access to what the rest of the world considers as the birth place of luxury.

The East as the catalyst transforming the “Luxe DNA”:
Thanks to IFA Paris unique combination of campus rotation system and synergetic curriculum, participants will be able to explore the latest market and technological evolutions in the beauty industry in an area of the world (North Asia) considered as the most important source of growth.
The development of 7 special seminars provides participants with "windows" into unique activities or phenomenon of the beauty industry. They are organized across our campuses of Paris and Shanghai according to the market specificities of those 2 locations. While in France students will be exposed to the traditional art of perfume making through an immersive experience thanks to our Olfactory Lab and our seminar titled “Parfums a la Francaise”. During their rotation in Shanghai participants will discover the booming segment of skin care for men and explore the different invasive and non-invasive plastic surgery techniques. The ultimate goal is to offer participants the opportunity to improve their professional portfolio with experiences that will ultimately render their profile more sophisticated and attractive to potential employers.

Finally, from inception to graduation, and regardless of their location, Postgraduate students of IFA Paris will benefit from the support of a unique department called the "Career and Alumni Center". The industry relation arm of IFA Paris’ academic courses is in charge of organizing bi-weekly guest lectures and field trips to attune our students with the latest trends in the beauty industry.

Capitalizing on strong collaborations with groups such as LVMH, Richemont or Kering, the Career and Alumni Center will give access to exclusive brand launch events, fashion shows, art exhibitions or professional trade-shows in order to build the students’ own professional network.
Our Perfume and Cosmetics Management course covers a wide range of modules clustered into five main module groupings:

**Marketing and Management:**
This grouping encompasses a series of modules that will be sequentially planned based on the structure of a marketing plan. The overall body of knowledge acquired by the students will prepare them to:
- Analyze complex marketing challenges based on practical case studies
- Allocate resources strategically to achieve pre-determined objectives
- Craft brand DNAs allowing for the achievement of a sustainable competitive advantage

- Strategic Marketing (21h)
- Consumer Behavior (24h)
- IMC (21h)
- Branding (27h)
- Sensorial Marketing (24h)

**Business Issues:**
The capacity to listen and interpret markets’ signals is a key component of today’s managers. It needs to be continuously cultivated. Within this module grouping students will discover the idiosyncrasies of the fashion industry from an economic and financial viewpoint.

- Finance for Managers (24h)
- Anatomy of the Emerging Beauty Markets (21h)
- Business Planning (24h)

**Distribution and Retail:**
New technologies are shaping the cosmetics and perfume offering of the 21st century in ways that do not always relate to product innovation. A large part of the most recent innovations concern the distribution and retail sector, with interesting cross-overs between the Fashion and the Cosmetics and Perfume industries. This module grouping is aimed at giving students a new perspective on traditional distribution and retail strategies.

- Visual Merchandising (24h)
- Distribution Strategies (24h)
- E-Commerce – Beauty Industry (21h)

**Cosmetics and Perfume Environment:**
Is perfume still a luxury? Are socially responsible brands more impactful? How is the impact of the fashion industry in the development of the cosmetics and perfume industry?... This module grouping will challenge students and develop their critical thinking approach in regards with the industry.

- Corporate Social Responsibility in the Beauty Industry (21h)
- Supply Chain Management for Cosmetics and Perfume (21h)
- Trend Forecast (21h)
- Product Management (21h)
- Panorama of the Beauty and Cosmetics Industry (18h)
- Creative Thinking and Innovation (18h)
- Luxury Concepts (21h)
Cosmetics and Perfume Lifestyle:

While our MBA Program does not aim at creating technicians we believe it is important for our students to be totally immersed within the environment of cosmetics and perfumes. This is why we have devised a series of groundbreaking seminars and workshops: to allow our students to experience the specificities of the future industry they’ll be working for. From a week in an olfactory lab to test and create perfumes to a foray into the crafting of perfumes “A La Française”, everything has been devised to provide a groundbreaking experiential learning.

- Olfactory Lab - by 5eme Sens (18h)
- Parfums à la Française – Guerlain (18h)
- Skin Care for Men (18h)
- 3D Skin Model Prototyping and other 21st Century Testing Techniques (18h)
- Fashion Cross Culture (18h)
- Body Transformation (18h)
- Ethnicity and the Beauty Industry (18h)

The Foundation workshop will be taught over 2 full weeks (75 Hours) and comprise the following modules:

- Principles of Marketing – 15 Hours
- Quantitative Research Approaches – 15 Hours
- Accounting Principles – 15 Hours
- Working Methodology – 15 Hours
- Project Management – 15 Hours

The Career and Alumni Center accompanies IFA Paris students even after graduation by linking them with its strong alumni network composed of individuals originating from 50 different countries. The key word here is synergy, whereby IFA Paris, its students and its graduates are all set to be major actors in the reshaping of the luxury industry panorama.

Our MBA Courses are structured with the ECTS framework in mind as set by the Bologna Convention. Upon completion of their studies participants will gather a total of 120 ECTS that they will be able to transfer if they wish to further their studies. This program is also certified by FEDE (Fédération Européenne des Écoles).
What is the future of fashion and technology and how will it impact the global fashion system? Artificial intelligence, drones, robots, augmented reality, blockchain – these are just some of the technological advancements in recent years to disrupt multiple industries. However, technology is developing at a much greater speed than fashion can keep up with, meaning that the industry is hungry for specialists, solutions and startups operating within the fashion, technology and innovation space. The world is seeing the rise of fashion tech disruptors and IFA Paris is responding to this emergence by delivering a unique Fashion Tech Innovation program at its Paris campus to augment traditional fashion archetypes.

Postgraduate Diploma: Fashion Tech Innovation is a world-first postgraduate program that blends theoretical and practical learning together within the disciplines of fashion and technology. You will be equipped with the necessary vocational, analytical and technical skills to define, ideate and implement viable technological solutions to burning fashion industry problems. Throughout your 12-month journey you will have the opportunity to gain an understanding of a variety of themes and undertake modules such as computer science for fashion, artificial intelligence, minimum viable product (MVP) and what this all means within the fourth industrial revolution. During the program you will have the opportunity to have contact with industry links, which IFA Paris has strong relationships with brands such as LVMH, Coty and Google to further your experience.

The program’s main objectives are to:

- Enable students to apply critical thinking on subject matters surrounding technology and innovation within the context of fashion at macro and micro level. The program will develop the students’ ability to analyze and synthesize the two domains into a single coherent viewpoint.
- Provide the opportunity for students to push design and prototyping boundaries by offering access to state-of-the-art tech facilities and dedicated technical workshops to develop digital skills delivered by industry experts. Workshops will include computer science for fashion, data science and rapid prototyping.
- Prepare graduates for roles within the fashion industry that require more than the traditional fashion skills.

This program welcomes students from both fashion design and business backgrounds that wish to specialize further within the field of technology. This is what makes the program truly exciting. IFA Paris believes that innovation happens when people from different fields are able to converse, conceptualize and collaborate during ‘water cooler’ moments and in the final term of the program you will have the opportunity to develop your own fashion-tech product/solution.
Due to the intense nature of the program you will be required to submit a research proposal at application stage and then encouraged to continuously review the proposal once your studies have commenced. As an FTI student you will have priority access* to the newly formed Fashion Tech Innovation Lab (FTI Lab) dedicated to the research and developments of fashion technologies.

Upon completion of the program you will be armed with the knowledge and foundational skills to be able to launch fashion-tech products and solutions. Students may go on to develop careers within departments such as R&D, innovation and product management, or for the few ambitious individuals, creating a fashion tech startup may be the career path of choice. For budding entrepreneurs IFA will be supporting select graduates through the FTI Lab to develop their startup idea**.

* A fair usage policy will apply, and students must have attended all necessary on-boarding sessions prior to access being granted.
** A separate application is required, and completion of the program does not automatically guarantee individuals progression into the FTI Lab.
The Fashion Tech Innovation course is broken down into three main module groupings:

**Creation (40 Credits):**

An agile design strategy that allows the creator to continuously test and iterate is a major differentiating factor between tech development methodologies and the traditional fashion cycles. The Creation module grouping is designed to take students through a rigorous design thinking process that allows them to spot opportunities for tech developments at a much faster pace without hindering creativity, idea generation or overall vision.

**Modules include:**
- Computer Science for Fashion (40 hours)
- Cutting Edge Digital Design (90 hours)
- Personal Final Project (120 hours)
- Principles of Fashion Tech Innovation (18 hours)
- Product Discovery (18 hours)

**Prototyping & Production (20 Credits):**

With on-demand making and digital services now readily available, it is now easier than ever for the individual to prototype their ideas. This module grouping explores how to effectively prototype a physical product or digital solution according to a viable product roadmap. Students are encouraged to generate ideas using the minimum viable product process, and aggregate feedback from real-world users in order to continuously improve and validate their ideas.

**Modules Include:**
- Fabric & Material Innovation
- Human Engineering & Interaction (40 hours)
- Minimum Viable Product (MVP) (30 hours)
- Product Management & Roadmaps (30 hours)
- Rapid Prototyping (30 hours)
- The 4th Industrial Revolution (22 hours)

**Commercialization (20 Credits):**

The coveted startup unicorn, a status that most technology companies strive to aim for, but how does a company reach this goal? The commercialization modules allow students to dissect and examine the right ingredients to create a successful and commercially viable product. Through a series of workshops and lectures, these modules aim to open up awareness on how today’s startups have utilized technology to establish, scale and grow their businesses. Students will be given foundational skills in data science and deep tech so that they can gain an understanding of how it can be harnessed to unlock commercial potential, which can then be applied to their own ideas.

**Modules Include:**
- AI: Predictive Fashion and Personalization (24 hours)
- Deep Tech: Neural Networks and Machine Learning (24 hours)
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.

[Student projects with logos]
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](http://www.ifaparis.com)

**Louis Antoinette**

IFA Paris collaborated with Louis Antoinette. The DIY specialist who markets fashion in the form of self-made clothing kits, wanted, in his creative line, to infuse a new impetus by completing his range with a capsule collection, designed by IFA Paris students in MBA Global Fashion Media and Master of Arts in Contemporary Fashion Design.

The students from these programs teamed up (2 for the design part and 1 for the media) to elaborate the design of a winter capsule collection (3 to 4 garments), which is sold online since September 2018.

Within IFA Paris, it typically corresponds to a total creative and industrial integration project combining the collection development and the communication strategy. In the most scrupulous respect of the brand identity and the elaboration of a product strategy on one side and the kits on the other, it was coupled to the communication strategy which goes with it: from the story telling (of the initial concept, the editorial line) to its promotion on social networks such as Instagram, Facebook and YouTube. The Louis Antoinette community (with about 17,000 members) then picked the winner among these students’ projects and the capsule collection of two robes was therefore launched.

**Cosmetic Valley**

MBA Luxury Brand Management and MBA Perfume & Cosmetics Management students from IFA Paris participated in the Cosmetic Valley challenge organized with LVMH Group during the last Cosmetic 360 fair! Cosmetic Valley is a French competitiveness cluster which includes 800 companies from the industry and 1/10th of the cosmetics and beauty products sold worldwide! The objective of the Cosmetic Valley 2017 Challenge was, according to the organizers, to “create innovative solutions and services in order to digitalize a sensorial customer journey.” Therefore, the teams taking part in this challenge were not only coming from Luxury Management and Marketing schools but IT students as well were able to manage the technicity of such a project. IFA Paris students came back to school with the “Coup de Coeur” Award which was presented by LVMH Secretary General.
Industry Projects

Iman

Diversity is quite the talk of the town these days. Angolan model Maria Borges is the new face of L’Oréal and Nike just launched a hijab for female Muslim athletes.

Sparking a collaboration between IFA Paris and IMAN Cosmetics, a pioneer within the beauty industry catering to women of all hues, alumna and lecturer Sissi Johnson recently taught Multiculturalism in the Beauty Industry. IMAN Cosmetics provided exclusive case studies on multicultural consumer buying power and behavior across the Americas and worldwide. The course helped students understand the specifics, opportunities and challenges of said market and decipher the underlying messages behind multicultural beauty marketing. This learning experience particularly resonated with our MBA Perfume & Cosmetics Management students hailing from India, Iran and Eastern Europe. Professor Sissi Johnson not only provided a timely course, but celebrated the beauty of IFA Paris’ very own students in collaboration with the brainchild of iconic supermodel IMAN.

Women@Dior

Human resources are an important key to success in any company. The famous Maison Dior proves it successfully once again in Shanghai. In 2017, a new program created by Maison Dior was successfully launched. The Women @ Dior program gathered numerous female students from different international fashion schools, including IFA Paris, all fond of the Dior universe. Each of the students were paired with a mentor, a female Dior marketing manager below 30. This program was launched in a timely fashion as Dior, a brand which echoes with femininity, is under the spotlights thanks to its new Artistic Director Maria Grazia Chiuri, whose creations and values breathe a new life into the Dior spirit. Monica Pozyn, MBA Fashion Business student was selected as a Young talent by Dior in Shanghai for this mentoring program. In 2018, it was Maria Martin Santasuna, MBA Luxury Brand management student, who was invited to Paris to attend the Women@Dior Program.

JackPack

What was first a school assignment became a collaboration with the North Face. Three students from the MBA Fashion Business had to present a marketing plan for a fictive brand and product. They came up with the Jack/Pack (contraction of jacket and backpack) which consists of a multifunctional jacket with many pockets including a big one in the back to store a laptop or books with a urban, nomad and active target in mind who wouldn’t want to carry a back pack while riding a bike or the metro. The Jack/Pack was equipped with solar panels in order the charge the phone or laptop while stored in the pockets. Excited by this project, the academic department decided to present it the North Face who decided to collaborate with the students on the elaboration of this concept.
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

Sissi Johnson
For fashion experts, Brand Strategist Sissi Johnson, Tech Advisor and Contributing Writer for the Huffington Post, is the “industry girl antidote”, the one to see for sharp advice. Graduated from IFA Paris with a MBA Fashion Business, Sissi headlines trends and became more than a brilliant influencer: the muse of numerous designers, creatives, professionals and young women around the globe.

Joanna Reid
Passionate about fashion since her childhood, Scottish-born Joanna Reid graduated from IFA Paris’ MBA Global Fashion Media. With a background in Retail and after a few internships in showrooms and for the online fashion magazine NowFashion.com, she is today for IMG Models in Paris in the Scouting and Development team. She is also a freelance writer who worked for many different print publications and digital media.

Pancham Hariharan
Born in India, Pancham Hariharan joined the eponymous brand Marine Serre, winner of the famed LVMH Prize 2017. Upon her graduation from the MBA Fashion Business, she received an internship offer that later on turned into a job. She is today an Account Executive and work as well in the Business Development.
A few Alumni

**Maria Villalonga**

Born in Mallorca in Spain, Maria Villalonga joined the first and biggest fast fashion group in the world Inditex after an internship as a Sales Manager Assistant for Longchamp in Paris. She is now a Product Manager for Pull&Bear, the second biggest brand of the group that owns 9 brands that represent over 7000 stores in 91 countries. Her mission is to define, plan and execute the commercial strategy for the 10 markets she manages.

**Anastasia Grigoryeva**

Rising star and Russian designer Anastasia Grigoryeva is a Master of Arts Contemporary Fashion Design graduate. Recently featured in the French Vogue, she works for the company Faith Connection where her work became known to a wider audience and she saw her designs chosen to appear on many different fashion magazines.

**Mahmoud Salahy**

A former engineer born in Egypt, Mahmoud Salahy, graduated from IFA Paris with a MBA Fashion Business. He stayed in Shanghai after IFA Paris and joined The North Face. After one year working without any team, he got promoted as a Senior Manager with 15 people to manage and after four years he became then the General Manager of The North Face China.
“We love your talent”