

# SHORT COURSES

# SUMMER COURSES

The logo for IEA Paris is contained within a white square. It features the letters 'IEA' in a large, bold, serif font, with the word 'PARIS' in a smaller, all-caps, serif font directly below it.

**IEA**  
PARIS

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**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 Short and Summer courses and a foundation program covering the design aspects and the business side of the fashion industry:

- **Future Fashion Tech Short Course**
- **Upcycling Fashion Short Course**
- **Fashion Event Planning Short Course**
- **Creative Director Short Course**
- **Fashion & Luxury Business Short Course**
- **Fashion Studio Short Course**
- **Fashion Design Discovery Summer Course**
- **Fashion Luxury Business Summer Course**
- **Fashion Design & Marketing Foundation Program**

# CAMPUSES



Shanghai



IFA  
PARIS



Paris



Istanbul



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.

# CAMPUSES

## PARIS

Located directly on Quai de la Marne, IFA Paris overlooks the famed canal de l'Ourcq at the heart of the developing 19<sup>th</sup> "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.

## SHANGHAI

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 extroversive 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.

## ISTANBUL

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.

Are robots going to take over? Is artificial intelligence going to eradicate jobs within fashion? Is the fashion industry ever going to catch up with digital innovation? These are just some of the burning questions that will be examined on this unique short course at IFA Paris. Blending theoretical and practical learning together within the disciplines of fashion and technology, your one-week intense journey will introduce you to the latest innovations that are disrupting the fashion industry. You will be guided through a series of debates to expand your analytical and critical thinking, as well as the opportunity to get hands on with machinery and software to ignite your creativity and technical skillset. You will explore and see technology themes such as 3D printing, fashion computer science, Internet of Things (IoT) and artificial intelligence.

## Course Objectives:

- Provide participants with foundational subject knowledge of the fashion tech discipline, which continual critical thinking will be applied throughout the course on how technologies will disrupt the fashion system at present and the future.
- Introduce participants to technologies such as 3D printing and Internet of Things (IoT) through a series of intense hands-on masterclasses.
- Expand participants' awareness of the roles within the fashion industry beyond traditional archetypes like 'fashion scientist', and how current roles are being impacted through advancements such as automation.
- Develop participants' perspectives on digital innovation strategies and the place of technological advancements across a multitude of disciplines within the global environment.

## Course Outcomes:

You will complete the course with an experimental portfolio including a physical 3D prototype, work-in-progress programming and 3D digital files that you may wish to develop further outside of the course, and new knowledge of fashion tech innovations.

This short course is for beginners and no previous experience is required. However, a deep interest in both fashion and the technical aspects of technology is required to gain the most from the course. Students will have access to workshop machinery through a partnering fab lab\* and are encouraged to work on developing their skills outside of scheduled sessions.



## **Day 1: Fashion Tech: What, Why and How?**

This short course commences by deep diving into exactly what is fashion tech, why is it relevant to today's society and how is it being launched onto the market. You will gain insights and a macro overview to industry advancements before getting your creative ideas flowing in product discovery workshops, culminating into hypothesis that you may wish to explore for the remainder of the short course. Methodologies traditionally deployed in technology developments will be applied to the fashion design and development process, thus providing you with a foundational framework for the week. The goal here is to get you to be forward future thinking!

## **Day 2: 3D Masterclass**

Day 2 is a practical taster into everything 3D. You will be taken on a 3D journey in how to design and prototype a 3D model using 3D printers. Here, you will explore the potential capabilities of rapid prototyping and how designers can capitalize in technological advancements to aid the design and product development process. Possibilities are endless will you make a shoe? A piece of jewelry? A bag? There are no rules and the aim of this session is to peak your curiosity with the latest machinery. You will leave with a 3D printed prototype and CAD files, which you will be able to work on in your own free time.

## **Day 3: Fashion Computer Science**

Mid-week you will really experience the convergence of fashion and technology in a one-day masterclass of practical workshops in computer science and its capabilities within a fashion context. Companies such as Farfetch and Stitch Fix are much hyped about; will you envision the next unicorn perhaps? Participants will be guided through basic computer programming languages such as Python and taken through a series of exercises to encourage thinking about how computing and data science could advance the fashion ecosystem.

## **Day 4: Fashion tech and innovation within the fashion system**

Technology is a tool ultimately; and tools help innovators to solve problems to complex problems. Day 4 dissects the fragmented fashion system and supply chain, in which the 4th industrial revolution is solving many of these complex problems. You will be taken through theoretical debates, encouraging you to think about the future of fashion, which you will then conduct practical workshops on how to launch fashion-tech products onto the market. The fashion industry needs individuals to shake it up and really disrupt the traditional paradigm, which this day will hopefully inspire you to do.

## **Day 5: Innovation Challenge**

The final day of the course challenges you to innovate by drawing up on all of the week's learnings, new knowledge and inspirational thoughts. You will be set an innovation challenge by one of IFA Paris' industry partners, which you will work in teams to experiment ideate and conclude in viable solutions. The goal of the challenge is to get you thinking outside of the box and break the rules of what we know about fashion. As future fashion pioneers, you will be encouraged to bring your fresh ideas to the table without limits. The day will close by presenting your ideas and celebrating successful completion of an intense and rewarding week.



# Upcycling Fashion Short Course

The students involved in this program will discover a unique way of recycling previously unwearable items or old clothing, creating a more sustainable way of shopping, creating and thinking. This program was initially created to plant a seed, now that Upcycled Fashion is trending this class now offers the opportunity to step into the world of Sustainable Fashion. Since Sustainable Fashion is the future of retail, our future depends on us to be smarter with our textile waste. With over 21 billion kilos of clothing landing in our landfills every year (US alone), not only is this class fun but a necessity, worldwide. IFA Paris and Born Again Vintage will open the international doors of Sustainable Fashion via this Upcycling and Clothing Reconstruction Class.

## Objectives

When a student can turn their old jeans into a fashion forward jacket or an old sweater into trendy crop top, you are opening doors to new way of looking at old/used clothing. One of the most surprising elements of this class is that no sewing experience is needed, and all experience levels can create recycled fashion. Students leave with a feeling of accomplishment that if they want something new they can create it without spending a penny or going to any store. That changes the way they shop and ultimately how they see their own textile waste. Change starts small but has ongoing impact.

## Teaching strategies

The students will be taught how to deconstruct a garment and reassemble using key parts of the garment. Students will have several choices of projects that will be geared to their experience/skill level. Having the students deconstruct a garment piece by piece - reteaches how a garment is constructed.

Once each garment is completely deconstructed, students will determine with my help what key elements of the garment they would like to keep and parts they want to discard.

The pieces are then reassembled creating a completely different garment, the discarded pieces serve as extra fabric needed to embellish finished garment. Most to all of the original piece is used and/or ideas are given to utilize leftover fabric. This teaches the zero-waste concept.

What they learn at the end is that with a little work and creativity you can make something new from something old and old clothes are never seen the same way again.





## **Day 1 - Cultural Exposure: 5 Hours**

The first day of this course will be dedicated to cultural exploration. To engage students, inspiration is key. By visiting different fashion exhibits and being engulfed by the history of fashion told by designers thru their garments is a powerful motivator. The experience will help inspire the students in the direction they may want to go with their reconstructed garment.

## **Day 2 - Thrift Shopping: 5 Hours**

The class will get the exclusive opportunity to thrift with Bridgett Artise, thrifting expert. The experience will teach students what to look for while thrifting, how to recognize treasures, what pieces are ideal to reconstruct and more importantly understand the sustainable aspect of thrifting. This will also allow students to pick garments for reconstruction with the guidance of Ms. Artise, to assure suitable end products.

## **Day 3 - Intro to Clothing Reconstruction/Photoshoot: 5 Hours**

On the first day of class a full introduction to Bridgett Artise will begin this class to show the sustainable fashion journey that led to teaching this class. Students will share their experiences that led them to taking this class. Examples of different ways to be sustainable will be shown and discussed. The experience of thrifting will also be discussed to understand why those garments were chosen by those students. Photos of students with before garments will be crucial to show the dramatic comparison to finished garment.

## **Day 4 - Garment Ideas & Deconstruction: 5 Hours**

Students will show and explain garments they brought for reconstruction and what they are hoping to do with it. Bridgett Artise will give her ideas and together with her assistant finalize which ideas are feasible to create. After ideas are confirmed, they will begin the deconstruction process.

## **Day 5 - Garment Ideas & Deconstruction: 5 Hours**

Students will show and explain garments they brought for reconstruction and what they are hoping to do with it. Bridgett Artise will give her ideas and together with her assistant finalize which ideas are feasible to create and teach/help the deconstruction process. All Ideas will need to be confirmed to move forward with deconstruction in order to have adequate time to complete a new garment.

## **Day 6 - Deconstruction of garments: 5 Hours**

Students will continue to deconstruct their garments until they are left with a blank slate to recreate their new garment. During this process, ideas will be shared/shown to elaborate the countless things that can be done with scraps and textile waste. Photos taken to continue to document the process.

## **Day 7- Deconstruction of garments: 5 Hours**

Students will continue to deconstruct their garments until they are left with a blank slate to recreate their new garment. During this process, ideas will be shared of the countless things that can be done with scraps and textile waste. Deconstruction of garments will conclude today.

# UPCYCLING FASHION SHORT COURSE

## **Day 8 - Clothing Reconstruction: 5 Hours**

The reconstruction of new garments will begin. Each student will get the help and guidance from Ms. Artise and her assistant to slowly begin reconstructing the new garment. Pictures will be taken from start to finish to capture the entire process.

## **Day 9 - Clothing Reconstruction: 5 Hours**

The reconstruction of new garments will continue. Each student will get the help and guidance from Ms. Artise and her assistant to reconstruct the new garment. Any missteps or errors in reconstruction will be reworked and resolved.

## **Day 10 - Clothing Reconstruction: 5 Hours**

The reconstruction of new garments will continue as each student should be finalizing their garment. Fit and structure will be adjusted, if needed. Embellishing garments or adding final touches will be the focus to assure a fully wearable reconstructed design.

## **Day 11 - Finalize Clothing Reconstruction: 5 Hours**

The reconstruction of new garments will conclude. Each student will have the time to finalize their garment/s and create a full look for their last photos. Those who are completely finished will have the opportunity to make accessories with discarded fabric, as an addition to their look or as an additional project.

## **Day 12 - Photoshoot of Finished Garments: 5 Hours**

Students will get the opportunity to style their new garment and have photographed. This gives the student a chance to be proud of what they have accomplished and in addition, prove that the options of reconstruction are limitless. Photos can/will also be used to generate interest for future classes.



# FASHION EVENT PLANNING SHORT COURSE

From the most fabulous runway shows to the most elaborate parties; ever wonder how these amazing events come together? With this short course, you will learn the “ins and outs” of producing a meaningful event. Explore the different types of events, learn how to create and manage a budget, curate a delicious menu, and stay organized with a thorough run-of-show.

Students will learn how to execute impactful events on different scales. They will understand how to use publicity tools and social media to build buzz, pair the appropriate wines to dishes and facilitate a seamless red carpet. By the end of this short course, students will be able to anticipate common event snafus and how to manage them.

The goal of this course is for students to learn how to produce experiences by taking their events to the next level. Upon completion of the program, participants will be given the opportunity to conceptualize, plan and execute a real-life event. This course also allows students to explore and learn more about Paris as a historical city and major fashion hub.

This course is taught by Jenae Green, who has held managerial event roles for Marie Claire US and Bergdorf Goodman in New York City. She has planned New York Fashion Week parties, celebrity-studded cocktail events, award ceremonies, conferences and more.

Each day will be 5 hours long, and when there is no field trip, part of the class will be theoretical while the other part will focus on the practical conceptualization and planning of a real-life event.

## Week 1:

- Introduction to the different types of events - People think fashion event planning only consists of fashion shows but there is a lot more to it.
- Couture Fashion Show Field Trip - The students will have the opportunity to volunteer in various positions at a couture fashion show (Allocation to be advised according to opportunities – It is important to note that students will be selected according to their profiles, so it is strongly advised that participants prepare their portfolios).
- Introduction to Budget & Logistics - You will discover how to build a budget and work with a predetermined allocated sum.
- Venue Scouting Field Trip - You will discover the different type of venues that can be used for events and then you will explore the streets of Paris to scout a few venues such as hotels, restaurants, retail spaces.
- Catering Pairing Field Trip - As event planners are often curating menus without the opportunity to taste everything, students will learn the basics of pairing and understanding which wines go best with common main dishes.



## Week 2:

- Event Activations - We will discuss common event elements such as different types of entertainment (DJ/Brand/Playlist), photography, photo booth, lighting, AV, decor, and visuals. Students will learn about innovative event activations and “instagrammable” moments that will help bring an event to life.
- Florist Field Trip - We will visit a floral shop and speak with a florist to learn about different types of florals that are commonly used for decor and understand what florals are in-season.
- Event Production & PR Field Trip - This field trip will be an intro to agencies. Students will have a practical field trip to hear about various agencies’ scope of work, when to enlist their help, and what to expect.
- Invite & Talent - You will learn how to create an invite, common invite jargon, how many people to invite to hit a certain number, tiering their invite lists A & B, and creating seating charts for sit-down events especially when dealing with talent. We will discuss common elements that need to be kept in mind when you have celebrities/VIPs at your event such as a face sheet, coordinating hair and makeup, car service, dressing, red carpet, and green room. During this class, students will hear from a talent rep on what it’s like to work with VIPs daily and things to keep in mind when hosting them at events.
- Social Media Field Trip - You will visit Facebook’s HQ and learn how social media plays a significant role pre, during and post-event.

## Week 3:

- On-site/ROS/Walkthrough - Students will learn about staffing an event and on-site needs/roles such as check-in and valet. They will also learn how to put a thorough and detailed run-of-show together inclusive of a brief event overview, contact list, timeline, and short list. We will discuss how to conduct a final event walkthrough, soundcheck, lighting test, AV test and post-event items such as breakdown and returns.
- Pre-event meet & greet with DJ & AV Field Trip - We will meet with a DJ along with his/her AV team before an event to learn about DJ/musical equipment, tech riders, AV and how to conduct a sound check. We’ll also discuss common sound errors and how to avoid or troubleshoot them.
- Planning day - You will plan your own event.
- Event day - You will have the opportunity to showcase your new knowledge with your very own event. Students will work in small teams to plan various events such as a breakfast/lunch, cocktail reception, fashion show, award ceremony or trend presentation.
- Recap - Students will put together a brief recap and we will review each event in detail to discuss what went right, what went wrong, what we could have done differently and how we can improve.

What lies behind the glamour of Creative Direction? In this practical training course students are invited to work collaboratively to understand the interlocking of conceptual and practical roles involved in commissioning, styling and executing a fashion shoot. The mix between practice-based and theoretical modules will bring a new vantage point to the study and appreciation of fashion in negotiating the best from designers, models, make-up and hair as well as fashion stylists according to a planned and flexible concept.

IFA Paris and MAKE UP FOR EVER, two of the most renowned French institutions in their specific industries, have created this exclusive joint course to give its participants the possibility to experience the work of a Creative Director in real-life settings. The training itself is built around 3 pillars:

1. An introduction to Fashion Design, to provide participants with an understanding of the overarching principles behind the development of a fashion house's positioning
2. An introduction to make-up techniques, to illustrate the main components behind the process of a successful and cohesive creation and understand how the basic technics are reshaped into a trendy make-up
3. An introduction to fashion photography, to explore the main techniques behind the organization of a fashion photo-shoot. Participants will learn how to organize and coordinate their own shoots, select the best possible make-up to convey what is illustrated by their creative brief, find locations and styling methods to produce a body of work that can then be edited and presented to a peer group for critique. The usage of SLR digital cameras in both outdoor and studio will also be detailed to the participants so that they acquire a sufficient theoretical knowledge necessary to provide creative directions for a shoot. In particular, they will be shown the basics of how to use and specify camera techniques, lighting, ambience and finishing.

On completion of the training participants will organize their own fashion shoot and will be given the opportunity to include it in their personal portfolio as a momentum of their learning experience.

### **Teaching and Learning Strategy:**

This course is based on a balanced mix between theoretical modules, workshops and practices. The overarching idea across all the components is to improve participants' awareness and improve their overall creativity so that they can produce the most impacting unique and coherent series of imagery

### **Award/Certificate:**

Private Professional Training Certificate jointly delivered by IFA Paris and Make Up For Ever



# CREATIVE DIRECTOR SHORT COURSE

## Learning Objectives:

- Understand the role and responsibilities of a stylist, make-up artist and Artistic Director
- Decipher a client brief in creating a successful proposal
- Select and plan a suitable theme for shoot
- Plan, Identify and employ practical photographic and media styling skills
- Make creative contributions to the styling process
- Communicate effectively using visual and verbal means
- Create a body of photographic work (portfolio) for display and critique





## **Day 1 - Fashion Culture – 6 Hours**

Throughout history, in public situations, dress has had more than a protective function. It is a principal means of identifying the status of others and positioning oneself in the culture. Many aspects of identity: age, ethnicity, gender and sexuality, class, work occupation and rank, level of earnings, religious beliefs and political affiliations are signaled silently by clothing, fashionable adornments and bodily expression and grooming. During the Fashion Culture module the students will learn about dominant and sub-cultures and their attitudes to dress and behavior in society at specific moments or places. In addition, a section of the module will be carved out in order to introduce the students to the history of make-up as an introduction for the Make-up Forever part of the course.

## **Day 2 - Trend Workshop – 6 Hours**

The future is important to everyone. The forecasting business has become a large and significant industry for decision-making and success in discerning trends that can be worthwhile to support. This module sets out to explain the issues through case studies and game-changer situations, demonstrates the communication tools and approaches that are used by the fashion industry to evaluate opportunities, threats and new styles and influences. It summarizes the theories of demand and forces of change, the best practices and the critical analyses needed to determine worthwhile investments. By the end of the study the student should have a good understanding of the occasions and need for research and market intelligence research methods for gaining insight into important trend scenarios and useful competitive perspectives.

## **Day 3 - Garment & Composition – 6 Hours**

During this module students will be introduced to the category types and names of various sorts of clothing, styles and materials used for men's women's and children's wear and for sportswear, knitwear and lingerie. You will learn how the technical production and parameters of clothing differ and require careful specification and controls during manufacturing for costs their social uses and sometimes for legal reasons. You will appreciate the key points where garments may differ in silhouette and details for occasion, fashion, size or other reasons. You will deepen your appreciation of the variety of elements involved in clothing production.

## **Day 4 - Creating a Make-Up Design based on the brief of an Artistic Director**

The objective of this module is to understand how to develop one's creativity while following a creative framework as communicated by an Artistic Director. After following an extensive demonstration of techniques such as brush strokes, shadings, graphic lines...etc Students will practice in groups of 2 under the supervision of a chief make-up artist

## **Day 5 - Styling Workshop – 6 Hours**

In this interactive workshop students will be given a creative brief and assigned a specific silhouette, a theme and a trend report. They will need to mobilize the competencies and skills acquired in the previous fashion related modules in order to construct 3 specific styles illustrating the directives proposed by the creative brief. In order to construct their styles students will have at their disposal outfits previously developed by the students of IFA Paris.

NB: Starting from Day 1 the students will be given them the theme of the artistic visual and editorial line that they will need to develop as their final project. Therefore this will be an overarching assessment that will be transversal (ie cross modules)

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## **Day 6 - The Fashion Press – 6 Hours**

This module introduces you to the story of the glossy fashion magazine: the publishers, personalities and jobs behind the covers and the deadlines. The hierarchy of editorial boards, the editor, art director, layout design, images and contributors and an awareness of the importance of press roles: fashion news, journalism, advertising, syndication, distribution, subscription and costs and technological production issues are aspects of contemporary publications that will enable you to contribute proactively and responsibly within various genres and disciplines of the global fashion media industries. You will gain valuable practice at analysing mastheads and copy, writing your own and role-playing and constructing magazine features. The module brings you up to the moment with the current diversification efforts of the glossy press into online delivery and their global media competitors and allies, issues of moral responsibility, audience contribution and the internationalisation of titles and consumer values.

## **Day 7 – Crafting a Visual Editorial Concept**

This module will give participants the opportunity to see how a shoot is done with the presence of the different stakeholders: make-up artist, hair dresser, stylist and photographer.

In anticipation of this module students will be asked to do a research and develop an inspiration board as well as a brief for the make-up artist on set.

They will first observe how the main stakeholders interact with each other in the concept of a predefined case study. Then they will need to take over as Artistic Director as mock-up for their final presentation.

## **Day 8 - Shoot, Review, Retouch – 6 Hours**

In this module participants will discover the principles behind the proper handling of an SLR Digital Camera with the help of a professional photographer. After a theoretical introduction of the optical components and shutter mechanisms of a single reflex camera, participants will focus on the coordination of the use of the camera with the different types of lightings utilized by professional photographers. During the follow-up sessions a graphic design lecturer will introduce the students to basic functionalities of the Adobe Suite with a particular emphasis on Photoshop

## **Day 9 - IN&OUT Shooting - 6 Hours**

Understanding how a camera function is important but nothing is as essential as the real practice. IN&OUT Shooting gives the trainees the opportunity to practice what they have learnt by exercising their talents as photographers. The module will be split into 2 sessions:

- Indoor Shooting, to understand the components of a photoshoot done in a studio environment
- Outdoor Shooting, to discover the complexity of light adjustment and complexion enhancement when dealing with factors outside of the photographer's control

## **Day 10 - The Mode Challenge - 8 Hours (Done with Make Up Forever Academy)**

The culmination of the training will be reached through entering the participants in our own mode challenge. They will devise their own creative brief and implement each component of a fashion shoot as follows:

- Presentation of a brief digital mood-board reflecting the theme chosen
- Selection of outfits in accordance with the theme developed
- Development of a specific make-up style to be personally executed on the model assigned
- Provide the photographer creative directions in order to complete a fashion shoot of the selected outfits

The Challenge will end with individual debriefs given by each instructor participating in the training.



# FASHION COOL HUNTING SHORT COURSE

The assumption that Fashion Trends trickle down from the runways to the streets belongs to the past. Taking a walk in New-York, London, Paris or Tokyo allows fashion lovers to see how influential street style has become in nurturing and implementing new trends. However, navigating the urban fashion landscape can be tricky. Not all kinds of graffiti photographed in Soho will necessarily end up on your next Luxury handbag. Not any kind of track suits or skater outfits can mesh well with a Fashion House DNA. Therefore, how can we acquire the skill of capturing the zeitgeist of the moment?

Ana Garmendia, Famed Journalist, Author and Street Photographer, has teamed-up with IFA Paris in order to offer a condensed Cool Hunting Program with a special Paris Edition titled “The Parisian Fashion Labyrinth”.

Through her extensive experience as one of the pioneer street style photographers, Ana knows that it requires much more than the right connections and an expensive camera to be able to forecast what styles will be seen gracing the windows of the shops in Avenue Montaigne for the next season! Throughout an intense week of lessons, practical workshops and field-trips Ana will introduce participants to the French “Je ne sais quoi”, an expression of flair and taste that can only be witnessed in the streets of Paris.



# FASHION COOL HUNTING SHORT COURSE

## Module 1 - FASHION SHOWS OVERVIEW (6 Hours):

A deep dive into Ana's 13-year experience of fashion weeks to see how street style has evolved! The module will include a comprehensive review of the most iconic runways as well as the identification of the Who's Who's of fashion and where do they hang out.

## Module 2 - THE VOICES OF THE STREETS (6 Hours):

Fashion is a language that can only be decoded through a thorough understanding of the world that surrounds us. This part of the program will be dedicated to the dissections of fashion movements that are influenced political, economic or societal movements. Participants will also be able to distinguish genuine street style from branding appropriations.

## Module 3 - FASHION PHOTOGRAPHY (6 Hours):

A look into the ever-paradoxical relationship between fashion and art. Can magazine editorials and photographers be considered as vectors helping fashion transcend creative boundaries?

## Module 4 - Parisian Fashion Scenarios: From Past to Future (6 Hours):

A practical workshop geared at identifying the Zeitgeist through the streets - How to identify the street protagonists and build an impacting story telling through powerful imageries

## Module 5 – Trend Extraction (6 Hours):

The final workshop will build upon the images captured in module 4 in order to use visual references to identify trends and propose new paths for fashion and design.

The theoretical and practical modules will be interspersed with field trips to current art and fashion exhibitions.



## THREE PROGRAMS TO BUILD YOUR FASHION ENTREPRENEURIAL SKILLS

The Fashion & Luxury Business short course provides the basic skills to become a fashion entrepreneur: from the drafting of the main idea to the commercialization and promotion of a concept. A course for anyone interested in the business of fashion and Luxury.

The Fashion & Luxury Business short course is a complete and comprehensive 254 hour program regrouping 3 themes: Luxury, Fashion Marketing and Visual Merchandising. Upon completion of this course, students will gain the essential skills necessary to run a personal project in fashion or luxury retail. The modules taught are structured around each step composing the development of a business plan, from research to commercialization.

### **Part-Time Courses at IFA: A modular and customizable learning experience!**

The Part-Time courses at IFA have been constructed on a unique modular planning in order to allow participants to customize their learning experience by electing 3 options:

- **Modular Learning:** Students have the opportunity to select very specific modules, ranging from 16 to 24 hours, in order to address precise needs related to their current or future career paths
- **Thematic Learning:** Students have the possibility to choose between 3 courses with themes focusing on introduction to Luxury, Fashion Marketing and Visual Merchandising
- **Comprehensive Course Learning:** Students have the possibility to combine the 3 thematic within one comprehensive course titled "Fashion & Luxury Business"

Courses and modules can be selected according to all needs. Students can either chose the complete set of three programs (Fashion & Luxury Business course) or pick up programs and/or modules "à la carte."

## LUXURY FOUNDATION

- **Module 1: Luxury Concepts - 21 Hours**  
A module geared at critically questioning and analysing the classic definition of luxury relying solely on the variables of rarity and exclusivity
- **Module 2: Segment Discoveries - 15 Hours**  
An interactive foray into 5 different industry segments through interactive experiences. Students will visit a luxury jeweller, a plumassier and a luxury hotel. They will also learn how to appreciate French gastronomy and oenology through tasting sessions.
- **Module 3: Omni Channel Distribution - 21 hours**  
Traditional physical shops are slowly disappearing while legacy department stores in Paris are moving towards a better off-line to online integration. Students will explore the latest technologies that are transforming luxury brand distribution strategies.
- **Module 4: Sustainable Luxury - 21 Hours**  
This module explores the key principles of brand sustainable development. An analytical overview of each level of the supply chain shall be covered through the integration of contemporary and practical case studies.



## FASHION MARKETING

- Module 1: Fashion Intelligence - 16 hours  
This module provides a panorama of the fashion industry, an understanding of consumer's behavior and processes of data collection.
- Module 2: Branding Identity - 20 hours  
Learn how to develop a visual identity and setup a brand's strategy..
- Module 3: Collection Development - 20 hours  
Discover the basic principles of sustainable fashion, sourcing and supply chain, product development and cost analysis.
- Module 4: Integrated Marketing Communication - 24 hours  
This module encompasses a review of the marketing mix elements from a communication perspective, stating that every aspect of your brand and company always sends a message to your costumers (it includes Communication, Distribution Strategies and Digital Communication).

## VISUAL MERCHANDISING

- Module 1: Visual Merchandising Principles - 16 hours  
This module provides the basic visual merchandising principles and concepts in order to lay the foundation for the following, more advanced modules.
- Module 2: Fashion Merchandising - 16 hours  
Identify, understand, evaluate all categories of collections and products offered by different types of fashion retailers, from fast fashion to luxury fashion houses.
- Module 3: Sensorial Marketing - 16 hours  
Discover the universe of senses and understand how different stimuli can provide the customers with a unique shopping experience within a given retail space.
- Module 4: Trend Forecasts - 16 hours  
Construction of trends through practical applications and universes revolving fashion contemporary history, color psychology, silhouettes and design applications.
- Module 5: Computer Graphics - 16 hours  
Basic principles of photoshop in order to help creating mood boards and visual representations of retail spaces.
- Module 6: Visual Merchandising Workshop - 16 hours  
Final training encompassing all the skills learned during previous components.



# FASHION STUDIO SHORT COURSE

## THREE PROGRAMS TO BUILD YOUR FASHION SKILLS

The Fashion Studio Short Course for fashion design provides the basic skills to become a fashion designer: from the drawing of the main idea to the making of the garment and selection of the right fabric. A course to anyone interested in the design of a fashion collection.

The Fashion Studio Course is a complete and comprehensive 252 hour program regrouping 3 themes: Fashion Design, Pattern Making and Sewing and Textiles. Upon completion of this course students will gain the essential skills necessary to develop a basic mini collection. The modules taught are structured around each step composing the creation of a range of outfits, from inception to realization.

The Part-Time courses at IFA have been constructed on a unique modular planning in order to allow participants to customize their learning experience by electing 3 options:

- Modular Learning: Students have the opportunity to select very specific modules, ranging from 16 to 24 hours, in order to address precise needs related to their current or future career paths
- Thematic Learning: Students have the possibility to choose between 3 courses with themes focusing on Foundation of Fashion Design, Textiles Technology and Pattern Making and Sewing Foundation.
- Comprehensive Course Learning: Students have the possibility to combine the 3 thematic within one comprehensive course titled "Fashion Studio"



## FOUNDATION OF FASHION

- Module 1 : drawing figure 24 hours  
6 units to learn how to draw a woman figure from the basic skills to the creation and personalization of your own figure
- Module 2 : product + technical drawing 24 hours  
6 units to learn the vocabulary of fashion, to recognize and describe a garment, and to learn the basic skills of technical drawing
- Module 3 : color 12 hours  
6 units to learn all about colors, how to create the right color palette and to develop a collection with a successful color balance
- Module 4 : inspiration and creativity 28 hours  
6 units containing a project leading to the process of illustrating an idea and developing a creative vision

## TEXTILE TECHNOLOGY - FOUNDATION COURSE

- Module 1 : textile technology 12 hours  
Guide to fibers, material making methods and uses of typical used materials, casual clothing and accessories.  
Knowledge recorded within individually crafted fabric book to be used as reference for future modules
- Module 2 : fabric book 12 hours
- Module 3 : fabric experimentation 20 hours  
Fabric experimentation and manipulation for the garment construction  
Techniques of knitting, printing, dyeing and embroidery to help create fabrics
- Module 4 : creative fabric collection 32 hours  
Personal collection using creative fabrics, and basic garment  
Building a concept, searching for inspiration, developing ideas, realization of a personal garment to be produced with a creative fabric

## PATTERN MAKING AND SEWING - FOUNDATION COURSE

- Module1 : the base 24 hours  
Mannequin measurements techniques, first draping, techniques of stitching
- Module2 : the skirts (basic and flare) 32 hours  
Volume and ease requirement for a straight skirt  
Dart placement and amount for bodice  
Toile finalizing with pinning and presentation on the mannequin  
Flares skirt making & making a skirt with dart-slit and waistband in fabric
- Module3 : the dresses 1 (yoke dress) 32 hours  
Volume and ease requirement for a provided design  
Dart placement and amount for a dress, draping yoke for a dress  
Toile finalizing with right pinning, presentation on a mannequin  
Dress basic making in fabric, sleeve with gathers, neck facing, hem

# FASHION DESIGN DISCOVERY SUMMER COURSE

This course is aimed at people who want to know more about Fashion Design or wish to possibly pursue studies in this field. Fashion design is presented through a mix of theoretical and practical short modules that will give participants a clear overview of the industry, the positions and the skills required to succeed. Modules will be complemented by visits of companies, museums and presentations to allow participants to “feel” what fashion is about.

## Course Objectives:

- Understand the structure of the fashion and textile industry from an international perspective as well as the strong link between fashion and culture
- Discover what it takes to be a fashion designer: The creative process
- Realize the importance of pattern making and sewing in fashion: The technical process
- Understand the power of communication behind the product: The fashion image

## Course Outcomes:

- Creation of a mini portfolio (that can be used for program admission): Mood board / Silhouette / Mini-Collection
- Creation of a basic pattern of a skirt
- Customization of garment

## Course Modules:

Fashion Industry Panorama - 9H

Fashion Culture - 12H

Collection Process - 18H

Technical Process - 12H

The Fashion Image - 9H



# FASHION LUXURY BUSINESS SUMMER COURSE

This course is specifically designed to provide participants with a clear overview of the fashion and luxury industry along with its current challenges. It is integrated in a set of complementary short modules with the right mix of theory and practice in order to actively engage participants. All topics will be taught with an international perspective in mind. This course is aimed at participants willing to further study or start a career in the fashion & luxury industry as well as at anyone who wants to know more about this fascinating industry.

## Course Objectives:

- Understand the specificities of the fashion & luxury industry, its structure, the main functions and roles at stake.
- Develop a solid grounding in the theoretical and practical issues relevant to fashion & luxury organizations
- Understand the roles and challenges of each function in the fashion & luxury cycle.
- Develop an international perspective about new dynamics between mature and developing countries

## Course Outcomes:

Transversal project that will encompass all new knowledge learned during the course. The topic of the project will be chosen between one of these 3 topics: Brand repositioning, Re-launch of old brand, Launch of new product line of an existing brand.

## Course Modules:

- Fashion & Luxury Panorama – 6H
- Fashion & Luxury Consumer Behavior – 6H
- Fashion & Luxury Branding / Communication – 12H
- Fashion & Luxury Visual Merchandising – 9H
- E-Commerce for Fashion & Luxury – 9H
- Fashion & Luxury Retail Management – 9H
- Design Management – 9H





# 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.



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## **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)

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