



Requirements

- ❑ 4 year Bachelor Degree (equivalent to Bac + 4) Master 1
- ❑ A professional experience of at least 1 year
- ❑ Fluent English (TOEFL score 76/80 IBT or 6.5 for IELTS or equivalent)
- ❑ Enrolment papers with C.V., motivation letter and copies of diplomas
- ❑ Two reference letters



2 SEMESTERS plus 4 to 6 months minimum internship for a **PROFESSIONAL** preparation to Fashion and Luxury Management careers.

Master in Business Administration Specialized in

- ❑ **“LUXURY GOODS & FASHION INDUSTRIES”**
- ❑ **“INDUSTRIES DE LA MODE”**

A CHOICE BETWEEN AN ENGLISH OR A FRENCH TAUGHT PROGRAMME.

UNIVERSITY DIPLOMA

In partnership with Perpignan University



A short **“Bridging Programme”** provides an introduction to Fashion in Paris (visits, lectures etc) for the applicants who might not yet be familiar with Fashion and Luxury environment and products.

Taught units are divided as follows:

60 ECTS :

The WORLD OF FASHION and LUXURY

- ❑ Marketing, Media Planning, Creative Advertising, Brand Image.
- ❑ Business plan, Fashion Companies' Strategy.
- ❑ Brand Management, Global Luxury Organisation and Networks.
- ❑ Setting up a Business, Export-Import Issues.
- ❑ Languages.

ECONOMY and MANAGEMENT

- ❑ Company Diagnosis and Positioning, Strategic Marketing.
- ❑ Financial Analysis, Business Law.
- ❑ Negotiation, Consumer Behaviour, Team Management.
- ❑ E-Commerce, Web-sites, E-Business.

BROADENING the SPHERE of ACTIVITY

Individual and group supervision for recruitment and employment by specialised Fashion Management Agency. Case study in intercultural team for a Company requiring new strategies supervised by Brand Management specialist.

Final Individual professional project supervised by a tutor.



PROFESSORS & Business professional lecturers

- ❑ **Brand Management**
Olivier ROUX with his experience from **Dior, YSL, Smalto**
- ❑ **Marketing strategy**
Alexandre DAVAL ex **Unilever, Pernod-Ricard & Zanini groups**
- ❑ **Sociology & History of Fashion**
Frédéric MONNEYRON & Xavier CHAUMETTE
- ❑ **Consumer Behaviour & Product Promotion**
Joseph SHAMI
- ❑ **Trends, Leatherwear & Accessories**
Bruno BENEDIC
- ❑ **Visual Merchandising**
Soline d'ABBOVILLE, previously **Dior, & Louis Vuitton** and Silvére KEMBAKOU, previously **Burberry and Tie Rack**
- ❑ **Journalism for Fashion Press**
Veronika LEFRANCOIS
- ❑ **Art Management**
Patrick Mathieu

INTERNSHIPS

Luxury companies are open to MBA students and to cite but a few: CHLOE, VALENTINO, ANNA SUI New York, CHANEL Perfumes & Cosmetics, CLARINS, CARTIER, GUERLAIN Dubai, SVAROVSKI, DIOR HOMME Paris, DIOR Parfums, DIOR New Delhi, UNGARO, LANVIN, RALPH LAUREN, Trend Union and Promostyle trend Agencies, La Chambre Syndicale de la HAUTE COUTURE in Paris, Harrod's and Harvey Nichols in London and so on...

JOBS & CAREER OPPORTUNITIES

- ❑ All management positions (International Management, Sales Management, Production, PR/Communication, Buying)
- ❑ All Marketing positions (Marketing Management, Product Merchandising, Product management)

Former MBA students recently found jobs in China with ARMANI PR, L'OREAL London, ROBERTO CAVALLI in TAIWAN, Shanghai SHANG XIA recent HERMES development, INTIMA opening in Shanghai, and many more...

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