

NEW!

ACCESSORY DESIGN  
POSTGRADUATE  
PROGRAM  
1 YEAR / PARIS  
INTERNATIONAL PROGRAM

ACCESSORY  
DESIGN

INSTITUT FRANÇAIS DE LA MODE





## 1 YEAR PROGRAM IN ENGLISH

**Accessories are a growing business with substantial employment opportunities.**

This is why the INSTITUT FRANÇAIS DE LA MODE has added an **ACCESSORY DESIGN POSTGRADUATE PROGRAM** to its Fashion Design Department. This is in line with the mission of IFM, which is supported by the Ministry of Industry and has created a vast network with companies and Couture houses over the last 20 years.

**If you have a strong commitment to design and want to specialize in accessories, while enriching your personal project and boosting your professional career, this program responds to your needs.**

This Paris-based program is in essence international and is taught entirely in english. Recruitment is highly selective.

This master program connects international designers with 40 companies per year, principally in France but also in Italy and Japan.

Every year, companies actively participate in the creation of prototypes: shoes with Bally, Robert Clergerie, Salvatore Ferragamo, Louis Vuitton..., gloves with Agnelle, Olivier Fabre, bags with Mandarin Duck, Chanel, Celine, Hermès...

The program brings together 10 to 15 designers selected for their creativity and desire to develop concrete field projects in direct collaboration with industrial partners and renowned fashion houses.

The graduates of the IFM are working with renowned houses. Our accessory designers are either working with Jean-Paul Gaultier, Hermès, Alexander McQueen... or have set up their own business.

**The Accessory Design Program at the IFM is a unique alliance between design and industry.**

Using traditional handicrafts as well as new manufacturing techniques, IFM Designers work alongside engineers, technical experts and craftsmen to create iconic objects that make a mark on the times ahead.

# CALL FOR ENTRIES

# 5 MODULES

Five research subjects create the underlying framework for the teaching. The choice and order of themes and their development are not decided arbitrarily. They enable the students to become familiar with a variety of different fields in one year and to meet major players [e.g. manufacturers, managers and designers] essential to their future career. While the program is taught in English, students learn French upon their arrival at IFM.

## / SHOES DESIGN & PROTOTYPES

Create a collection of shoes. Ensure the development and follow-up of the prototype in the company. Acquire mastery of all parameters ranging from high technology to pure aesthetics.

## / COLLECTION #1 LEATHER GOODS & GLASSES DESIGN 2D & 3D

Immerse into the creative and cultural dimension of a product, its manufacturing and its market.

Discover and understand the technical constraints and distil them into the creative process with a strong statement.

Design a collection of over 60 accessories (bags, gloves, belts, glasses...).

## / INNOVATION MATERIALS AND FINISHINGS

Discovery of the spectrum as a whole from artistic trades to new technologies. Finishings: textiles, leather, metal.

## / COLLECTION #2 LEATHER GOODS & GLASSES PROTOTYPES & BUSINESS PLAN

Organise and rebalance the collection with a view to launching it.

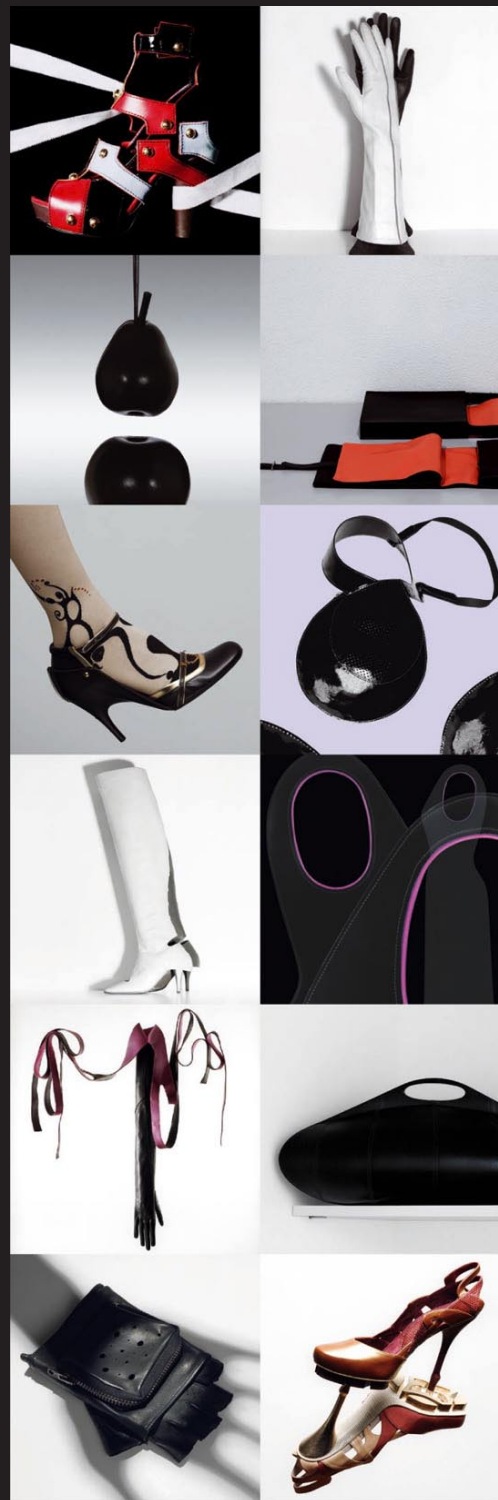
Establish materials, patterns and technical data sheets for the models.

Follow up the production of the prototypes within the companies.

Analyse the cost of the prototypes. Draft a strategy and a financial plan.

## / COMMUNICATION BRAND NAME, ARTISTIC DIRECTION & VISUAL MERCHANDISING

Explore the brand concept. Analyse the communication policy of the various houses. Create a consistent, adjustable image using different visual aids. Set up a design brief as artistic director.



## PROTOTYPES

Companies actively participate in making prototypes with the Designers of IFM's ACCESSORY DESIGN POSTGRADUATE PROGRAM.

Knowledge of production techniques makes it possible for the designers of the program to create in a more realistic way without sacrificing inventiveness in any way. For companies, developing prototypes by working directly with young designers brings a fresh vision, in terms of existing developments as well as the possibilities their industrial tools may offer.

## WORKSHOPS MANAGEMENT / DESIGN

The presence of both Design and Management programs at IFM makes it possible to organize work sessions that bring designers and managers together. These workshops cover issues such as creative identity, marketing strategy, brand image and the launch of a new avant-garde fashion concept.

Fun lab: Prospective Design. Experimental study of new concepts in terms of products, fields of application and behaviour.

## INTERNSHIP

The year of specialized study is extended by a 3 month internship within a company. It reinforces contacts between designers and professionals in the industry.

Former students carried out internships in the following companies: Celine, Chloé, Christian Dior, Hermès, Maurizio Galante, Jean-Paul Gaultier, Givenchy, Lanvin, Kenzo, Christian Lacroix, Isabel Marant, Montana, Tim Van Steenberghe...

## PROFESSIONAL PERSPECTIVES

The IFM is a veritable career accelerator in the fashion and design sectors. The employability of the students is given top priority.

During their year at IFM, the Designers are individually assisted by the Recruitment and Career Management Department, which organizes meetings with Human Resources Directors of renowned fashion companies and Couture houses and international Headhunters.

At the end of the academic year over half of the students on the FASHION DESIGN POSTGRADUATE PROGRAM join the design studios of renowned companies such as: Alexander McQueen, Celine, Jean-Paul Gaultier, Givenchy, Hermès, Paule Ka, Philippe Starck...

The others go on to create their own brand and/or line of clothing: Natalia Brilli (Andam 2006), ES Sadaharu Hoshino, Esther Perbandt, Fridtjof Linde, Stéphanie Coudert...

The **INSTITUT FRANCAIS DE LA MODE** is the center for training, research and applied expertise in the fashion, design and creative sectors. 20 years' experience in the field of fashion has enabled IFM to broaden its horizons with a policy of diversification towards other sectors with a high level of added creative value such as accessories, perfumes and cosmetics, luxury, interiors and design.

The Institute today enjoys an international reputation and has made a name for itself as the reference for professionals. Its activities (executive education, research projects, market research & consulting) guarantee a level of academic excellence that is in direct contact with the economic and industrial world.

*IFM*



The **FASHION DESIGN DEPARTMENT** of the IFM is headed by Franc'Pairon, founder and former director of the Atelier La Cambre-Mode[s] in Brussels.

IFM is a Corresponding member of the Conférence des Grandes Ecoles.

## ADMISSION

In order to apply for the IFM's **ACCESSORY DESIGN POSTGRADUATE PROGRAM** the candidate must have a BA (Bachelor of Arts) or the equivalent according to international standards, from an art, fashion, architecture or design school.

Exceptions are possible for high level creative profiles reinforced by extensive professional experience.

Fluent English is required.

In order to select students from all around the world, a specific mode of recruitment has been established. The jury members discover the applicant and his or her creative world on video (applicants don't necessarily need to have an experience in accessory design).

In addition, they examine the student's portfolio and the specially designed accessory on a given theme. Once the entire application has been reviewed, the selection process ends with a telephone interview with each applicant.

## TUITION FEES

The fees for the year are 9500 Euros.

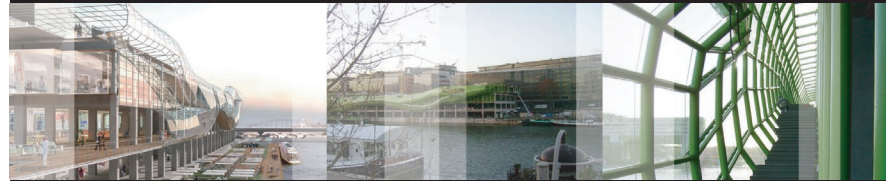
This covers teaching + prototype development with manufacturers and fashion houses + transport and accommodation for all course trips.

Study grants are available according to financial situation.

## THE CERCLE IFM AND SCHOLARSHIPS

The companies that are members of the Cercle IFM finance the grants available to students on the **FASHION AND DESIGN MANAGEMENT POSTGRADUATE PROGRAM**.

The following companies are members of the Cercle IFM: **ARMAND THIERY SAS, CHANEL, DISNEYLAND PARIS, GALERIES LAFAYETTE, GROUPE ETAM, KENZO, L'ORÉAL PRODUITS DE LUXE, VIVARTE, YVES SAINT LAURENT.**



The IFM at "Docks en Seine" (architects Jakob & Mc Farlane)

**Franc' PAIRON**  
Program Director

**ACCESSORY DESIGN POSTGRADUATE PROGRAM  
/ Admissions**

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