

**DESIGN  
POSTGRADUATE  
PROGRAM**  
1 YEAR / PARIS  
INTERNATIONAL  
PROGRAM

**ACCESSORY**

**DESIGN**

*IfM*

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 a Major in Accessory Design to its Design Program, founded in 2000 by Franc'Pairon. This is in line with the mission of IFM, which is supported by the Ministry of Industry and as created a vast network with companies and Couture houses over the last 25 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.

Every year, companies actively participate in the creation of prototypes: shoes with ACCESSOIRE DIFFUSION, ERAM, JM WESTON, LOUIS VUITTON, ROBERT CLERGERIE, UNITED NUDE, VEJA..., bags with CHANEL, ESTIME, HERMÈS, PACO RABANNE, SONIA RYKIEL, TILA MARCH..., glasses with CHANTAL THOMASS, CHRISTIAN DIOR, PATRICK HOET, PAULE KA...

The program brings together 10 to 12 designers selected for their creativity and desire to develop concrete field products 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 LOUIS VUITTON, BURBERRY, MARTIN MARGIELA, NINA RICCI, TOM FORD, VERSACE... or have set up their own business.

**IFM's DESIGN POSTGRADUATE PROGRAM – Major in Accessory 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.

Silhouettes de gauche à droite prototypes non commercialisés. 1 Chaussure Boaz Eli made by Louis Vuitton. 2 Sac Onyedika Tate made by Chanel. 3 Sac Jordi Vall I Saborit made by Estime. 4 Chaussure Izabela Targosz made by Heschung. 5 Chaussure Christopher Moro made by Louis Vuitton. 6 Sac Lena Boerner made by Estime. Photography by Philippe Jarrigeon – Design by © IFM Designers 2011



# CALL FOR ENTRIES

## THE MODULES

The 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.

### LEATHER GOODS FOR A BRAND OR FOR A PERSONAL COLLECTION DESIGN & PROTOTYPES

After an experimental bag workshop, design a personal collection of over 25 leather goods (bags, gloves, belts...). Articulate a strong statement and develop your ideas into a collection plan. Discover and understand the technical constraints. Explore the spectrum as a whole from artistic trades to new technologies. Finishings: textiles, leather, metal. Organize and rebalance the collection with a view to launching it.

### GLASSES COLLECTION FOR A BRAND OR FOR A PERSONAL COLLECTION DESIGN & PROTOTYPES

From the brief given by the companies or the technical brief given by the manufacturer, design a collection of 7 glasses (6 solar and 1 optical). Immersion into the values and the creative dimension of a brand or personal universe. Visit of a production factory. Presentation of all the research in front of the brand. Selection of the best drawings before production of the prototype and a financial plan.

### SHOES COLLECTION FOR A BRAND DESIGN & PROTOTYPES

Create a collection of shoes related to the brief given by the companies. Ensure the development and follow-up of the prototype in the company. Acquire a mastery of all parameters ranging from high technology to pure aesthetics. Organize and rebalance the collection. Presentation of all the research in front of the brand. Selection of the best drawings before production of the prototype.

### PRODUCTION COST & BUSINESS PLAN

After the selection of the best drawings, establish materials, patterns and technical data sheets for each model before production of the prototype. Follow up the production of the prototypes within the companies. Analyze the cost of the prototypes. Draft a letter of intent, a strategy and a financial plan. Presentation of all the research in front of a banker and a consultant.

### INNOVATION AND SUSTAINABILITY

Understand the theoretical and practical implications of sustainable development. Explore, through a workshop with management students, the possibilities of implementation of an eco-design approach in textiles, fashion & design.

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

Explore the brand concept. Analyze the communication policy of the various houses. Create a consistent, adjustable image using different visual aids. Set up a design brief as artistic director. Develop the capacity of working in a team on different subjects such as: space analysis, exhibition concept, web design concept...

## PROTOTYPES

Companies actively participate in making prototypes with the Designers of IFM's DESIGN POSTGRADUATE PROGRAM – Major in Accessory. 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. Experimental study of new concepts in terms of products, fields of application and behavior.

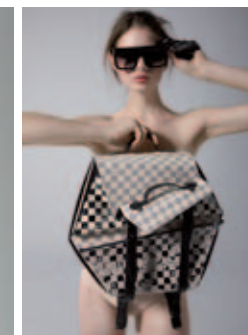
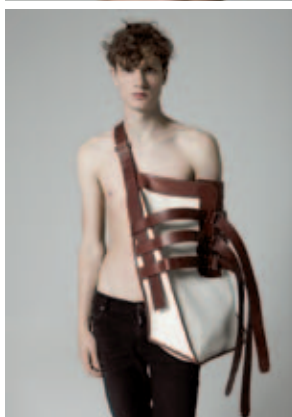
## INTERNSHIP

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 have carried out internships in companies such as: **BALENCIAGA, JEAN-CHARLES DE CASTELBAJAC, CÉLINE, CHLOÉ, GIVENCHY, HERMÈS, NINA RICCI, PACO RABANNE, PIERRE HARDY, LE TANNEUR...**

## 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 Head-hunters. Some of the graduate designers of the DESIGN POSTGRADUATE PROGRAM join design studios of renowned companies such as: **ACNÉ, BURBERRY, CARVEN, CÉLINE, HERMÈS, LOUIS VUITTON, TOM FORD...** The others go on to create their own brand and/or line of clothing: **NATALIA BRILLI, STEFFIE CHRISTIAENS, RAPHAËLLE H'LIMI, DANIEL LIERAH & ARTURO MARTINEZ, ESTHER PERBANDT, JAKUB POLANKA, BRITTA USCHKAMP...** Each project is followed-up by professional experts, providing a natural and immediate link with the sector, and a perfect matching between the skills of the designers and the needs of the market.

*Silhouettes de gauche à droite prototypes non commercialisés. 1 Made by Yves Saint Laurent, Aigle - Design by Ketevane Maissaia © IFM Designer 2010. 2 Made by Thierry Lasry, Design by Fehr Fares © IFM Designer 2010. 3 Made by Les Compagnons du Devoir, Sabine Charvet, Poursin - Design by Clara Camus © IFM Designer 2010. Photography by Sol Sanchez. 4 Design by © IFM Designers 2011 - Photography by Philippe Jarrigeon. 5 Made by Thierry Lasry - Design by Ketevane Maissaia © IFM Designer 2010. 6 Made by Louis Vuitton, TL Consulting & Lunetterie Midoux - Design by Linda Morávková © IFM Designer 2009. 7 Made by Louis Vuitton - Design by Anais Guery © IFM Designer 2011. 8 Made by Famaf, Tanneries Roux, TL Consulting & Lunetterie Midoux, YKK - Design by Gwenaëlle Coatmeur © IFM Designer 2009. Photography by Sol Sanchez*





<b>EDUCATION</b>	MANAGEMENT POSTGRADUATE PROGRAM <b>DESIGN POSTGRADUATE PROGRAM</b> EXECUTIVE MBA SUMMER SCHOOL
<b>EXECUTIVE EDUCATION</b>	OPEN PROGRAMS CUSTOM PROGRAMS CONFERENCES INTERNATIONAL PROGRAMS
<b>OBSERVATORY &amp; STUDIES</b>	ECONOMIC OBSERVATORY STUDIES
<b>RESEARCH &amp; PUBLISHING</b>	ACADEMIC RESEARCH PUBLISHING PUBLIC CONFERENCES
<b>KNOWLEDGE SHARING</b>	LIBRARY INTERNET, NEWSLETTER SOCIAL NETWORKS

The **INSTITUT FRANCAIS DE LA MODE** is the center for training, research and applied expertise in the fashion, design and creative sectors. 25 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, economic trends & forecasting) guarantee a level of academic excellence that is in direct contact with the economic and industrial world.

IFM is a **state recognized school** and a corresponding member of the Conférence des Grandes Ecoles.

## ADMISSION

In order to apply for the IFM's **DESIGN POSTGRADUATE PROGRAM** – Major in Accessory, 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. In addition, they examine the student's portfolio and the creative bag project. 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 9800 euros\*. This covers teaching and prototype development with manufacturers and fashion houses, transport and accommodation for all course trips. Study grants are available depending on financial need. IFM study grants can cover up to 85% of tuition fees subject to means testing. These study grants are made possible by the generous support of the companies that form the Cercle IFM (see below). Additionally, the French Department of Higher Education permits the IFM to accept students with grants from the CROUS.

## THE CERCLE IFM AND SCHOLARSHIPS

The Cercle IFM finance the grants available to students on the **DESIGN POSTGRADUATE PROGRAM (FASHION & ACCESSORY)**. The following companies and foundations are members of the Cercle IFM: **ARMAND THIERY, CHANEL, CHLOÉ INTERNATIONAL, CHRISTIAN DIOR COUTURE, DISNEYLAND PARIS, FONDATION PIERRE BERGÉ-YVES SAINT LAURENT, FONDATION D'ENTREPRISE HERMÈS, GALERIES LAFAYETTE, GROUPE ETAM, KENZO, LOUIS VUITTON, L'ORÉAL DIVISION PRODUITS DE LUXE, VIVARTE, YVES SAINT LAURENT.**

\* Applicable for the 2012/2013 school year.

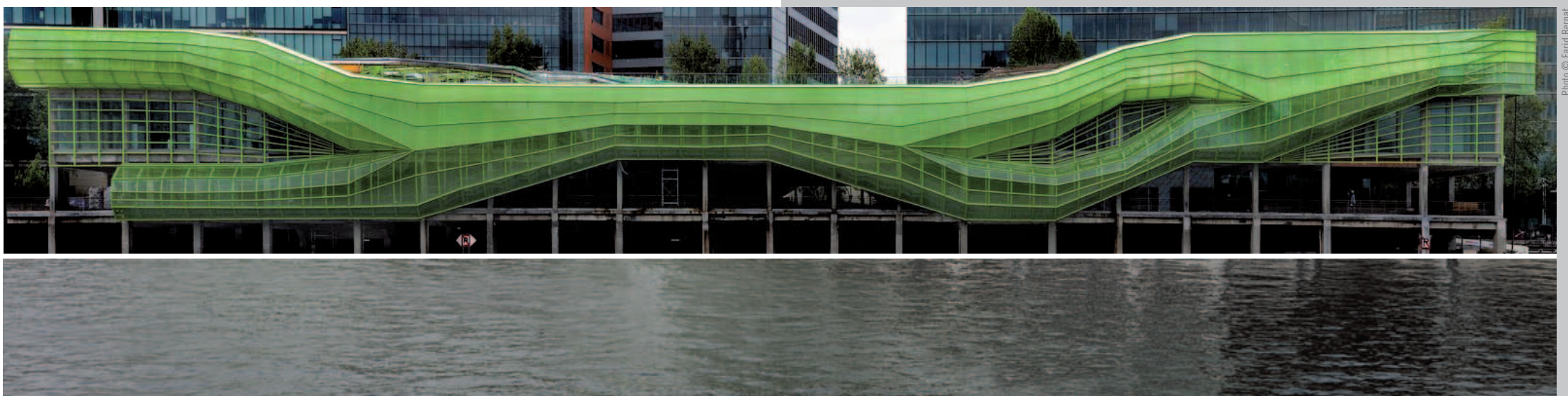


Photo © Farid Bémat

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(starting September 2012)

**DESIGN POSTGRADUATE PROGRAM**

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