

**GLOBAL FASHION
MANAGEMENT
EXECUTIVE MBA**

NEW YORK
PARIS
HONG KONG

EXECUTIVE
MBA

IfM

INSTITUT
FRANÇAIS
DE LA MODE

The **INSTITUT FRANÇAIS DE LA MODE** is the center for training, research and applied expertise in the fashion, design and creative sectors.

Over 25 years of 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 added 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.

The IFM's international perspective and teaching experience means it is ideally placed to propose a part-time course that is compatible with a professional activity:

The **GLOBAL FASHION MANAGEMENT EXECUTIVE MBA (GFM)**.



| | |
|----------------------------------|---|
| EDUCATION | MANAGEMENT POSTGRADUATE PROGRAM DESIGN POSTGRADUATE PROGRAM EXECUTIVE MBA SUMMER SCHOOL |
| EXECUTIVE EDUCATION | OPEN PROGRAMS CUSTOM PROGRAMS CONFERENCES INTERNATIONAL PROGRAMS |
| OBSERVATORY & STUDIES | ECONOMIC OBSERVATORY STUDIES |
| RESEARCH & PUBLISHING | ACADEMIC RESEARCH PUBLISHING PUBLIC CONFERENCES |
| KNOWLEDGE SHARING | LIBRARY INTERNET, NEWSLETTER SOCIAL NETWORKS |

GLOBAL FASHION MANAGEMENT EXECUTIVE MBA

You work in the textile, fashion, design, luxury or creative industries and you are in line for high-level managerial responsibilities.

You work in another sector and are motivated to work in the fashion or design industry.

You have at least five years of professional experience.

You have a Bachelor's degree : four years of higher level education (professional equivalence possible).

You wish to:

- develop leadership qualities adapted to the fashion and design sectors in an international context,
- gain access to the keys to global markets,
- deepen your knowledge of the codes of fashion, luxury and design,
- integrate creative and cultural dimensions into your managerial practices.

A PART-TIME INTERNATIONAL PROGRAM



This program has been developed in partnership with the FASHION INSTITUTE OF TECHNOLOGY NEW YORK and the HONG KONG POLYTECHNIC UNIVERSITY. With a true international perspective, it prepares high-potential executives for top-level managerial responsibilities in the fashion, design, luxury sectors and the creative industries at large. It provides the keys to the future decision-makers to create and implement strategies adapted to all types of brands, be they new, institutional, creative, innovative and audacious.

The GLOBAL FASHION MANAGEMENT MBA is PART-TIME and is the only fashion management and design MBA compatible with professional commitments. It alternates classes in the IFM in Paris with intensive seminars in Paris, New York and Hong Kong / Shanghai.

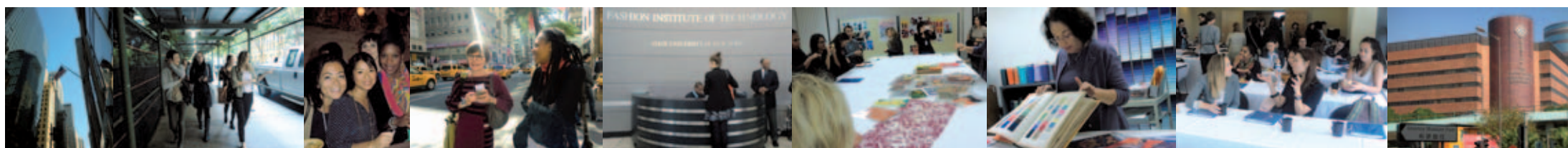
Thanks to teaching that takes place in the three fashion capitals of the world, the participants can deepen their knowledge of the codes of fashion, luxury and design in an international context.

The GFM represents a unique opportunity for interaction and sharing experiences and knowledge with participants and lecturers and it enables the creation of solid, privileged connections with an international network of fashion and design professionals.

Program Director: Véronique Delignette-Schilling

« At IFM, you go beyond traditional marketing. Going to IFM means acquiring a real fashion culture and a network of connections in the sector thanks to an extraordinary group of contacts ».

Gwenaëlle CRÉHALET IFM/GFM 2006
Manager/designer at Lila Conti. www.lilaconti.com



FOLLOW THE GFM PROGRAM WHILE WORKING

1. THE IFM COURSE

The teaching in the GFM program is split into three/four-day monthly seminars that include classes and practical case studies given by the IFM's teaching staff along with guest lecturers most notably high ranking managers from the sector.

(Class content on page 06)

The teaching is structured around 6 main units:

- Product & creative process
- Design & culture
- Image & communication
- Brand & strategy
- Management & human resources
- Finance & administration

2. THE INTENSIVE SEMINARS

NEW YORK - PARIS - HONG KONG

The teaching is enriched by the specifics and educational approach of each institution. General themes are covered in the intensive seminar as well as issues that specifically concern each of the three regions of the program, thus providing each candidate with a complete and multi-cultural knowledge of the sector.

A CORE CURRICULUM:

- Main industry players
- Retail distribution circuits
- Brands, markets and consumers
- Intercultural management
- Contemporary fashion and design trends

THEMES SPECIFIC TO EACH REGION:

USA

- Global merchandising
- Retail & branding
- E-commerce

EUROPE

- Fashion and design culture
- Management of creativity
- Luxury/fashion marketing

ASIE

- Production
- Supply chain
- Opening up and understanding the Asian market

« The MBA meant I was spotted by recruiters, company directors and headhunters. And I set up an international network of students from Brazil, Peru, Mexico and Korea. It helped me in particular to examine the brand's development strategy and the way it was distributed ».

Renaud MOLINARI IFM/GFM 2008

Collection Director

Men's and women's shoes at Pierre Hardy

www.pierrehardy.com

THE GFM

LENGTH

18 months (from September N to the end of February N+2) with one month abroad.

FORMAT

Part-time course compatible with a professional activity

- 16 monthly 3-day seminars (Thursday, Friday and Saturday) at IFM, in French
- 3 intensive 10-day common seminars in New York, Paris and Hong Kong / Shenzhen / Canton / Shanghai, in English
- Individual project to be carried out during the year

TEACHING APPROACH

A program of theoretical and practical teaching that combines:

- Teaching seminars
- Case-study and wrap-up workshops to end each unit
- Practical experimental workshops
- Contributions from professionals in the field, conferences and tours
- Group and individual supervisory sessions

COURSE PARTICIPANT PROFILE

- Experienced executives from inside and outside the fashion sector that are highly motivated to work in the fashion or creative industries
- Bachelor's degree or equivalent (4 years minimum / professional equivalence possible)
- At least 5 years of significant professional experience
- Fluent English
- Fluent French

UNDERGRADUATE DEGREES

Management, economics, political science, law, arts, communications, applied arts, engineering science...

RECRUITMENT

Application form and interview (depending on each institution)

FEES

22 000 €* (VAT included)

(not including travel and accommodation expenses which are the responsibility of the participant)

Grants available through an Organisme Paritaire Collecteur Agréé (OPCA in your professional branch) and the FONGECIF

CONTACT

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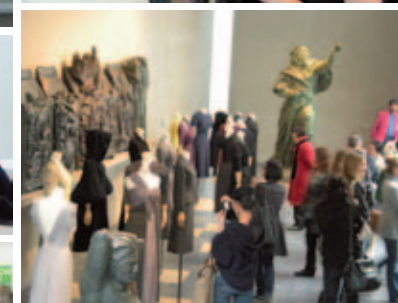
* Applicable for the 2012/2013 school year.

« The IFM's GFM Executive MBA: a very sought-after course »
Source: Courrier Cadres, February 2010

The IFM's executive MBA in Challenges magazine (article by **Arnaud Gonzague** on specialist MBAs, May 2011).

« Sector-specific MBAs, also known as « specialist » MBAs have the advantage of teaching everything a traditional MBA would teach (finance, human resources, strategy...), and are very open to employers all over the world which enables the graduates to create an enviable network of contacts (...). Most often they concern sectors where French know-how is globally recognized (wines and spirits, aeronautics, hotel management, fashion or luxury). »

« Only 45% of the GFM Executive MBA participants come from a fashion background. But they are all in search of something that corresponds to their most personal aspirations (...). One must become a « sponge » in order to absorb the codes of another universe. It is very difficult, all the more so as the fashion business is as attractive as it is merciless » (**Véronique Schilling**, MBA director, quoted by Arnaud Gonzague in Challenges).



GFM EXECUTIVE MBA CLASS CONTENT

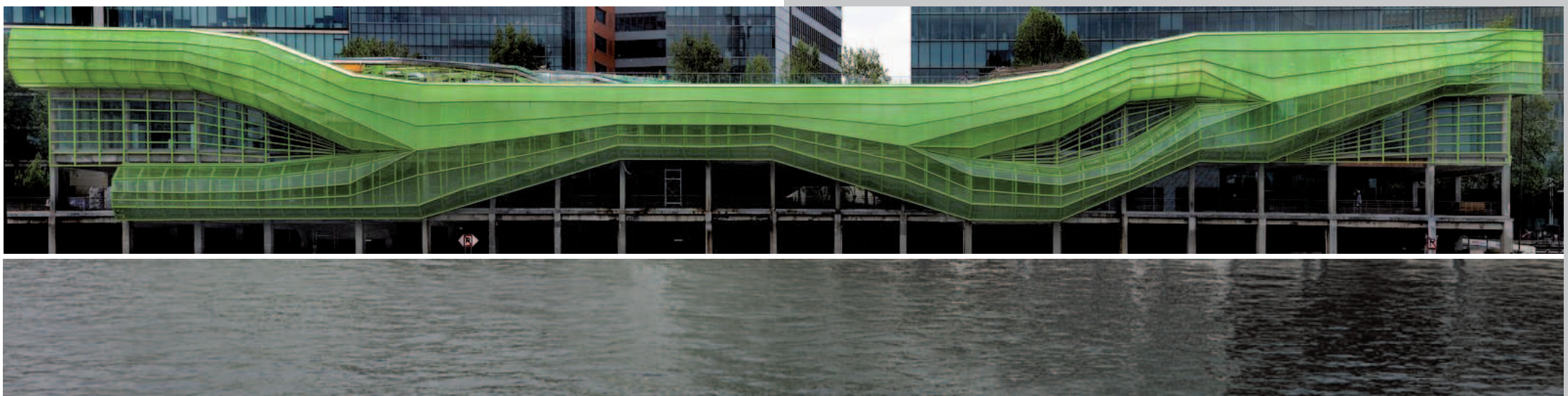
| | Teaching seminars | Practical experimental workshops | Conferences & events | Synthesis workshops |
|--|---|---|--|--|
| Unit 1: Product & the creative process | Organizing design & information systems Product development in fashion Understanding the creative process | "Air du temps"/"Zeitgeist" Brainstorming Mind map | From the idea to the product, sectorial illustrations: fashion, accessories, architecture, music, sculpture, design... | Decoding a collection |
| Unit 2: Design & culture | Contemporary aesthetics Building taste Fashion culture | Language of creation "The box" Fashion shows analysis | Culture & history of design History of men's clothing | Analyzing and accompanying Artistic Direction changes |
| Unit 3: Image & communication | Communication strategies Retail & communication Brand content | Analyzing images Analyzing the point of sale The sources of the brief | Fashion medias & influential networks Communication in a crisis | Writing a communication brief |
| Unit 4: Brand & strategy | Decision-makers & strategy Strategic approach & the value chain Globalization & competitiveness | Sociology of consumption Blue ocean strategy Negotiation | Managing creative brands Accessories at the heart of fashion | Performing a systemic diagnosis of an organization |
| Unit 5: Management & human resources | Corporate culture Team management Intercultural management | Brain preferences Speech practice Professional Interviews | Zen presentation Stress management | Suming up a company's culture |
| Unit 6: Finance & administration | Accounting & finance logic Fashion & financial management Legal aspects | Business start-up coaching Lifting barriers & finding new business ideas Setting up a business: Happy Garden case study | Sectorial & business model strategy Strategic objectives & measuring performance | Building a business start-up model |

« This program enabled me to gain a 360 degree vision of my business and to consolidate my knowledge of aspects such as human resources, finance... »

Jean KRESS IFM/GFM 2006
Head of design, Quiksilver. www.quiksilver.fr

« IFM provided me with the tools and the confidence to set up my own business »

Nicolas WOLFF IFM/GFM 2009
Co-founder of Costume Carbone. www.costumecarbone.com



Photography © Farid Bemat

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