

MOD' S P E
PARIS

CENTRAL
EUROPE

FASHION UNICAT
BUSINESS S NSU
SCHOOL TERN

ENTRY VISA TO THE WORLD OF FASHION



"I am immensely proud of the partnership that helped bring the academic excellence of MOD'SPE Paris to the dynamic educational hub Bratislava. MOD'SPE Paris Central Europe demonstrates the established friendship and strong cultural link between France and the countries of Eastern Europe.

France, the country of Enlightenment, highly values knowledge and research in all disciplines. Following this French tradition MOD'SPE Paris gives priority to transmission of in-depth knowledge of Fashion Industry.

The school of the French Federation of Women's Ready-to-wear, MOD'SPE Paris, is in close contact with well-known businesses and their brands. These connections will enable you to gain a solid knowledge relating directly to the needs of the labour market.

The basic principle of education at the school: to equip you with the knowledge, qualification, instruments and methods that will turn you into one of tomorrow's operative players. In keeping with our constant effort to bridge the gap between theory and practice we choose as program lecturers full-time professionals of the fashion industry. Experienced managers or company owners they have been combining their career with teaching for many years.

In addition to obtaining skills, a further aim of the school is for students to master the easiest method possible of doing business; this means to create a mature business plan already during the course of their study. A strong feature of the school is the successful leading of its students to the relevant know-how based on the development of their own identity.

After finishing your studies at MOD'SPE Paris Central Europe you will be a part of the professional world of FASHION.

MISSION

MOD´SPE Paris is the Paris Fashion Business School, founded in 1993 on the initiative of practicing professionals who joined with the Fédération Française du Prêt à Porter Féminin (French Federation of Women’s Ready-to-Wear). It is an all in one vocational school and school of fashion. The teaching at MOD´SPE Paris consists of an artful combination of creativity and business. Knowledge of products, enthusiasm, openness to the world and its development are its core.

MOD´SPE Paris shapes talents; it produces professionals capable of managing a marketing and business strategy, purchasing and communicating in the sectors of fashion, luxury and design. The school also takes on the role of strengthening the competencies of the players in this area during the duration of their careers, so that with foresight they can respond strategically in the field of business brands.

From its foundation the **MOD´SPE Paris** set off on the road of developing internationally. The school supports student exchange programs, internships at businesses as well as educational engineering. MOD´SPE Paris Central Europe offers an exchange with MOD´SPE Paris and supports internship opportunities worldwide.

Those lecturing at **MOD´SPE Paris**, all of whom are practicing professionals, will help turn you into a professional capable of adapting and developing at the same rhythm as the fast-paced world of the fashion industry.

Curiosity, innovation and strategy are values which contribute to the building of our Paris Fashion Business School.

The world of fashion, luxury and design is a capricious one. Every single day the fashion’s industries tendencies, materials, codes, and strategies are evolving. **MOD´SPE Paris** selects the most avid students. Those who are captivated by fashion and who will be open to the world, its cultures and demonstrate courage, intelligence and resourcefulness with the aim of developing their creativity.

A school of professionals for professionals, **MOD´SPE Paris** wants to remain as close as possible to businesses, to be their partner, to foresee their needs and to strengthen the network of contacts founded on respect and demands created by its partners, as well as by former students. A foundation of the learning is the perfect mastery of consumer behaviour, brand development, knowledge of textiles and the development of a product, marketing, business and purchasing strategies...



The choice of **MOD'SPE Paris Central Europe** is an investment into your future, a guarantee that from your own fancy you can create your own profession, that you will acquire excellent education from professionals from the world of fashion, luxury and design.

Since the percentage of graduates finding employment after obtaining a diploma is in between 85 and 90%, **MOD'SPE Paris Central Europe** is the jumping-off point needed for entry into an active life that enables you to get involved with those brands which prefer an environment of creativity, luxury and distribution.

If you come to **MOD'SPE Paris Central Europe**, you will become not only a part of the Paris Fashion Business School, but also an entire world founded from several hundred businesses and former graduates who are prepared to look after you and to help you throughout your entire career.

MOD'SPE PARIS CE OFFERS



ACCESS WITH CERTIFICATE OF COMPLETING
SECONDARY SCHOOL

FASHION PRODUCT MANAGER
3YEARS

ACHIEVED BACHELOR / BAC +3

Page 10 - 13

ACCESS WITH BACHELOR / BAC +3

FASHION PRODUCT DEVELOPMENT DIRECTOR
2YEARS

ACHIEVED MASTER / BAC +5



TESTIMONIES

I have been teaching „Collection studies“ and „Collection development strategy“ at MOD‘SPE Paris CE in Bratislava in the past academical year. I really very much enjoyed this experience as all the students were extraordinarily mature, motivated, hard working, accomplished and polite. It has been really a joy and a great feeling to pass on my knowledge and experience to a younger generation of bright, talented and dedicated future fashion managers. It is the best possible atmosphere, studious and lively, in which to learn and to teach as well! All the personnel and the principals of the school have been absolutely fantastic, kind, warm and welcoming and made me feel immediately at home.

I also relished the opportunity to get better acquainted with Bratislava, a city so strategically located in the heart of Europe, that has such a rich history and beautiful architecture: since the school is perfectly located in the city centre, in between two courses I have enjoyed walking through the cobbled street of the old town, admired the baroque façades of the buildings... The city has also a very lively and rich cultural side, and I could indulge my passion for classical music at the extravagantly beautiful Slovak Philharmonic! I am definitely looking forward to come back next fall!

Antonella De Fazio
Collection Studies & Collection Development Strategy lecturer

Teaching at Mod‘Spe Paris Central Europe is a great experience to share my design and marketing knowledge with highly motivated students that are eager to learn how to develop meaningful and powerful marketing strategy for their future projects. When you teach at MOD‘SPE Paris Central Europe you bring a bit of your very french savoir-faire to this next generation of marketers and you easily feel it is something that matters a lot to them. Like no other school within Bratislava education offer, MOD‘SPE Paris Central Europe import a new modern approach into its fashion marketing program.

Benoit Viallon
Consumer Behaviour lecturer
Founder & Designer
Castorette Paris

During my internship, I had the opportunity to observe the overall operation of the companies from the preparation of collections (start-up phase, selection of fabrics, receipt of new apparel in the warehouse, receipt and arrangement of the clothes in the store, and sales of clothes in individual Steilmann's stores). As part of the internship, I created The Lookbooks and The Illustrated Dictionary of Fabrics. I saw a lot of fabrics that were used to create collections. I also had access to fabrics for next season Spring/Summer 2018. During the internship I did an administrative task, more precisely I did VIP cards for customers. I also devoted myself to visual merchandising – how to create a store design. I was in charge of the visual aspect of the whole shop, the arranging of the shop window or the mannequins, the display of the merchandise in the shop and the monitoring of the continuous rotation of the goods. Now I know that up to 80% of human's perception is based on visual contact, and this is the reason why to act on a potential customer just through the nice "appearance" of the shop. I really like this part of my internship. I could use my creativity and I learnt a lot.

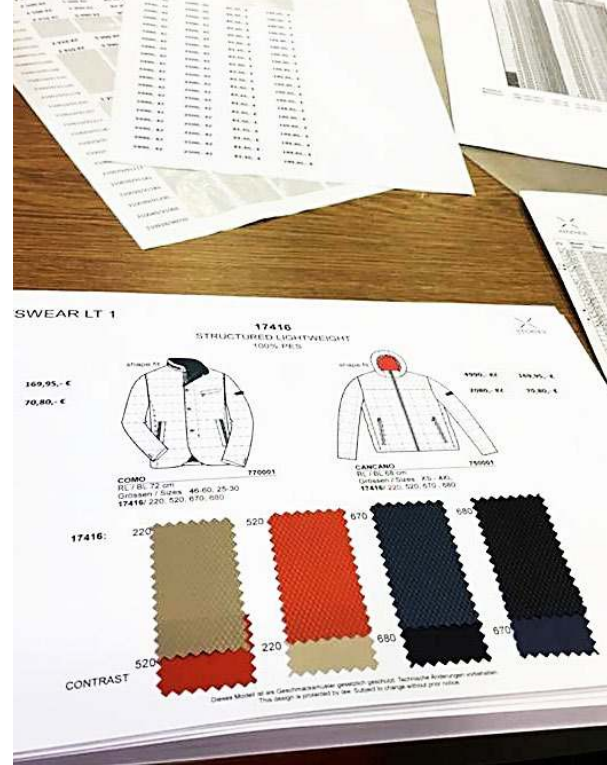
I was also able to use knowledges, which I learnt at MOD´SPE Paris Central Europe. I think I learnt a lot of how it works in the fashion company. I gained a lot of experiences and that is important for me, because I know that I will use it in the future.

Benedikta Biroščáková – Class of 2017
STEILMANN

During my internship at the French Fashion Showroom, my assignments were various – from research to meetings with the agents to assisting photo – shootings, translating and working on the future export e-shop. The aim of the export management of the brand is to expand into countries such Italy, Spain, Russia, Africa and Asia as the fashion brand is only located in France. There is a lot of preparation: from design to the best strategy how to enter to the new market that has a big potential.

The whole experience was enriching and helped me to figure out more clearly what i would like to do in the future and what kind of internship i would prefer for the next year. I learned new things, get new knowledges in some fields and improve my skills. Can't wait for next year for a new challenge!

Sole Urbanova – Class of 2017
FRENCH FASHION SHOWROOM



PROFESSIONS

PRODUCT MANAGER

From the origin of a collection up through sales in a boutique, the product manager is responsible for development of the collection. Since he or she knows fashion trends, the position of the competition, expectations of customers and the goals of the company, a product manager is capable of working up a plan for the collection. He or she directs and coordinates the activities of workers responsible for designs, production, commercialization and promotion.

COLLECTION MANAGER

Ensures coordination of the work of individual groups of stylists and creators of models, manages the selection and receipt of materials for the collection and oversees the observing of the time schedule for creation, works under the artistic director or the general director.

PURCHASER

Puts together an offer depending on the sales premises, position of the company and the consumer. Directs the choice of collection, seeks new outlets, deals with suppliers and tracks the budget. The purchaser of materials bargains for the purchase of textiles and supplies necessary for making products. Conducts market surveys and searches for the best supply sources with regard to the goals of the company.

WEB PRODUCT MANAGER

In line with the policy set by management, builds a strategy of development for the product or brand for which he/she is responsible. A Web product manager's duties range from analysis of the product environment (competition, distribution channels) through the proposal of an axis of development for sales, up to coordination of promotional and advertising activities, preparation of budgets or analysis of results of sales events introduced on the market.





BOUTIQUE MANAGER

Organizes, directs and develops activities for a sales location in line with the trade policy of the business. Leads a sales team, checks on employees and takes care of the growth of turnover in the shop.

MERCHANDISER

Ensures attractive and coherent presentation of products on the sales floor and adheres to the visual identity of each shop. The merchandiser's primary goal is to increase linear profitability.

FASHION PRODUCT MANAGER



The study program “Product Manager for Fashion and Apparel” is recorded in the National Register of Professional Certificates (RNCP) level II (school-leaving exams +4) on the basis of a ministerial ordinance published in the bulletin Journal Officiel from 27 August 2013.

This program prepares powerful professionals in marketing, business administration and purchasing for businesses in fashion branches in positions of project manager, purchaser, head of development, collection manager, business marketing, organizer of distribution networks, etc...

The first year of the Product Manager study program enables the spreading of knowledge and technical skills in the field of fashion products and to connect them with other fashion products (perfumes, cosmetic products...) and also to enrol as a student-professional into managing of a specific project in real conditions.

The second year of the study is likewise intended for students with a school-leaving exam +3 years of post-graduate study who demonstrates that they have the necessary foundations. A product manager, as the main collection manager, is involved in all phases of its development. During this year, through a module of professional life, the entire process of a collection runs from end-to-end - from market research, through strategic directing, preparing a plan for the collection, organization of production, logistics and operation marketing and you are considered to be the actual product manager throughout.

During the entire study you will deal with real work situations primarily through running a marketing survey or creation of a collection, but also thanks to regular meetings with professional from brands.

Application in practice and professional experience are the main points of study at MOD´SPE Paris. Professional practice lasts from 2 to 6 months, according to the year in which you study. The school employment office is in close contact with businesses of this sector and helps students search for suitable practice.



FASHION CULTURE AND PRODUCT SPECIALIZATION

- History of costume and fashion
- Sociology applied to fashion and luxury
- Fashion trends
- Collections study
- Introduction to modeling
- Introduction to fashion design
- Introduction to a fashion sketch

FASHION MARKETING

- The fundamentals of marketing
- Collection development strategy
- Fashion groups' strategy (from design to distribution)
- Overview of e-commerce
- Key players and careers in fashion and luxury industry
- Economic environment in fashion industry

GENERAL UNITS

- General economy
- Graphic design (Photoshop/Illustrator)
- Business English
- Oral and written communication
- Computer science (Excel)

APPLYING SKILLS IN A PROFESSIONAL SITUATION

- Internship/ Internship or analytical work on the fashion industry

2

FASHION CULTURE AND PRODUCT SPECIALIZATION

- Textiles technologies
- Fabrics features and particularities
- Industrial products study
- Textiles and their use in collections
- Topical issues in fashion and luxury

FASHION MARKETING

- Fashion and luxury marketing
- Applied statistics
- E-marketing strategies
- Sustainable development
- Internacional sourcing

SALES AND DISTRIBUTION

- Overview of distribution channels
- Brand management and promotion
- Distribution channels management
- Quantitative management skills

GENERAL UNITS

- Trademarks and distribution law
- Graphic design (Photoshop/Illustrator)
- Technical English
- Financial and accounting management

APPLYING SKILLS IN A PROFESSIONAL SITUATION

- Internship / Internship report

3

FASHION CULTURE AND PRODUCT SPECIALIZATION

- Quality management
- Manufacturing management
- Accessories
- Topical issues in fashion and luxury

FASHION MARKETING

- International marketing
- Brand strategies, luxury brands particularities
- Innovation process
- Purchasing function
- Negotiations (suppliers, clients, banks)
- Communication in fashion

SALES AND DISTRIBUTION

- Export procedures
- Trade policy and strategy
- Business games
- Operational merchandising
- Strategic merchandising
- Business plan

APPLYING SKILLS IN A PROFESSIONAL SITUATION

- Process of collection
- Marketing studies
- Marketing support for Fashion Design Majors fashion show
- Team management
- Internship/ Internship dissertation

Capsule Programs

MOD´SPE Paris, on request from foreign universities specializing in fashion (though this is not a condition), organises short made-to-order programs conducted in the French and English languages. These programs offer either a look at the French fashion industry or, if requested, are focused on detailed explanation of a particular subject (quality, distribution, visual merchandising) through a partner institution.

OPEN DAY

Come to our open day and talk to students, staff and teachers. Plus you can join some lesson.

8th November 2017

24th January 2018

6th December 2017

28th February 2018

11th April 2018

9.30 a.m. – 4.30 p.m.

10th May 2018

ADMISSIONS

Admission to the MOD´SPE Paris Central Europe program “Fashion Product Manager” takes place in two phases: review of the candidate application, then written English test if needed and a motivational interviewing.

1st March 2018

12th April 2018

14th June 2018

HOW TO APPLY

The program Fashion Product Manager can be integrated by:

- Candidates at the minimum endorsed school-leaving exams, level BAC+2 (L2, L3, BTS, DUT or Professional Licence) specialised in marketing, management, commerce, arts and textiles or design-modelling. Other training profiles may be selected depending on candidate motivation.
- Candidates at the endorsed level BAC+3 specialised in fashion.

Admission to the MOD`SPE Paris Central Europe program "Fashion Product Manager" takes place in two phases: review of the candidate application, then written English test if needed and a motivational interviewing.

Fluency in English language is required.

The application form must be filled and sent to info@modspeparisce.com



PERSONAL INFORMATION

Given Name(s):

Family Name:

Gender:

Mobile Phone:

E-mail:

Address:

Postcode:

Town:

Country:

Date of Birth:

Country of Birth:

Nationality:

OCCUPATION

Student Employee Other:

PARENT'S INFORMATION

Father:

Phone:

Mother:

Phone:

ACADEMIC PROGRAM

FASHION PRODUCT MANAGER	<input type="checkbox"/> 1 st Year	<input type="checkbox"/> 2 nd Year	<input type="checkbox"/> 3 rd Year
-------------------------	---	---	---

HOW DID YOU HEAR ABOUT US

Friends Newspaper Radio TV Magazine Student Fair Internet

Other:

TUTION FEES

PROGRAM	EU STUDENTS	NON EU STUDENTS
FASHION PRODUCT MANAGER	€ 8250 per year	€ 10700 per year
Direct access to the 2 nd year FASHION PRODUCT MANAGER	€ 9350 per year	€ 12200 per year

LANGUAGES

LANGUAGE(S)	WRITTEN	SPOKEN

Date:

Signature:

(If you are under the age of 18 - parent's signature required.)

INCLOSED DOCUMENTS

- Copy of Diploma
- If English is not your first language please provide certificate of TOEIC, TOEFL

T.: +421 918 277 748, +33 620 425 764

Hviezdoslavovonám.20,81102Bratislava,Slovakia

Office:MlynskeNivy56,82105Bratislava,Slovakia

www.modseparisce.com



FEDERATION
FRANÇAISE
DU PRET
A PORTER
FEMININ