

INTERNATIONAL
MASTER
IN LUXURY
BUSINESS





About the master

Luxury is a demanding business.

Behind the glossy images of fashion shows and ad campaigns, the luxury industry has to take up the globalization challenges and to deal with the substantial financial interests that are at stake. At the same time, the luxury business needs to constantly innovate while preserving brand heritage. In such a dynamic and constraining environment, companies are seeking **managers who display both creative and pragmatic qualities and who can merge into international environments.**

For the first time, a top-leading business school (ISC PARIS School of Management) and a top-leading fashion school (Mod'Art International) have combined their highly qualified faculty and their premises to welcome international students to **an excellence program located in Paris: the International Master in Luxury Business** entirely taught in English.

The International Master in Luxury Business aims at training outstanding multicultural future executives who are capable of balancing creative skills, scholarly wisdom and managerial excellence to address the issues faced by the companies of the globalized luxury industry. We thus insist on educating outstanding managers through a combination of high-level theoretical courses, conferences by professional experts and dedicated vocational learning.

Students will thrive on hard work with a hectic project pace in a demanding and thrilling learning environment to **become fully operational and meet the fashion and luxury companies' needs at the end of the program.** Because we value personal development, students will also benefit from the best competences and expertise ever brought together by a business and a fashion school through **professional development support** and individualized follow-up.

The program

The International Master in Luxury Business is a **full-time one-year program** offered jointly by ISC PARIS School of Management and Mod'Art International Fashion School.

OBJECTIVE

Our objective is to produce success-driven industry leaders. At the end of the program, we want students to be able to perfectly analyze their environment and to take up related challenges while demonstrating outstanding managerial skills and interdisciplinary knowledge to succeed in the highly demanding luxury business. Therefore, the program provides students with high-quality fundamental courses ranging from branding, finance, marketing metrics, organizational behavior and production applied to the luxury business to the sociology and social psychology of fashion and luxury, art and architecture applied to fashion and luxury or accessory design. Alongside this, students are given the opportunity to specialize in Luxury and Fashion through a Specialization module within their curriculum. Finally, they will apply and develop acquired knowledge through fieldwork (i.e. store checks, company visits and out-of-class activities) and a 6-month internship period. Each student will benefit from dedicated job search support to be fully ready for the job market (individualized professional coaching sessions, courses on the language of fashion and luxury, everyday and professional French, resume and cover letter workshops).

The International Master in Luxury Business **revolves around three intertwined modules** on a one-year basis:

MODULE 1 (3 months): Core courses

MODULE 2 (3 months): Specialization courses (Luxury and Fashion)

MODULE 3 (6 months): Professional development package

THE CORE COURSES aim at providing the students with a general overview of:

■ **The Fashion and Luxury systems** and industries;

■ **The theoretical foundations of the Fashion and Luxury systems** (culture, history, sociology and psychology of Fashion and Luxury);

■ **Academic and managerial knowledge of business fundamentals** (finance, marketing and communication, human resources, production, sales etc.).

THE SPECIALIZATION COURSES intend to:

■ Focus on the creative and professional aspects of fashion and luxury. These courses will give the opportunity to students to infuse scholarly knowledge acquired through Module 1 with more creative and practical wisdom brought by fashion and luxury professionals and experts;

■ Bring students to the field and work on in situ cases in shops or on real-life business examples to creatively apply acquired knowledge;

■ Select specific courses: Luxury product and brand management, Fashion product and brand management, Accessories, Fashion trends, Sales and merchandising in Fashion, Entrepreneurship and Innovation in the Luxury business, Social media communication for fashion, Supply chain and production etc.

THE PROFESSIONAL DEVELOPMENT PACKAGE has been designed for students to:

■ Get the basic vocabulary through regular French lessons;

■ Get ready for the job market through career-oriented workshops and coaching combined with Fashion and Luxury discovery workshops and visits;

■ Acquire professional competencies and credibility through vocational learning (6-month internship) and critical thinking on innovative managerial issues in the field of fashion or luxury (research project).

The Faculty

ISC PARIS School of Management and Mod'Art International have combined an unparalleled faculty team with academic credentials: seasoned practitioners in the realm of fashion and luxury will alternate with high-level academics during the whole curriculum to share their knowledge and experiences of the fashion and luxury systems.

Professional experts and guest speakers have all gained substantial experience in the realm of fashion and luxury in management or top-management positions in major companies of the field like Dior, Céline, Yves Saint Laurent, L'Oréal or specialized small businesses or agencies.

Academics all hold an MBA or a PhD in different fields of management or human sciences ranging from Human Resources and Social Psychology to Marketing or Finance. All the members of the academic faculty have graduated from prestigious universities and schools, among others: the London School of Economics, Darden, HEC Paris School of Management, and Long Island University.

Overall the faculty is composed of experts who are on the cutting edge of managerial issues and needs the fashion and luxury companies have to face.



Career perspectives

Graduates from our institutions find employment both at home or abroad. Most of them work as brand or product managers, as area managers in retail or wholesale or are in charge of development and marketing projects for brands like Hermès, Dior, Chanel, Yves Saint Laurent, Balenciaga, L'Oréal, or Viktor and Rolf.

Students also find positions in communication, press, PR and advertising agencies. They can also work as consultants, freelancers or start their own business.

Admission

Admission is available to international candidates who are recent graduates (Bachelors degree or equivalent). They are also expected to have significant practical training that can be job experience and / or an internship.

Because fashion and luxury companies screen outstanding applicants and set up high performance goals for their teams, we want to identify future achievers and help them grow. As a consequence, we will select self-started, team-orientated and autonomous students who can work under pressure and are hard workers. We will also value overall above-average application and more specifically on a previously satisfactory academic performance. Screened applicants will be interviewed either in Paris or by phone.

A minimum TOEFL result of 95 (ibt) or 240 (cbt) or IELTS with a requirement of 6.5 overall band score. Native English speakers and non-native speakers who have graduated from an all-English language university are exempt from this exam. Basic knowledge of French is a plus.

Our current students come from the United Kingdom (London College of Fashion), the Netherlands (Amsterdam Fashion Institute), India (National Institute of Fashion Technology), Lebanon (American University of Beirut), Egypt (American University of Cairo), Canada (Concordia), USA (Purdue University), Hong Kong (The Polytechnic University of Hong Kong), China (University of International Business and Economics), Korea (Seoul National University), Taiwan (National Chengchi University), Argentina (Universidad de Belgrano), Brazil (Universidad Federal Do Rio Janeiro)...



Studying in Paris

Paris, is the capital of luxury and fashion



Paris is the ideal place to follow a program in Fashion and Luxury management:

■ **Like nowhere else in the world**, Paris brings together eleven Haute Couture “maisons” and offers an unparalleled fashion calendar with at least five Fashion Weeks (including Haute Couture) shows per year and several professional fashion trade fairs;

■ **The major Fashion and Luxury companies’ world headquarters** (LVMH, Hermès, Chanel, L’Oréal) are located in central Paris, which allows for rich and frequent encounters and meetings with actors of the field and makes recruitment easier;

■ **Inspiration is within reach**: libraries and archives dedicated to Fashion and Luxury, specialized museums and bookshops;

■ **Creativity is everywhere**: boutiques and stores, street-style, fashion shows, events and parties;

■ **Heritage and history are pervasive**: through the streets and monuments, but most of all through preserved craftsmanship;

■ **Paris is never more than a 3-hour trip** from outstanding craftsmanship regions: Lyon and the region of silk; Burgundy, Bordeaux, Alsace and their prestigious wines; Limoges and its fine porcelain; Grasse, the City of Fragrance etc.

Choosing Paris for your studies is also choosing a highly colourful, intensely cultural, historical and dynamic city. From Montmartre to the Parc de la Villette, including the Marais, Chinatown and the boulevard Saint-Germain, Paris has many varied tastes. Paris, the City of Light, reveals multiple faces for you to discover throughout your stay by day, as well as by night... Via its museums (the Louvre, the Musée Galliera of Fashion, the Musée of Arts Décoratifs) and art galleries, monuments, bars, bistros, concerts, theatres, exhibitions, and also via its neighbourhoods and demonstrations, you will be plunged into the very heart of Parisian cultural diversity.



Location

For the first six months students take Core and Specialization courses on the two schools’ campuses. The Core courses (Module 1) mostly take place at ISC PARIS School of Management while the Specialization courses (Module 2) mostly take place at Mod’Art International.

Professional development workshops (Module 3) are held on one campus or the other depending on the needs. Fashion and Luxury workshops can take place at school, in stores, companies, museums and the like. Out-of-class fieldwork and visits will be arranged according to teaching objectives either in Paris or in cities relevant to the topic

studied. Students can do the 6-month internship in Paris, their home country or abroad.

Students will have access to the ISC PARIS School of Management library during the whole year in order to complete their business cases and final research project.

ISC PARIS School of Management is located in the north west of Paris, at a fifteen-minute ride from the Place de l’Etoile and the breathtaking Champs-Élysées. Mod’Art International is located in the very trendy Parisian “Bohemian Bourgeois” Haut Marais. Both schools are easily accessible with public transportation and cabs.





ISC Paris, a great school of business and management

Established in 1963, ISC Paris – School of Management is committed to providing business students with the high quality management skills necessary to operate and perform in a global environment. ISC Paris is part of the highly selective French 'Grandes Ecoles' recruiting system, which groups higher education establishments that operate outside the sphere of universities. In France, only 50 management schools are entitled to run 'Grande Ecole' programs (with a Master in management), and a mere 30 of these are, like ISC Paris, members of the prestigious Conference des Grandes Ecoles. Awarded by ISC Paris, the Master Degree is endorsed by the French Ministry of Education. Over the past 10 years, ISC Paris has built up its reputation in Luxury business management for which it has become most recognized for.



Mod'art, a creative and professional space

Mod'Art International prepares future Designers and Managers for the Fashion and Luxury Business. Not only in Paris but also in Shanghai, Lima, Bombay, Delhi, Ho Chi Minh City, Budapest and Madrid. Students from at least 40 countries come to study in Paris. For some the choice is design where they can use their creative talents and for others they choose the Management department where their Business studies specialize them to enter the groups and firms of the Luxury and Fashion Industry all over the world. Mod'Art's strength lies in being situated in Paris with close interaction in the Fashion calendar especially due to the Internships included in the programs throughout the whole year. Other programs include international seminars in Hong Kong, Seoul, Tokyo, Shanghai and Beijing, Milan and Florence, Madrid and Barcelona etc. where students discover luxury brand development all over the world.



How to apply

Application deadlines:

December 1st for January intake
and June 30th for September intake.

Please fill in the application Form
and send it to:

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