

## D.U. CREATING ONE'S OWN COLLECTION AND BRAND

French State University Diploma Bac+4 equivalent to a Master 1



Creating a Collection and developing the world of one's own brand in Paris is every young Fashion designer's dream. The whole procedure needs the strong background of a Fashion school capable of dealing with the 2 aspects of a Brand : the creative side and the marketing and management side.

This dynamic programme, including an internship, allows the students to create their own collection following the traditional methods of the Parisian dressmakers and ready to wear designers as well as the business development strategy. The entire project will be presented to Fashion professionals at the end of the course.

**Length of the course :** 1 year from January to December

### Schedule :

The course is divided into 3 parts :

- 1<sup>st</sup> session from January to June : Creating the collection
- 2<sup>nd</sup> session from June to October : Internship
- 3<sup>rd</sup> session from October to December : Marketing & Communication plan

### Workshop End of December :

**Written Dissertation and Presentation of the Collection in front of a jury of Professionals.**

### Aims :

- Prepare a collection file including style, marketing and communication aspects in order to envisage the hypothetical launching of the brand.
- Develop and make a personal collection of garments and accessories as a craftsman in a small scale company.
- Organise the launching event of one's own collection to inform the professional world.

### Programme contents :

- Textile module : research and selection of textiles and supplies.
- Workshop module : research shapes and volumes for the each model in the collection. Create 1<sup>st</sup> linings and sketches.
- Style module : elaborate collection book.
- Pattern making module : making prototypes and final clothes.
- Production module : set up the production planning.
- Marketing and Communication module : prepare the Business plan and brand communication campaign.
- Event module : preparation of the classes official brand collection launching.



### Candidates profiles :

Bac + 3 or foreign equivalent in Fashion design, students from Mod'Art International network or partner schools. Admission following interview and motivation file (CV, motivation letter, photocopies of passport, diplomas, grades from last 3 years and a portfolio or book....)

**Language used :** French

**Qualification :** University diploma equivalent Master 1 from Perpignan University.

• 1 year