



institut FRANÇAIS de la MODE

Press kit

Paris is considered as the world's fashion capital. Paradoxically, however, France is not sufficiently a leader in fashion education, while at the same time being at the forefront of fashion management and couture craftsmanship.

To meet this challenge, IFM and Ecole de la Chambre Syndicale de la Couture Parisienne are joining forces to create a new school, Institut Français de la Mode, whose vocation is to become the French flag bearer for fashion education worldwide.

Our ambitions

- Make Paris the world's capital of fashion education
- Transfer savoir-faire to future generations and support the development of the French fashion industry in all of its components
- Encourage innovation in fashion
- Promote diversity and social and environmental responsibility in fashion

Our projects

A world-class school

- Two new fashion design programs (Bachelor of Arts and Master of Arts) attracting the best students from all over the world
- Management programs that are recognized as the best in their field
- Training in couture craftsmanship unique in the world
- Partnerships with Parisian cultural institutions (Musée des Arts Décoratifs, Palais de Tokyo, Musée Galliera, Centre National de la Danse, Centre Pompidou, La Station Gare des Mines) which are currently being finalized
- The best faculty and experts from academia and the professional world

A unique offer in the world

- The meeting under one roof of management, design and technical know-how
- Educational programs ranging from vocational to doctoral level
- 1,000 students including 300 apprentices and 50% international students
- New apprenticeship programs

Lifelong learning programs

- A continuing education offer which is a leader in its field
- 3,000 managers in continuing education programs each year
- Unparalleled expertise in custom design executive education

Supporting diversity, and equal opportunities

- Creation of a Foundation, under the aegis of the Fondation de France, to help promote equal opportunities through an extensive scholarship scheme for students, and to develop research and teaching chairs
- A proactive policy of need-based scholarships (not excluding certain merit-based scholarships) that will make it possible to welcome all students, regardless of their social backgrounds
- Partnerships with local actors working for equal opportunities

Promoting social responsibility and sustainable development

- A reference source on sustainable development in the fashion and luxury sector, both through teaching and research
- Dedicated teaching and research chairs developed with companies
- Business studies and high level conferences dedicated to sustainable development and social responsibility

At the forefront of fashion innovation

- A culture of innovation in curriculum development and pedagogical practices, whether in 4.0 industry or non-technological innovation
- A place for experimentation and exchanges open to professionals in order to test new uses and better understand the challenges of ongoing innovations
- Partnerships with digital, tech and start-up ecosystem players in France and abroad
- An entrepreneurship cluster that encourages the emergence of new actors and projects in fashion

Becoming a national and international center of research and expertise for the sector

- An Economic Observatory that offers prospective studies on new consumer trends and the impact of the digital revolution
- Research and teaching chairs will be created on key issues for fashion and luxury companies and brands
- The dissemination of academic and applied research work produced by the school's professors and experts
- A PhD program in partnership with the University Paris 1 Panthéon-Sorbonne

The campus

All the activities of the Institut Français de la Mode will take place on an open, creative and innovative campus located at the Docks - Cité de la Mode et du Design, quai d'Austerlitz in Paris. The premises will be completely overhauled in order to offer students the best possible conditions for study, life and work. Open to the city, it will be a place of exhibitions, experimentations, exchanges, and creativity.

IFM, already located at the Cité de la Mode et du Design, had 2,300 square meters. The site of Ecole de la Chambre Syndicale de la Couture Parisienne, located on rue Réaumur, had 2,350 square meters. The new areas will total around 8,000 square meters.

The extension of the surface area to be occupied by Institut Français de la Mode was made possible by the agreement concluded with SCI Docks en Seine, a subsidiary of Caisse des Dépôts, which, as contracting authority, has undertaken the redevelopment of the premises of the Cité de la Mode et du Design. The building permit has been submitted and is under examination. The new surfaces are expected to be delivered by the start of the 2020 school year.

Our educational programs

Total : 1065 students

Bac+8			PhD Université Paris I Panthéon Sorbonne 30 students, 10 alumni/year
		Executive MBA Global Fashion Management 25 students, 25 alumni/year	
	Mastère Spécialisé Management de la Mode et du Luxe 70 students, 20 apprentices, 90 alumni/year		
Bac+5	Master of Arts in Fashion Design (Womenswear, Menswear, Knitwear, Creative Pattern Making, Leather Goods, Footwear, Image) 130 students, 10 apprentices, 70 alumni/year	Msc international Fashion & Luxury Management 105 students, 70 alumni/year	IFM Entrepreneurs and new programs 45 students, 45 alumni/year
Bac+4			Cycle de perfectionnement Modélisme 50 students, 50 alumni/year
Bac+3	Bachelor of Arts in Fashion Design 300 students, 75 alumni/year	Formation "Vente de produits de luxe" en contrat pro 30 students, 30 alumni/year	Bachelor en Modélisme en contrat pro 130 students, 50 alumni/year
Bac+2			
Bac+1			
Bac	Brevets Professionnels en apprentissage Flou / Tailleur dame / Tailleur homme 50 apprentices, 15 alumni/year		
	CAP en apprentissage Flou / Tailleur / Mode et Chapellerie 70 apprentices, 40 alumni/year		

3^{ème}

■ Programs in Fashion Design

■ Programs in Management

■ Programs in Savoir-faire / Craftsmanship

The calendar

June 2016	Announcement of the partnership between IFM and Ecole de la Chambre Syndicale de la Couture Parisienne in order to create a new School.
January 2018	The Cité de la Mode et du Design, under the auspices of the Caisse des Dépôts et Consignations (Deposits and Consignments Fund), chooses the architectural project for the new Institut Français de la Mode.
Spring 2019	Start of construction work.
July 2019	Implementation of the governance of the new Institut Français de la Mode.
September 2019	Start of the new fashion design programs.
Autumn 2020	Move into the new premises at the Docks - Cité de la Mode et du Design.

New graphic identity, new website

Institut Français de la Mode has called upon external expertise in order to design the new school's visual identity.

The international agency Base Design has created a new "tone of voice", a graphic environment as well as a unique typography for the school: the IFM Paris font.

A new logo

The new logo is based on the new font, with an emphasis on two enhanced keywords: FRANÇAIS and MODE.

institut FRANÇAIS de la MODE

A new iconography

Visuals were created by artists, photographers and artistic directors. Contributors to the new visual identity include art director Benoit Bethume, visual artist Frédérique Daubal, fashion photographer Estelle Hanania and the young photographer Allyssa Heuze who won an award at the Hyères Festival.



A new website

The new redesigned website presents all the school's activities:

www.ifmparis.fr

En Fr	Accueil	institut FRANÇAIS de la MODE		Menu
le. Tout un programme. Institut. Français. Mode. To				
<p>#(r)evolution</p> <p>L'Institut Français de la Mode est l'heureuse union de l'École de la Chambre Syndicale de la Couture Parisienne et de l'IFM.</p>		 <p>#création</p> <p>Les candidatures sont ouvertes pour le nouveau Bachelor of Arts in Fashion Design</p> <p>Découvrez le programme</p>		
<p>#podcast</p> <p>Le jardin contemporain : panorama d'une effervescence créative</p>		<p>#Observatoire</p> <p>L'industrie de la mode en France : chiffres clés et analyses</p>  <p>La Fondation Institut Français de la Mode soutient l'égalité des chances et la recherche.</p> <p>En savoir plus</p>		
 <p>#management</p> <p>Découvrez le Mastère Spécialisé Management de la Mode et du Luxe</p>		<p>liberté égalité défilé !</p> 		
urnée Portes Ouvertes le 2 février. Journée Portes Ouvertes le 2 févr				
<p>It's show time everybody!</p>		 <p>#formationcontinue</p> <p>Formez vos collaborateurs</p>		

Rôle de la Fédération de la Haute Couture et de la Mode

The Fédération de la Haute Couture et de la Mode is at the initiative of the partnership between its school, Ecole de la Chambre Syndicale de la Couture Parisienne, with IFM, of which it is a founding member. The Fédération has always been at the heart, and sometimes at the initiative, of developments in the field of fashion and luxury, particularly for subjects related to education.

The Fédération de la Haute Couture et de la Mode includes the trade union chambers of Haute Couture, Women's Fashion and Men's Fashion. It coordinates the Paris Fashion Week ® and Haute Couture calendars, which each year represent nearly 500 fashion shows, 38 days of presentations, and the arrival of thousands of journalists, buyers and major customers for whom many services are provided.

The Fédération de la Haute Couture et de la Mode brings together more than a hundred member companies for which it provides advice and services. As an extension of its role in training the talents and designers of tomorrow, it mentors emerging brands, accompanies and supports young companies in their development in France and abroad. It expresses a strategic, economic, technological and cultural vision of fashion and creation. Finally, it is a research laboratory on new trends and prospects as part of its Think Tank.

Press contact

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