

IESE  
SCHOOL

BETTER SOCIETY

# FULFILL YOUR POTENTIAL - BECOME A RESPECTFUL, DYNAMIC AND PRODUCTIVE BUSINESS LEADER

> A series of specialized Master programs with one ambition: to help you excel as you pursue your career path.

**MASTER OF SCIENCE PROGRAMS**



**IESEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY



## CLASS PROFILE

### ACADEMIC BACKGROUND

25%	Fashion, Design and Arts
20%	Business Administration
20%	Languages
20%	Finance and Economics
12.5%	Marketing and Communication
2.5%	Law

### AGE RANGE

37.5%	< 23
45%	23-27
17.5%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Brand Ambassador
- > Digital Communications Manager
- > E-commerce Manager
- > Management Controller
- > Marketing Manager
- > Merchandiser
- > Product Manager
- > Project Manager
- > Visual Merchandiser
- > Wholesale Business Manager

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI/STUDENTS

- > CHANEL
- > CHRISTIAN DIOR
- > VUITTON
- > BALenciAGA
- > BALMAIN
- > BURBERRY
- > GIVENCHI
- > LA PERLA
- > STELLA MCCARTNEY
- > ZADIG & VOLTAIRE
- > ISABEL MARANT
- > ZALANDO

## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2021 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2018, 2019 and 2020 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.

# MSc IN FASHION MANAGEMENT

## PREMIUM PREPARATION FOR YOUR CAREER IN FASHION AND LUXURY



### OBJECTIVES

**The MSc in Fashion Management prepares future managers of Fashion and Luxury companies to work confidently in competitive global environments.** The program offers participants the opportunity to interact with a dedicated professional faculty and international guest lecturers, specialized in Fashion and Luxury management; to visit companies including their ateliers, showrooms, and flagship stores; and to learn about new trends and successful business models in Fashion and across segments, from luxury companies to fast fashion retailers.

### This program is a good fit for those who:

- > aspire to a managerial role in the Fashion and Luxury industry,
- > are interested in launching their own start-up of high-end products and services,
- > are looking for an insider's view of the Fashion and Luxury world,
- > wish to work with an international faculty specialized in Fashion and Luxury and an international network of students and graduates,
- > need an international qualification to further their career.



### ADVANTAGES

- > A specialized fashion management education in Paris, one of the world's fashion and design capitals
- > Relevant international partnerships and network
- > A mix of case studies, company visits, and guest speakers from the Fashion and Luxury industry



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS


- > Minimum: Bachelor's Degree in any field from a recognized institution.



### IN PARTNERSHIP WITH

**istituto marangoni**   
enhancing talent since 1935

For more information: [www.ieseg.fr/en/msc-fashion/](http://www.ieseg.fr/en/msc-fashion/)



*“A top program for talented and passionate individuals looking for an international career in the Fashion and Luxury industry.”*

Dr. Barbara SLAVICH  
Academic Director,  
Professor of Management

#### ■ ZOOM ON... LEARNING TRIPS AND COMPANY VISITS

**Students have the additional opportunity, if they wish, to participate in a learning trip (for an additional fee). Several trips have been organized throughout the program in the past years to deepen students' learning experience, including a three-day study tour in Italy.** Visits carried out during the previous editions of the Master included: Bottega Veneta, Gucci, Versace, La Perla, La Rinascente, Ferragamo Museum, Armani Silos, Gianfranco Ferré, Fondazione Prada, Premiere Vision, École Lesage, and Atelier Chanel, Tranoi, 10 Corso Como.

#### ■ PARTNERSHIP

Istituto Marangoni was founded in 1935 in Milano as the “Istituto Artistico dell’Abbigliamento Marangoni” and in 2015 it reached a special milestone: 80 years of history and success in training the top professionals of fashion and design. Istituto Marangoni can be justly proud of the education it has offered four generations of students from 5 continents and for having launched over 45,000 professionals in the fashion and luxury fields, such as Domenico Dolce, Franco Moschino, Alessandro Sartori, Maurizio Pecoraro, Paula Cademartori, Andrea Pompilio and Lucio Vanotti. It currently educates 4,000 students a year from 107 countries at its schools located in Milano (the School of Fashion and the School of Design), Firenze (the New School of Fashion & Art), Paris, London, Mumbai, Shanghai, Shenzhen and Miami, the international capitals of fashion, design and luxury. For more information: [www.istitutomarangoni.com](http://www.istitutomarangoni.com)



Giammarco,  
Graduate – Italy

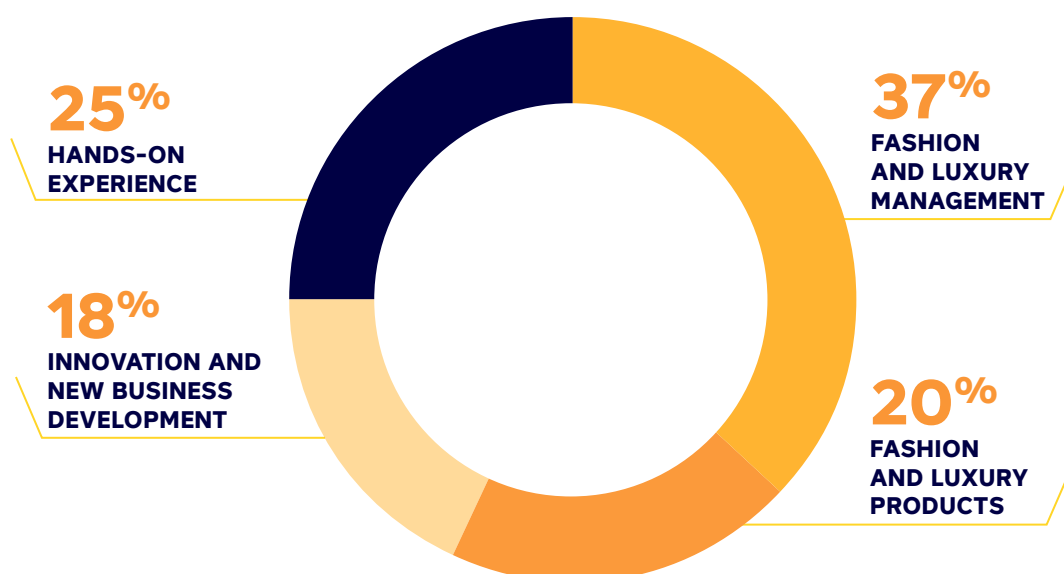
*I have been working as a Business Controller at Richemont in London. Prior to this, I worked as a management controller at Louis Vuitton UK, and in financial accounting positions at Fendi (Paris) and Alexander McQueen (London). IÉSEG helped me a lot, because, thanks to the program led by Professor Barbara SLAVICH, I gained a broader picture of the fashion world. It helped me to understand which direction to take for my future career and to make up my mind that I wanted to work in the fashion industry. The program was very rich in every field, from design to business, and had a great faculty. As a result, it provided the necessary skills to kick-start a career in the fashion world. I'm still in touch with the members of my class. We are spread out across the world, but some of them are still in Paris working in the Fashion industry.*

*The IÉSEG network has been very important because, thanks to the School's connections, I was able to get the internship at Fendi. In addition, the School is in touch with the most important houses and fashion groups to promote its own students.*

## PROGRAM STRUCTURE

The curriculum has been developed around core management courses, with a specific focus on the Fashion and Luxury industry and specialized courses on fashion products.

(Figures indicate the percentage of the program devoted to each subject area.)



### FASHION AND LUXURY MANAGEMENT

37%

- > Accounting and Managing Control Systems
- > Brand Management
- > Corporate Finance in the Luxury and Fashion Industry
- > CRM and Omnichannel Strategy
- > Customer Psychology and Consumer Behavior
- > Data Visualization/Big Data
- > Digital Marketing and E-Commerce
- > Digital Transformation
- > Diversity and Inclusion
- > Entrepreneurship – Starting a New Business in the Fashion Industry
- > Information Systems for the Fashion Industry
- > Leadership and Negotiation
- > Managing Communication and Events in Fashion Companies
- > Marketing in Fashion Companies
- > Organization Design: Organizing for Effectiveness and Creativity in the Luxury Design
- > Planning and Managing Fashion Shows
- > Quantitative Methods and Data Analysis
- > Sales and Retail Management
- > Strategy
- > Supply Chain Management and Operations
- > Sustainability and Business Ethics
- > Talent Management

- > Buying and Merchandising
- > Consumer Experience
- > Design Research and Creativity Direction
- > Fashion Design: Pattern Making and Cutting
- > Fashion Industry Law: IP/Trademark Issues, Copying and Counterfeiting
- > From the Idea to the Product: Styles, Creativity and Design Elements in Fashion Companies
- > History of Fashion and Dress
- > Semiology and Sociology of Fashion
- > The Global Fashion Industry: Recent Changes, Challenges and Trends Forecasting
- > Use of the Fabrics and Materials in Garment-Making, Fabric, Knowledge
- > Visual Merchandising

### INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > Business Consultancy in a Digital Environment
- > Career Program
- > Creativity and Design Thinking
- > Entrepreneurship and New Business Development
- > Language Courses

### HANDS-ON EXPERIENCE

25%

- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

### FASHION AND LUXURY PRODUCTS

20%

- > Analysis of the Fashion-Related Industries: Fragrance, Cosmetics and Accessories

Alongside the courses, the program includes various workshops and corporate events to further develop students' personal and professional skills and to meet professionals in the Fashion and Luxury industry.



# ADMISSION PROCESS

## 2 types of candidates are eligible to apply for the MSc programs:

- International candidates that have graduated (or will graduate) from a Bachelor degree (minimum)
- Candidates from the French Education system that have graduated (or will graduate) from a Licence (minimum)

## APPLICATION PROCESS

Admission is via an online application at [apply.ieseg.fr](https://apply.ieseg.fr), the review of the supporting documents and an online conversation with a recruiter. A rolling admission is offered to qualified candidates starting in October 2021.

### Application Checklist for all the MSc programs

- Online application form
- Recent CV/Resume
- English proficiency test for non-native speakers: IELTS 6.5, TOEFL IBT 85, TOEIC 4 skills 850, Duolingo 105, Cambridge Exam B2 - students with IELTS 6.0, TOEFL IBT 75, TOEIC 4 skills 800, Duolingo 100, Cambridge Exam B2 will also be considered  
*Native English speakers or candidates who have had two years of courses taught in English are exempt.*
- Transcripts and diploma
- GMAT/GRE is a plus (yet not mandatory)
- Copy of passport
- €100 application fee

**There are specific admission requirements for each of the proposed degree programs. For more information, please refer to the individual program pages.**

### Application Deadlines

#### January 2022 intake (MSc in International Business in Lille only):

- November 14<sup>th</sup> 2021 for all candidates
- Early bird deadline: October 17<sup>th</sup> 2021

#### September 2022 intake

- May 31<sup>st</sup> 2022 for all candidates
- Early bird deadline: January 16<sup>th</sup> 2022



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