PROFESSIONAL COURSES

16.17 CATALOGUE
Fashion design

**FASHION INDUSTRY SKILLS**

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- p16 • Fashion drawing, a new form of graphic expression
- p17 • Collection plan, a fundamental tool for brand success
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**KEY SKILLS**

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## Business

**FASHION INDUSTRY SKILLS**

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**KEY SKILLS**

- The foundations, using ISEM methodology
- Marketing
- Laying the foundations for an effective shop window
- Merchandising
- The basics of alteration, Men’s fashion
- The basics of alteration, Women’s fashion

**CAREER DEVELOPMENT**

- Mastering the codes and vocabulary of fashion products and items in English
- Mastering the codes and vocabulary of fabric and materials in English
- English speaking training of sales techniques in women’s fashion
- English speaking training of sales techniques in men’s fashion
- Fashion Culture in English - Module 1
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- Accessories, bags, luggage and shoes as Fashion products
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## Fashion english

**FASHION INDUSTRY SKILLS**

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**KEY SKILLS**

- The foundations of an effective sales approach, for men’s and women’s fashion
- The basics of alteration, Men’s fashion
- The basics of alteration, Women’s fashion

**CAREER DEVELOPMENT**

- English speaking training of sales techniques in women’s fashion
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## Fashion Culture

**FASHION INDUSTRY SKILLS**

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The foundations of ESMOD were first laid in 1841 by Alexis Lavigne, a brilliant inventor and the creator of the first tailor’s dummy and other ingenious tools such as the flexible tape measure, helping push forward the techniques and practices of the tailoring industry. He shared these innovations with his peers, creating a long-lasting legacy within his profession. This visionary was also heavily preoccupied with what we would now call «trends». With a comprehensive understanding of the changes in the fashion world and the importance of forward-thinking, he went on to write a large number of articles for the fashion press of the time. He also had a real gift: to share and pass on his knowledge. It is upon this gift that the identity of ESMOD International has been built.

So what does training and education mean today? It means building a solid knowledge base during your first few years, then maintaining and building on these skills throughout your professional career.

It was natural for ESMOD to launch the ESMOD ACADEMY, helping you as you gain new skills, techniques and expertise for every area in the textiles industry. We are delighted to show you our new ESMOD ACADEMY professional course catalogue. It is designed to fulfill all of you and your team’s needs and expectations.
ESMOD ACADEMY’S COMMITMENT TO QUALITY

Our top priority is to provide courses which meet your needs and fulfil your expectations. We are committed to maintaining the very highest quality across four key areas:

**Human resources:**

We deploy our resources and organise our teams in order to guarantee the following services for our students:

- Our training personnel are experts in their fields. They are experienced and fully trained in adult education
- Full hosting, monitoring and supervising personnel for our participants (a key ESMOD contact person is available for you)
- Administrative, financial and accounting personnel
- Management and internal supervisory staff
- Relation with main contractors
- Internal and external communication

**Material organisation**

- ESMOD ACADEMY has training locations in Paris, all of which comply fully with health and safety regulations
- These sites are equipped with facilities and equipment which are adapted to the courses provided and the number of participants in them. There is also a fully-stocked break area for the participants (with tea, coffee, biscuits, water fountain…)

**The social and economic environment**

- We understand the financing circuits for professional training courses and support both participants and companies throughout the process
- We can perform a requirement analysis for our clients and offer a course programme which is adapted to their needs. We can even set up «tailor-made» courses based on these analyses

**For every part of our training courses, we are committed to:**

- Adhering to the pre-requisites that we set for qualification or certification oriented courses
- Organising the evaluation system for the courses and ensuring that you’ve absorbed all the skills and knowledge you need
- Ensuring that the teaching content is suitable for the course objectives
- Evaluating the satisfaction of our participants and measuring the extent to which the objectives set have been achieved at the end of the course
# The Course Sectors We Have to Offer

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# Four Course Levels

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ESMOD ACADEMY, HERE FOR YOU

Our catalogue:

To develop your teams and boost their professional skills, ESMOD ACADEMY can give you access to the full range of skills and expertise of our expert training teams.

We designed this professional course catalogue to include a complete set of recommendations, destined for every professional in the Fashion, Textiles and Clothing industry.

Tailor-made:

ESMOD ACADEMY is also on-hand to fulfil any specific requests you may have.

Our experts are specialists in instructional design, and are fully available to analyse your training requirements and create highly focused programmes to meet all of your needs.

Every tailor-made course programme is the result of a dialogue between the company and ESMOD ACADEMY. In this way, we can set out the content and the DURATION of the courses according to your own unique needs and requests.

Course locations and our target audience:

Our «tailor-made» courses can either be given in our own facilities or in a location of your choice. Thanks to the ESMOD network, we can develop courses in Paris, elsewhere in France, or overseas.

All of our training staff are professionals in their field, and are deeply involved in their areas of expertise on a daily basis. They can operate on both an inter- and intra-company level.

You have needs.
We are here to create an adapted training solution, guiding you and your teams to professional excellence.

For any further information, please contact: academy@esmod.com – (33) 01 80 49 36 42

FASHION INDUSTRY SKILLS

Boost your career by developing your skills
Creation
Breathe new life into your creative processes

Course objectives:
At the end of the course, the participants will be able to:
• Interpret the information at their disposal in order to extract input from the season’s trends
• Develop a personal design vision: colours, fabrics, shapes in line with the inputs they’ve analysed
• Implement their new approach to fashion creation

The programme:
The participants will be taught to:
• Parse and understand the information at their disposal (catwalks, trends, brand essences)
• Organise their own creative sphere in order to express new opportunities and directions for expression
• Combine all the elements needed to express a collection’s concept
• Work on defining the mood of a collection (mood-board)

Why choose this course?
• Participants are taught about current trends by an expert
• This course enables you to challenge your own approach to creativity and feed your creative instinct
• The course includes the ESMOD manual: «The fashion design process: 1 - Creative paths»

Fashion drawing
A new form of graphic expression

Course objectives:
At the end of the course, the participants will be able to:
• Express their ideas using new, contemporary forms of fashion drawing
• Use their own personal form of graphic expression
• Know how to present a collection concept

The programme:
The participants will be taught to:
• Discover new means of expression and new graphic techniques to better conceive: figure shapes, attitudes, details
• Develop a new graphical style in their own personal but contemporary way
• Create their own personal approach to fashion graphic design
• Organise a casting of drawn models to challenge their existing practices

Why choose this course?
• Examples are provided by an expert fashion graphic designer
• The course includes the ESMOD manual: «The fashion design process: 4 - Collection process»
**Collection plan**  
A fundamental tool for brand success

**Course objectives:**
At the end of the course, the participants will be able to:
- Design a collection plan as part of a dialogue between the different people involved in the collection (creation, production, purchasing), and in line with the essence of the brand
- Design and define models in an effective and targeted way
- Design flat drawings and technical sheets

**The programme:**
The participants will be taught to:
- Understand what is involved in collection management and a collection process
- Identify the fundamental elements of a collection (axes)
- Set out a collection plan, from design to the final phase (reflection, structuring, communication)
- Work on a mini case study from A to Z, with model design and definition
- Create flat drawings and technical sheets

**Why choose this course?**
- This course is designed both for creatives and marketing professionals. It helps promote more effective dialogue within the company.
- The course includes the ESMOD manual «The Fashion design process: 4 - Collection process»

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**Brand Identity**  
Incorporating the essence of a brand to feed the creative process

**Course objectives:**
At the end of the course, the participants will be able to:
- Identify the codes which make up the foundations of a brand (its essence)
- Interpret the brand's codes in terms of: colours, materials, shapes, products
- Know how to combine this essence with today's fashion and trends

**The programme:**
The participants will be taught to:
- Identify the essence of a fashion label (analysing examples)
- Work on how a brand's essence works alongside its expression in terms of colour, materials, shapes and products
- Summarize the key points from a fashion marketing strategy
- Work on a case study

**Why choose this course?**
- This course enables you to challenge your own style creation practices, so you can put them to work for a fashion label
- The course includes the ESMOD manual «The Fashion design process: 5 - Product environment»
**The Colour Palette**

Colour strategy: between the essence of the brand and the current trends

**Course objectives:**
At the end of the course, the participants will be able to:
- Design a colour palette according to a fashion theme, and in line with a given brand essence
- Maintain the colour vector from fashion product design right up to production
- Effectively combine fashion trends, brand essence and the colour palette

**The programme:**
The participants will be taught to:
- Fully understand the colour vector, decode it and grasp the theoretical basics
- Understand all the elements of colour symbolism necessary for a fashion creation process
- Effectively combine fashion product marketing with colour palette management
- Work on a mini case study: designing a range and overseeing the colour vector right up to the product merchandising phase

**Why choose this course?**
- This course enables the participant to take his or her relationship with the colour vector to a professional level, and to manage the brand essence and fashion trends within their colour expression
- The course includes the ESMOD manual: «The Fashion design process: 5 - Product environment»

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**Muslin samples correction**

Forging the right dialogue between creation and production

**Course objectives:**
At the end of the course, the participants will be able to:
- Analyse a muslin sample in order to recommend the appropriate corrections
- As part of a quality strategy, correct men’s and women’s muslin samples
- Communicate more effectively in the company between the stylists and modellers
- Manage the fitting process, ensuring it is coherent with both the brand essence and the target
- Take into consideration the production constraints

**The programme:**
The participants will be taught to:
- Put themselves into a position where they can analyse, diagnose and give recommendations for muslin sample corrections
- Practice muslin samples corrections, accompanied and corrected
- Work on two case studies: one specifically for men, one specifically for women

**Why choose this course?**
- This course is designed both for creatives and modellers, and is intended to improve dialogue within the company
- This course helps optimise creation in terms of brand identity, and helps with production management planning
- The course includes the ESMOD manual: «The Fashion design process: 4 - Collection process»
Textile patterns design
Patterns: a vector for brand identity

Course objectives:
At the end of the course, the participants will be able to:
• Create a style of graphical expression in line with textile pattern trends
• Take into consideration the technical constraints inherent in patterned textiles
• Develop contemporary textile patterns in line with a given theme
• Personalise a collection using patterns as a vehicle for the brand’s identity

The programme:
The participants will be taught to:
• Identify the major themes and trends in textile patterns
• Understand a variety of different techniques in order to set out their own pattern creation style
• Work on a case study: personalising a collection using carefully placed patterns, fabric effects and embroideries based around a personal theme, taking into consideration the technical constraints

Why choose this course?
• Participants are taught about textile pattern trends by an ESMOD ACADEMY expert
• Real practical sessions using contemporary techniques in line with the theory classes
• The course includes the ESMOD manual: «Textile guide»

Children’s fashion
A specific market and a specially adapted creative process

Course objectives:
At the end of the course, the participants will be able to:
• Design a specific fashion style for the children’s market
• Define a specific graphical style in line with the trends in children’s fashion
• Develop a children’s fashion collection concept according to the constraints of the market

The programme:
The participants will be taught to:
• Identify the main themes and trends in the children’s fashion market
• Understand different expressive techniques, in order to define their style in relation to children’s fashion
• Create a style chart (colours, materials, shapes, products) which is specific to the children’s market
• Work on a case study: design a children’s fashion mini-collection on a given theme (fashion design, colour palette, ambience, flat drawings)

Why choose this course?
• Participants are taught about trends in the children’s fashion market by an ESMOD ACADEMY expert
• Real practical sessions using contemporary techniques in line with the theory classes
• The course includes the ESMOD manual: «The Fashion design process: 2 — Fashion drawings»
Lingerie

A specific market and a specially adapted creative process

Course objectives:

At the end of the course, the participants will be able to:

• Design a specific fashion style for the lingerie market
• Define a specific graphical style in line with the trends in lingerie
• Develop a lingerie fashion collection concept according to the constraints of the product and the market

The programme:

The participants will be taught to:

• Identify the main themes and trends in the lingerie market
• Understand different expressive techniques, in order to define their style in relation to lingerie fashion
• Create a style chart (colours, materials, shapes, products) which is specific to the lingerie market
• Work on a case study: design a lingerie mini-collection on a given theme (fashion design, flat drawings, finishing recommendations)

Why choose this course?

• Participants are taught about trends in the lingerie market by an ESMOD ACADEMY expert
• Real practical sessions using contemporary techniques in line with the theory classes
• The course includes the ESMOD manual: «The Fashion design process: 2 - Fashion drawings»

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Evening/Wedding dresses

A specific market and a specially adapted creative process

Course objectives:

At the end of the course, the participants will be able to:

• Design a specific fashion style for the evening/wedding dress market
• Define a specific graphical style in line with the trends in evening/wedding dress fashion
• Develop an evening/wedding fashion collection concept according to the constraints of the product and the market

The programme:

The participants will be taught to:

• Identify the main themes and trends for the evening/wedding fashion market
• Understand different expressive techniques, in order to define their style in relation to evening/wedding fashion
• Create a style chart (colours, materials, shapes, products) which is specific to the evening/wedding market
• Provide in-depth recommendations on décor, embroidery and finishing techniques
• Work on a case study: designing a wedding fashion mini-collection on a given theme (fashion design, flat drawings)

Why choose this course?

• Information about trends in the evening/wedding dress market is given by an ESMOD ACADEMY expert
• Real practical sessions using contemporary techniques in line with the theory classes
• The course includes the ESMOD manual: «Know-how – The art of draping»
## Accessories

A specific market and a specially adapted creative process

**Course objectives:**

At the end of the course, the participants will be able to:

- Design a specific fashion style for the accessories market
- Define a specific graphical style in line with the trends in accessories
- Develop an accessories fashion collection concept according to the constraints of the product and the market

**The programme:**

The participants will be taught to:

- Identify the main themes and trends for the accessories market
- Understand different expressive techniques, in order to define their style in relation to accessory fashion
- Create a style chart (colours, materials, shapes, products) which is specific to the accessories market
- Work on a case study: designing an accessories mini-collection on a given theme (accessory design, flat drawings)

**Why choose this course?**

- Participants are taught about trends in the accessories market by an ESMOD ACADEMY expert
- Real practical sessions using techniques in line with the theory classes
- The course includes the ESMOD manual: «Fashion saga: 170 years of innovations»

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## Environmentally friendly fashion

Designing environmentally-friendly fashion: a creative process that lasts throughout the entire product lifetime

**Course objectives:**

At the end of the course, the participants will be able to:

- Understand all of the issues involved in environmentally-friendly fashion
- Involve themselves in the creative process for environmentally friendly fashion
- Equip themselves with the right tools for the environmentally friendly creative process

**The programme:**

The participants will be taught to:

- Identify the various global ecological issues which concern fashion designers
- Work in a new direction, becoming an "environmentally friendly" fashion designer
- Familiarize themselves with the various tools necessary to start working in environmentally friendly fashion
- Work on a mini case study: creating an environmentally friendly fashion project

**Why choose this course?**

- Participants are taught about current trends in clothes and product lifecycle management (PLM) by an ESMOD ACADEMY expert
- Real practical sessions using techniques in line with the theory classes
FASHION INDUSTRY SKILLS - FASHION DESIGN

Artistic direction
Taking a creative stance between the brand’s essence and tomorrow’s fashion trends

Course objectives:
At the end of the course, the participants will be able to:
• Put themselves in the role of artistic director, working in line with a brand’s identity
• Set up partnerships and events which are coherent with the product and the fashion label
• Manage their teams and initiate constructive dialogue between the AD and the team

The programme:
The participants will be taught to:
• Identify the key elements involved in the role of artistic director
• Work on defining the codes of a fashion label
• Work on a case study: rolling out the label’s codes as part of an innovative and creative artistic direction process
• Identify the various functions of the partnerships and events to be set up as part of an artistic direction process in the fashion industry
• Work on team management from the perspective of an artistic director: transmitting input

Why choose this course?
• Information and industry expertise about the role of artistic director is provided during a meeting with an artistic director at work
• Real practical sessions using techniques in line with the theory classes
• The course includes the ESMOD manual: «Fashion saga: 170 years of innovations»

COURSE
CMST13

DURATION
4 consecutive days

PREREQUISITES
Proof of professional experience

Designer: Katharina Karig – Photographer: Kyo Lee

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**FASHION INDUSTRY SKILLS - PATTERN MAKING**

**Draping on the stand, woven’s wear – woven fabric**

**Course objectives:**
At the end of the course, the participants will be able to:
- Have a better grasp of the techniques of draping on the stand for women’s wear in woven fabrics
- Engage in a high-quality pattern making process
- Grasp their position in the company today: between the real and the digital
- Promote dialogue between the various workshops and departments

**The programme:**
The participants will be taught to:
- Analyse the various basic body shapes, depending on current standards
- Reconsider their previous ideas about fitting, and how clothes should fit and be worn
- Grasp the reality of the field today, with the constant switches between the real and the digital
- Fully fit a dress, then a jacket, as part of a fully high-quality process
- Translate these in relation with industrial awareness
- Place themselves in a position where they can facilitate dialogue between the various workshops and professionals

**Why choose this course?**
- ESMOD methods have been the driving force behind our stellar reputation for many years
- The ESMOD ACADEMY pattern making workshops are fitted with all the professional equipment necessary for the highest quality work
- The course includes the ESMOD manual «Know-how - The art of draping»

**Flat pattern cutting, women’s wear – woven fabric**

**Course objectives:**
At the end of the course, the participants will be able to:
- Have a better grasp of flat pattern cutting techniques, specifically for woven fabric
- Engage in a high-quality pattern making process
- Grasp their position in the company today: between the real and the digital
- Promote dialogue between the various workshops and departments

**The programme:**
The participants will be taught to:
- Replace the various basic body shapes, depending on current standards
- Reconsider their previous ideas about adjustment, and how clothes should fit and be worn
- Understand the reality of the field today, with the constant switches between the real and the digital
- Create the flat pattern for a dress, then a jacket, as part of a fully high-quality process
- Translate these in relation with industrial awareness
- Place themselves in a position where they can facilitate dialogue between the various workshops and professionals

**Why choose this course?**
- ESMOD methods have been the driving force behind our stellar reputation for many years
- The ESMOD ACADEMY pattern making workshops are fitted with all the professional equipment necessary for the highest quality work
- The course includes the ESMOD manual «Become a pattern drafter: Women’s garments, tomes 1 & 2»
**FASHION INDUSTRY SKILLS - PATTERN MAKING**

**Draping on the stand, women’s wear - knitted fabric**

**Course objectives:**
At the end of the course, the participants will be able to:
- Have a better grasp of the techniques involved in draping on the stand for women’s wear in knitted fabrics
- Engage in a high-quality pattern making process
- Grasp their position in the company today: between the real and the digital
- Promote dialogue between the various workshops and departments

**The programme:**
The participants will be taught to:
- Replace the various basic body shapes, depending on current standards
- Reconsider their previous ideas about adjustment, and how clothes should fit and be worn
- Understand the reality of the field today, with the constant switches between the real and the digital
- Fully fit a dress (cut and stitched finish), then a coat (flat knit finish), as part of a fully high-quality process
- Translate these in relation with industrial awareness
- Place themselves in a position where they can facilitate dialogue between the various workshops and professionals

**Why choose this course?**
- ESMOD methods have been the driving force behind our stellar reputation for many years
- The ESMOD ACADEMY pattern making workshops are fitted with all the professional equipment necessary for the highest quality work

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**Flat pattern cutting, women’s wear - knitted fabric**

**Course objectives:**
At the end of the course, the participants will be able to:
- Have a better grasp of flat pattern cutting techniques, specifically for knitted fabric
- Establish the basic products in the collection, taking into consideration the brand’s essence and fitting
- Engage in a high-quality pattern making process
- Grasp their position in the company today: between the real and the digital
- Promote dialogue between the various workshops and departments

**The programme:**
The participants will be taught to:
- Replace the various basic women’s body shapes, depending on current standards
- Reconsider their previous ideas about adjustment, and how clothes should fit and be worn
- Understand the reality of the field today, with the constant switches between the real and the digital
- Create the flat pattern (construction, pattern and muslin sample correction) for a dress (cut and sewn), then a coat (flat knit), as part of a fully high-quality process
- Translate these in relation with industrial awareness
- Place themselves in a position where they can facilitate dialogue between the various workshops and professionals

**Why choose this course?**
- ESMOD methods have been the driving force behind our stellar reputation for many years
- The ESMOD ACADEMY pattern making workshops are fitted with all the professional equipment necessary for the highest quality work
Flat pattern cutting, men's wear - woven fabric

Course objectives:
At the end of the course, the participants will be able to:
• Have a better grasp of the techniques involved in flat pattern cutting for men's wear with woven fabric
• Establish the basic products in the collection, taking into consideration the brand’s essence and fitting
• Engage in a high-quality pattern making process
• Grasp their position in the company today: between the real and the digital
• Promote dialogue between the various workshops and departments

The programme:
The participants will be taught to:
• Replace the various basic men’s body shapes, depending on current standards
• Reconsider their previous ideas about fitting, and how clothes should fit and be worn
• Remind themselves of the concepts of drop and conformation
• Understand the reality of the field today, with the constant switches between the real and the digital
• Create the flat pattern (construction, pattern and muslin sample correction) for a pair of trousers, then a jacket, as part of a fully high-quality process
• Translate these in relation with industrial awareness
• Place themselves in a position where they can facilitate dialogue between the various workshops and professionals

Why choose this course?
• ESMOD methods have been the driving force behind our stellar reputation for many years
• The ESMOD ACADEMY pattern making workshops are fitted with all the professional equipment necessary for the highest quality work

Flat pattern cutting, men's wear - knitted fabric

Course objectives:
At the end of the course, the participants will be able to:
• Have a better grasp of men's flat pattern cutting techniques, specifically for knitted fabric
• Establish the basic products in the collection, taking into consideration the brand’s essence and fitting
• Engage in a high-quality pattern making process
• Grasp their position in the company today: between the real and the digital
• Promote dialogue between the various workshops and departments

The programme:
The participants will be taught to:
• Replace the various basic men’s body shapes, depending on current standards
• Reconsider their previous ideas about adjustment, and how clothes should fit and be worn
• Remind themselves of the concepts of drop and conformation
• Understand the reality of the field today, with the constant switches between the real and the digital
• Create the flat pattern (construction, pattern and muslin sample corrections) for a long-sleeve polo shirt as part of a fully high-quality process
• Translate these in relation with industrial awareness
• Place themselves in a position where they can facilitate dialogue between the various workshops and professionals

Why choose this course?
• ESMOD methods have been the driving force behind our stellar reputation for many years
• The ESMOD ACADEMY pattern making workshops are fitted with all the professional equipment necessary for the highest quality work
## Evening/wedding dresses

### Course objectives:

At the end of the course, the participants will be able to:

- Have a better grasp of the specific techniques involved in evening/wedding dress pattern drafting
- Engage in a high-quality pattern making process
- Promote dialogue between the various workshops and departments

### The programme:

The participants will be taught to:

- Replace the various basic body shapes, depending on current standards
- Reconsider their previous ideas about fitting, and how clothes should fit and be worn
- Drape on the stand a dress, including one type of draped component (cascade, sun-beam, pleats, momie, bows, straight-cut cloth) and part of a corset
- Place themselves in a position where they can facilitate dialogue between the various workshops and professionals

### Why choose this course?

- ESMOD methods have been the driving force behind our stellar reputation for many years
- The ESMOD ACADEMY pattern making workshops are fitted with all the professional equipment necessary for the highest quality work
- The course includes the ESMOD manual: «Know how - The art of draping»

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## Lingerie and corsets

### Course objectives:

At the end of the course, the participants will be able to:

- Have a complete grasp of the techniques involved in pattern making
- Engage in a high-quality lingerie and corset pattern lingerie and corset making process
- Grasp their position in the company today: between the real and the digital
- Promote dialogue between the various workshops and departments

### The programme:

The participants will be taught to:

- Replace the various basic women’s lingerie body shapes, depending on current standards
- Identify the specific features of the products, materials, fitting and fit characteristic of lingerie and corsets
- Understand the reality of the field today, with the constant switches between the real and the digital
- Drape on the stand a bra and panties, as part of a fully high-quality process (suitable materials and shapes)
- Place themselves in a position where they can facilitate dialogue between the various workshops and professionals

### Why choose this course?

- ESMOD methods have been the driving force behind our stellar reputation for many years
- The ESMOD ACADEMY pattern making workshops are fitted with all the professional equipment necessary for the highest quality work
- The course includes the ESMOD manual: «Become a pattern drafter: Women’s underwear»
Draping on the stand for children’s fashion

Course objectives:
At the end of the course, the participants will be able to:
• Master the technique of draping on the stand for children’s fashion, using both woven and knitted fabrics
• Grasp their position in the company today: between the real and the digital
• Promote dialogue between the various workshops and departments

The programme:
The participants will be taught to:
• Replace the various basic children’s body shapes, depending on current standards
• Identify the specific features of the products, materials, fitting and fit characteristic of children’s clothes
• Understand the reality of the field today, with the constant switches between the real and the digital
• Create the flat pattern for an all in one suit, then for a girl’s dress as part of a fully high-quality process (suitability of the materials and shapes)
• Place themselves in a position where they can facilitate dialogue between the various workshops and professionals

Why choose this course?
• ESMOD methods have been the driving force behind our stellar reputation for many years
• The ESMOD ACADEMY pattern making workshops are fitted with all the professional equipment necessary for the highest quality work
• The course includes the ESMOD manual «Become a pattern drifter: Children’s garments»

Pattern grading

Course objectives:
At the end of the course, the participants will be able to:
• Master the techniques involved in pattern grading
• Engage in a high-quality pattern grading process, increasing the size while keeping with the spirit of the collection
• Grasp their position in the company today: between the real and the digital
• Promote dialogue between the various workshops and departments

The programme:
The participants will be taught to:
• Replace the various basic men’s and women’s body shapes, depending on current standards
• Recompose their previous ideas about adjustment to ensure that the clothes fit and hang perfectly
• Understand the reality of the field today, with the constant switches between the real and the digital
• Complete the full, complex pattern-grading process for a women’s coat, then for a men’s jacket, as part of a fully high-quality process
• Analyse three models in a given collection and determine how the specific grading were developed according to the brand’s essence and the desired fitting

Why choose this course?
• ESMOD methods have been the driving force behind our stellar reputation for many years
• The ESMOD ACADEMY pattern making workshops are fitted with all the professional equipment necessary for the highest quality work
• The course includes the ESMOD manual «Become a pattern drafter: Grading women’s/men’s garments»
Pattern making manager

Course objectives:

At the end of the course, the participants will be able to:

• Understand the various lines within a collection and be able to interpret them in terms of volume.
• Be able to explain these lines effectively to their teams.
• Manage their teams as part of a «total quality» pattern making process.
• Promote effective dialogue between the various workshops and departments.

The programme:

The participants will be taught to:

• Identify the various ideas governing “adjustment” and the general fit of the clothes while respecting the brand’s essence.
• Understand the reality of the field today, with the constant switches between the real and the digital.
• Work on a case study for a given collection (analysis, diagnosis, recommendations).
• Plan the implementation of a schedule, the distribution of tasks, overseeing the work performed, analysing the relevance of the prototypes and the completed technical files.
• Position themselves in the role of manager.

Why choose this course?

• ESMOD methods have been the driving force behind our stellar reputation for many years.
• The ESMOD ACADEMY pattern making workshops are fitted with all the professional equipment necessary for the highest quality work.
• The course includes the ESMOD manual «The Fashion design process: 4 - Collection process».

COURSE

CMMOD11

DURATION

5 non-consecutive days

PREREQUISITES

Proof of senior professional experience professionnelle senior.

Back in chapter

Back to contents
Market research
A specific approach: fashion retail

Course objectives:
At the end of the course, the participants will be able to:
• Understand the difference between «knowing» and «studying» a market
• Set specific market research objectives for a fashion product
• Research the competition in the fashion market
• Set up the foundations for the fashion product’s marketing mix
• Estimate the viability of a marketing project for a fashion product

The programme:
The participants will be taught to:
• Identify the basic elements of a market study and reposition them as part of a fashion product marketing strategy
• Understand the fashion industry market and all of its unique features as part of a competitor analysis
• Search for information and lead the study
• Analyse and assess the information gathered
• Work on a case study in order to use the ideas of a marketing mix for the fashion product, eventually being able to assess the viability of a marketing project

Why choose this course?
• Both theoretical and practical training, role play and case studies
• Participants are provided the following material: the ESMOD & ISEM information resource base
FASHION INDUSTRY SKILLS - BUSINESS

Innovative marketing
A fresh perspective for innovative propositions

Course objectives:
At the end of the course, the participants will be able to:
• Analyse the evolution of consumer’s lifestyle and consumption habits
• Use creativity and innovation to market a fashion product
• Ensure that innovation meets fashion companies expectations
• Analyse feedbacks and propose scenarios

The programme:
The participants will be taught to:
• Learn the basics of how to track technological developments, the foundations of an innovative product offer
• Work with the marketing methodology, including context analysis, a definition of a future concept, innovative collection planning and the definition of a new product environment
• Work on case study in order to take a new concept and bring it to life in a creative way

Why choose this course?
• Case studies in «project mode»
• Interaction within the training groups to promote benchmarking between the participants
• Participants are provided the following material: the ESMOD & ISEM information resource base
• Recommendations of sources and website to use for an innovative approach of marketing

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FASHION INDUSTRY SKILLS - BUSINESS

Operational marketing and commercialisation
A specific approach: fashion products

Course objectives:
At the end of the course, the participants will be able to:
• Implement an effective operational marketing project in line with the marketing strategy as defined by the brand
• Find the most relevant distribution channels for the specific attributes of the product
• Actively use current trends and seasonality to energise the points of sale
• Bring modern consumers on board by developing periodic, highly attractive actions

The programme:
The participants will be taught to:
• Identify the elements involved in a fashion brand marketing strategy in order to gain a perspective in order to manage and to drive a distribution network
• Analyse which tools to use in order to optimise the sale network, according to it’s own characteristics
• Create, in an innovative outlook, sales animations
• Work on a case study, in order to identify the strengths of the management and animation process in a fashion distribution network

Why choose this course?
• Both theoretical and practical training, case studies and roleplays
• Participants are provided the following material: the ESMOD & ISEM information resource base
• The course includes the ESMOD manual: «The Fashion design process: 5 - Product environment»
**Merchandising**
A powerful tool to attract customers and ensure profitability

**Course objectives:**
At the end of the course, the participants will be able to:
- Set up a high-impact and effective operational merchandising strategy in line with the brand’s image
- Optimise stocks, colour ranges, and increase additional sales
- Promote product sales using theatrical, fluid presentation in retail environment
- Bring all the brand’s identifying vectors together
- Attract and win over customers thanks to the implementation of the right product in the right place at the right time

The programme:
The participants will be taught to:
- Identify the key identifying vectors of the brand in order to create a merchandising strategy
- Analyse and assess the sale results in order to improve product promotion season after season
- Work on a case study in order to properly set out and ensure coherence between the brand, the collection concept and the merchandising display
- Design a powerful and attractive product display within an optimised environment
- Assess the possibilities for innovation in terms of visual merchandising project: architectural design, stagecraft and visual product presentation

Why choose this course?
- Merchandising trends will be highlighted during a presentation of the current state of the industry
- A special focus on the future of fashion merchandising
- The course includes the ESMOD manual «The Fashion design process: 5 - Product environment»

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**Point of sale management**
A specific approach: fashion products

**Course objectives:**
At the end of the course, the participants will be able to:
- Position themselves as a fashion product point of sale manager, with all of the specific attributes associated with the position
- Implement a business strategy and manage the business in line with a stated budget and objectives
- Analyse results and take remedial actions if necessary
- Combine sales, management, operations and fashion skills to become a multi-specialist manager

The programme:
The participants will be taught to:
- Set objectives in terms of quantity and quality, and measure the results
- Set out a provisional budget for the point of sale
- Learn to coordinate, lead and evaluate a team
- Be able to create and develop a trust relationship with the customers
- Oversee stock and inventory management
- Write information reports to the senior management

Why choose this course?
- Theoretical and practical training
- Interactive teaching with a number of case studies
- Participants are provided with the following material: The ESMOD ACADEMY room
Managing and leading distribution networks

A specific approach: fashion products

Course objectives:

At the end of the course, the participants will be able to:

• Put into perspective the distribution networks and the marketing strategy defined by the brand
• Implement effective management tools for the distribution network
• Create relevant events and promotions according to the characteristics of network
• Analyse feedback and propose various scenarios
• Place themselves within a «360°» management strategy in order to improve the performance of the fashion distribution network

The programme:

The participants will be taught to:

• Identify the marketing strategy of a fashion brand, putting it into perspective in order to manage and head up the distribution networks
• Analyse which tools need to be implemented for optimum network management according to its own specific characteristics
• Create innovative and creative actions and events to energise the network
• Work on a case study in order to evaluate the strengths and reduce the weaknesses of a management strategy for a fashion product distribution network

Why choose this course?

• Both theoretical and practical training, case studies in «project mode»
• Participants are provided the following material: the ESMOD & ISEM information resource base
• The course includes the ESMOD manual «The Fashion process: 5 - Product environment»

Purchasing via sourcing

Pre-creation suggestions and post-creation management

Course objectives:

At the end of the course, the participants will be able to:

• Find raw materials, finished products or manufacturers which meet the needs and requirements of the collections and the brands
• Suggest innovative materials for brands and monitor requests from the trend office
• Obtain products which correspond to the desired grade of quality, price and delivery time
• Manage logistics within the fashion calendar
• Follow the latest regulations in terms of health, safety and the environment
• Understand and use Incoterms

The programme:

The participants will be taught to:

• Identify the main supply sources around the world, and how to implement good working practices
• Optimise the choice of sourcing used according to local and international constraints
• Synchronise the fashion calendar with the sourcing delivery deadlines
• Understand the importance of working alongside the sales and production teams to ensure that the logistics remain fluid and delivery deadlines are kept
• Respect the brand’s ethics and not compromise its respectability
• Acquire all the skills necessary to consistently remain at the cutting edge of modernity, and remain able to suggest innovations in line with the brand’s DNA

Why choose this course?

• The course includes the ESMOD manual «Fashion steps – 5: product environment»
• The course is designed to offer a «360°» view, with raw material and product purchasing processes post-creation and also how to suggest new materials in the pre-creation phase
• Calculating cost and retail prices
E-commerce

Optimising on-line sales to stay on top of the game

Course objectives:
At the end of the course, the participants will be able to:

• Understand the importance of on-line fashion sales and understand how they change over time
• Analyse consumer profiles and behaviours
• Assess the situation of brands’ strategies and analyse the websites with the best innovations and biggest impact
• Understand the main innovations which are changing fashion retail websites
• Familiarise themselves with the increasingly digital content in points of sale

The programme:
The participants will be taught to:

• Learn the vocabulary specific to e-commerce
• Evaluate the relevance and positioning of several leading fashion websites
• Dissect the sales mechanisms and propositions unique to e-commerce
• Outline the various steps in this approach to sales and it’s new occupations
• Understand the various cost and evaluate the profitability of a website

Why choose this course?

• It shines a spotlight on the «pure players»
• It helps to navigate the leading sites in the current e-commerce revolution
• The course includes the ESMOD manual «The fashion design process: 5 - Product environment»

Communication

Working in synergy with the brand’s strategy

Course objectives:
At the end of the course, the participants will be able to:

• Understand the basics and the importance of fashion product-specific communication
• Be familiar with the tools, concepts and vectors of an optimal fashion communication strategy
• Define the objectives and targets of a communication strategy
• Implement a strong and confident communication strategy both inside and outside the company
• Offer a communication strategy which is identifiable and coherent with the brand’s image, and which is adapted to the target

The programme:
The participants will be taught to:

• Understand and master the tools used in fashion communication
• Identify the key vectors of a brand’s identity in order to build an effective communication strategy
• Analyse and select the media to use in order to ensure strong positioning
• Develop a strong and identifiable brand image through visual communication, catalogues, web pages, showrooms, events, collaborations and collection presentations
• Implement a communication strategy which follows the brand’s objectives
• Work on a case study, identifying the codes of a brand in order to use them in new and innovative communications applications

Why choose this course?

• It covers all of the various communications tools (press pack, catwalk, POS and publicity, event creation,..)
• It covers the latest trends in fashion communication
Community manager
Attracting connected customers

Course objectives:
At the end of the course, the participants will be able to:
• Establish a list of networks to work with in line with the brand’s DNA
• Promote shared experience within communities
• Develop and maintain the image of the brand within virtual communities
• Track the development of each network, innovate and anticipate so that the coherence between them and the brand is strong and clearly identifiable
• Manage selected networks on a daily basis, ensuring that the brand’s on-line reputation remains strong

The programme:
The participants will be taught to:
• Decode and analyse the DNA of the brand in order to position it on the best-adapted social networks
• Identify the objectives and take the lead in strategy development
• Create a smart multi-support strategy in order to feed the market and innovate with the website, blogs, social networks, etc...
• Create on-line and off-line events to ensure loyalty from internet shoppers
• Set out the indicators which will measure the impact of the actions taken

Why choose this course?
• It describes the software used to create web content
• Exercises in referencing
• Live online test
• An interactive tracking table for brands’ on-line reputations

Cross-channel distribution
Becoming a market leader, across any distribution channel

Course objectives:
At the end of the course, the participants will be able to:
• Create a combination of different channels in order to obtain an attractive synergy for the intended target
• Create new experiences for consumers
• Put on-line and off-line strategies into perspective in order to eliminate any abrupt changes felt by the customer as they switch distribution channels
• Propose competitive advantages for brands to get better position as part of a cross-channel strategy

The programme:
The participants will be taught to:
• Identify new purchasing behaviour of and optimise the corresponding distribution channel
• Identify the areas in which the brand can stand out and promote itself through its cross-channel distribution
• Create a cross-channel strategy for a given brand
• Design actions and events to immerse clients in original and motivational experiences
• Work to improve coherence, creating an harmony between the different distribution channels

Why choose this course?
• The course offers a view of the current and future state of cross-channel development
• Participants are guided by a cross-channel professional
• The course includes the ESMOD manual «The Fashion design process: 5 - Product environment»
Proposing new looks

Women’s fashion

Sales assistant and fashion coach

Course objectives:

At the end of the course, the participants will be able to:
• Create looks in women’s fashion using their knowledge of basic garments and complementary items from the women’s wardrobe and the different ways of combining them effectively
• Understand the different style types in order to suggest contemporary looks for women
• Use the right vocabulary when offering fashion advice
• Suggest additional product sales to enhance their look proposals

The programme:

The participants will be taught to:
• Identify the various different types of women’s style in vogue today
• Identify the basic pieces of a woman’s wardrobe and their complete range of styles and forms
• Listen in order to understand the customer’s wishes, using them to ensure customer loyalty
• Create looks by bringing together the garments selected in a contemporary and audacious way
• Know how to talk effectively to the customer when offering her suggestions
• Put themselves in the role of «sales assistant and fashion guide»

Why choose this course?

• Interactive teaching, using a participant binder built around clear and detailed product sheets
• Customer/sales assistant role plays
• This course is a good introduction to the «body-style» course
• The course includes the ESMOD manual «Une année de style»

Proposing new looks

Men’s fashion

Sales assistant and fashion coach

Course objectives:

At the end of the course, the participants will be able to:
• Create a new look in men’s fashion using their knowledge of basic items and complementary items from the men’s wardrobe and the different ways of combining them effectively
• Understand the different style types in order to suggest contemporary looks for men
• Use the right vocabulary when offering fashion advice
• Suggest additional product sales to enhance their look proposals

The programme:

The participants will be taught to:
• Identify the various different types of men’s style in vogue today
• Identify the basic components of a man’s wardrobe and their complete range of styles and forms
• Listen in order to understand the customer’s wishes, using these to find the best possible solution and ensure customer loyalty
• Create looks by bringing together the articles selected in a contemporary and audacious way
• Know how to talk effectively to the customer when offering him suggestions
• Put themselves in the role of «sales assistant and fashion coach»

Why choose this course?

• Interactive teaching, using a participant binder built around clear and detailed product sheets
• Customer/sales assistant role plays
• This course is a good introduction to the «body-type» course
Fashion fabrics, fall of fabric and fit

Know them better, sell them better

Course objectives:

At the end of the course, the participants will be able to:
- Distinguish the main textiles used in fashion and their characteristics (how they drape and how they fit)
- Use the right vocabulary and recommend the right fabric for the right purpose
- Have a better understanding of the textiles used in fashion in order to sell them more effectively
- Give properly adapted fabric care and cleaning recommendations

The programme:

The participants will be taught to:
- Identify the different fibres used in the manufacture of the textiles found in clothes: natural, artificial, synthetic and blended fibres
- Identify the characteristics of these fibres in order to form a connection between fibres, fall of fabric and fit
- Identify the different types of fabrics and how they are made (woven, knitted, non-woven)
- Test their knowledge and use the right vocabulary during role plays and interactive workshops
- Identify the various different ways to care and maintain the quality of textiles, and practice giving recommendations

Why choose this course?

- Theoretical and practical classes, where the participant can create their own personal textile sample library – an important tool for their careers
- It includes a visit to the ESMOD fabric library
- The course includes the ESMOD manual: «Textile guide»

Fashion Product: the codes

Gaining deeper knowledge for improved sales

Course objectives:

At the end of the course, the participants will be able to:
- Distinguish the different articles in both women’s and men’s wardrobes, correctly name them and understand their characteristics (cuts, variations, details, uses, fitting)
- Use the right vocabulary to sell the clothes more effectively
- Anticipate the benefits of each item from the wardrobe in relation to the client’s body-type

The programme:

The participants will be taught to:
- Identify the different basic items of the women’s (1 day) and men’s (1 day) wardrobe, and all their variations
- Put into perspective the history of men’s and women’s clothing, and the development over time of various representative items
- Use the right vocabulary during the interactive role plays
- Ensure that they have a good understanding of the different wardrobes (men’s and women’s) and their benefits in terms of working with the figure and body-type

Why choose this course?

- A participant binder which includes an illustrated glossary of the representative items of clothing in men’s and women’s wardrobes, and a fashion dictionary
- A course which prepares the participants for the body-type course
- The course includes the ESMOD manual: «Une année de style»
Body-type
A clear understanding for the most effective sales

Course objectives:
At the end of the course, the participants will be able to:
• Rapidly analyse a figure using the ESMOD ACADEMY body-type methods
• Diagnose the strong and weaker points of a figure
• Use the right vocabulary and create a respectful dialogue with the client in order to highlight and promote their figure
• Recommend the right articles of clothing (for men and women) in order to highlight the client’s strong points and draw attention away from any flaws

The programme:
The participants will be taught to:
• Learn the techniques involved in ESMOD ACADEMY’s body-type analysis methods
• Use these diagnoses to recommend contemporary looks which take into account the areas to highlight and those better to conceal
• Position themselves correctly and use the right vocabulary to recommend a look following the body-type analysis
• Practice the body-type analysis, diagnosis and look recommendation during customer/sales assistant role plays

Why choose this course?
• A participant binder including the ESMOD ACADEMY «body-type sheets»
• This course is the logical follow-up to the «Understanding fashion products and their codes» course
• The course includes the ESMOD manual «Sketchbook»
KEY SKILLS - FASHION DESIGN

The creative process

Key skills with the ESMOD methods

Course objectives:
At the end of the course, the participants will be able to:
- Apply the high-quality ESMOD styling methods
- Use their styling skills in their work

The programme:
The participants will be taught to:
- Seek out a personal style chart
- Seek out a set of fabrics and supplies to use
- Collect iconographic information, samples and colours
- Present a summary of their research
- Create a concept board with a mini fashion theme

Why choose this course?
- It provides a wealth of information about the current state of French fashion
- The participants have access to contemporary iconographic material, fabrics and colours
- The course includes the ESMOD manual: «The Fashion design process: 1 - Creative paths»

Course:
LCST01

Duration:
2 consecutive days

Prerequisites:
Proof of professional experience

Fashion Drawing

Key skills with the ESMOD methods

Course objectives:
At the end of the course, the participants will be able to:
- Apply the high-quality ESMOD fashion drawing methods
- Use their fashion design skills in their work

The programme:
The participants will be taught to:
- Learn about and understand the typical proportions of the human body
- Define a figure drawing
- Place an article of clothing onto the figure
- Create a series of fashion designs in order to present a mini-collection

Why choose this course?
- It provides a wealth of information about the current state of French fashion
- The participants have access to multi-technical graphic material
- The course includes the ESMOD manual: «The Fashion design process: 2 - Fashion drawings»
Course objectives:
At the end of the course, the participants will be able to:
- Apply the high-quality ESMOD styling methods
- Use their styling skills in their work

The programme:
The participants will be taught to:
- Define a personal styling chart: colours/materials/shapes/products
- Draw flat drawings
- Create a mini collection plan

Why choose this course?
- A collection plan based on ESMOD methods
- The participants have access to multi-technical graphic material
- The course includes the ESMOD manual: «The Fashion design process: 4 - Collection process»

Course objectives:
At the end of the course, the participants will be able to:
- Have a complete grasp of the techniques involved in creating a skirt and a blouse from a pattern and by fitting onto a dummy
- Apply the high-quality ESMOD modelling methods
- Use their pattern making skills in their work

The programme:
The participants will:
- Attend a demonstration and practice making a skirt from a pattern
  - Then making ½ pinned cloths
  - Taking measurements / straight skirt / transforming the skirt / creating a model
  - Then making ½ pinned cloths
  - Labelling the dummy / straight skirt / other types of skirt / creating a model
  - Then making ½ pinned cloths
  - Planning the creation of the bust / enlargements / inserting the darts / basic blouse
  - Then making ½ pinned cloths
  - Labelling the dummy / bust / enlargements / inserting the darts / model

Why choose this course?
- Theoretical and practical training, according to the ESMOD method phases
- You will be guided every step of the way by an ESMOD ACADEMY professional
- The course includes the ESMOD manual: «Become a pattern drafter: Women’s garments – Tome 1»
FASHION INDUSTRY SKILLS - PATTERN MAKING

Dresses

Key skills with the ESMOD methods

Course objectives:

At the end of the course, the participants will be able to:

• Have a complete grasp of the techniques involved in creating a dress with a flat pattern drafting and a draping on the stand process
• Apply the high-quality ESMOD modelling methods
• Use their pattern making skills in their work

The programme:

The participants will be taught to:

• Attend a demonstration and practice making a dress from a pattern
• Then making ½ pinned cloths
• Construction: enlargements / dart insertion
• Attend a demonstration and practice drafting on the stand a dress
• Then making ½ pinned cloths
• Labelling the dummy / enlargements / model application

Why choose this course?

• Theoretical and practical training, according to the ESMOD method phases
• You will be guided every step of the way by an ESMOD ACADEMY professional
• The course includes the ESMOD manual: «Become a pattern drafter: Women’s garments – Tome 2»

Trousers and Jeans

Key skills with the ESMOD methods

Course objectives:

At the end of the course, the participants will be able to:

• Have a complete grasp of the techniques involved in creating a pair of trouser from a pattern
• Apply the high-quality ESMOD modelling methods
• Use their pattern making skills in their work

The programme:

The participants will:

• Attend a demonstration and practice making clothes from a flat pattern
• Create city-wear trousers and canvas «jeans» trousers from scratch
• Basic construction / transformation / flies / pockets
• Industrial pattern making + creation of a technical file

Why choose this course?

• Theoretical and practical training, according to the ESMOD method phases
• You will be guided every step of the way by an ESMOD ACADEMY professional
• The course includes the ESMOD manual: «Become a pattern drafter: Women’s garments – Tome 2»
Creating a suit
Key skills with the ESMOD methods

Course objectives:
At the end of the course, the participants will be able to:
• Have a complete grasp of the techniques involved in creating a suit from a pattern
• Apply the high-quality ESMOD modelling methods
• Use their pattern making skills in their work

The programme:
The participants will:
Attend a demonstration and practice making a suit jacket from a flat pattern
• Then making ½ pinned muslin sample
• Allowing for enlargements / suit sleeves / suit collar / shawl collar
• Planning model applications
Attend a demonstration and practice draping on the stand a suit jacket onto a dummy
• Then making ½ pinned cloths
• Allowing for enlargements / suit sleeves / suit collar / shawl collar
• Planning model applications
• Completion of a full industrial pattern (lining + interfacing) including technical files

Why choose this course?
• Theoretical and practical training, according to the ESMOD method phases
• You will be guided every step of the way by an ESMOD ACADEMY professional
• The course includes the ESMOD manual: «Become a pattern drafter: Women’s garments – Tome 2»
**Marketing**

The foundations, using ISEM methodology

**Course objectives:**

At the end of the course, the participants will be able to:

- Understand the link between the creation and marketing of a fashion product
- Have a good grasp of the tools used in fashion marketing
- Construct a pre- and post-creation product marketing strategy
- Develop a collection plan

**The programme:**

The participants will be taught to:

- Identify the key role marketing plays in the design of a fashion product
- Use a market study
- Segment an offer
- Identify consumer behaviours
- Set out a marketing strategy for a brand as part of a case study
- Create a balanced collection plan
- Imagine new high-impact products
- Plan an optimal sales and distribution strategy
- Design an attractive communication strategy

**Why choose this course?**

- Theoretical and practical training with a case study using ISEM methods
- The course includes the ESMOD manual «The Fashion design process: 4 - Collection process»

**COURSE**

LCBU01

**DURATION**

2 + 2 days

**PREREQUISITES**

Proof of professional experience

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**Merchandising**

Laying the foundations for an effective shop window

**Course objectives:**

At the end of the course, the participants will be able to:

- Take the brand image and translate it into the display of a shop window
- Send out a clear, understandable and attractive message
- Highlight the products and entice customers in to buy them

**The programme:**

The participants will be taught to:

- Understand how shop windows play the role of first contact with the customer, in terms of the brand’s communication strategy
- Create a story around each installation which is in line with the brand’s essence
- Create décor suited to the various seasons and sales periods which help support the product’s story
- Assess the importance of the marketing mix when creating the shop window display
- Use innovation and creativity as much as possible to highlight the display products

**Why choose this course?**

- Theoretical and practical training with a case study using ISEM methods
- Participants will be brought up to date on the latest trends in the sector
- You will be guided at all times by an ESMOD ACADEMY professional
- The course includes the ESMOD manual «The Fashion design process: 5 - Product environment»
The foundations of an effective sales approach, for men’s and women’s fashion

Course objectives:
At the end of the course, the participants will be able to:
• Adopt a sales approach which puts them in the position of brand ambassador
• Successfully complete the three phases of an effective sales approach: welcome, discovery of the customer’s desires, closing the sale
• Manage difficult situations: large numbers of customers, responding to objections…
• Improving the brand’s sales by adopting an adapted sales approach

The programme:
The participants will be taught to:
• Identify the three key elements of a “successful welcome” (personalisation, pleasure, sensations)
• Understand the various customer profiles and how to adapt to their behaviour and expectations in order to draw them in
• Use role-plays during workshops to «discover the customer’s desires»
• Learn how to identify difficult situations and how to manage them
• Understand how to transform the customer’s desire into an actual purchase
• Using filmed role-plays, practice managing their approach to sales and using positive techniques (verbal / non-verbal)

Why choose this course?
• Theoretical and practical classes with filmed role-plays
• A participant binder with a section to complete after the course, helping them develop their skills in the workplace
• The course includes the ESMOD manual: «Une année de style»

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The basics of alteration, Men’s fashion

Course objectives:
At the end of the course, the participants will be able to:
• Assess and recommend the best alterations to make according to the customer’s needs, taking into consideration their body and how the item should be worn
• Give alteration instructions and complete an alteration sheet for the workshop
• Monitor the alterations until the customer is completely satisfied

The programme:
The participants will be taught to:
• Identify which alterations are possible according to the items, the customer’s body shape and how the item should be worn
• Understand the various different types of possible alterations (interior, exterior) for the various items of men’s clothing
• Identify the correct protocols required to issue alteration instructions and monitor the alterations right up until the customer receives the garment
• Practice recommending alterations for the various items of men’s clothing

Why choose this course?
• The course includes the disassembly of men’s clothes in order to understand the secrets of how they are put together
• The course includes a class with a Parisian tailor
• The course includes the ESMOD manual: « Become a pattern draftr: Men’s garments»
The basics of alteration, Women’s fashion

Course objectives:
At the end of the course, the participants will be able to:
• Assess and recommend the best alterations to make according to the customer’s needs, taking into consideration their body and how the item should be worn
• Give alteration instructions and complete an alteration sheet for the workshop
• Monitor the alterations until the customer is completely satisfied

The programme:
The participants will be taught to:
• Identify which alterations are possible according to the items, the customer’s body shape and how the item should be worn
• Understand the various different types of possible alterations (interior, exterior) for the various items of women’s clothing
• Identify the correct protocols required to issue alteration instructions and monitor the alterations right up until the customer receives the garment
• Practice recommending alterations for the various items of women’s clothing

Why choose this course?
• The course includes the disassembly of women’s clothes in order to understand the secrets of how they are put together
• And a class with a professional alterer, enabling participants to gain the customer’s trust more effectively
• The course includes the ESMOD manual: «Become a pattern drifter: Women’s garments, Tomes 1 & 2»
Mastering the codes and vocabulary of fashion products and items in English

Course objectives:
At the end of the course, the participants will be able to:
- Position themselves as a fashion professional with a mastery of all the codes and vocabulary in English
- Build a rich and full English vocabulary
- Understand and feel confident with fashion English
- Express themselves in English in a fluid, relaxed manner
- Project a high-quality image of the company by expressing themselves in fluent «Fashion English»

The programme:
The participants will be taught to:
- Completely and fully understand all aspects of clothing, fashion codes and men’s and women’s fashion in English
- Describe, present, explain and exchange during filmed role-plays

Why choose this course?
- Theoretical and practical classes with filmed role-plays
- Mini-groups (max 6 people)
- The course is taught by a fashion professional who works in English
- The course includes the ESMOD manual «The Fashion design process: 5 - Product environment»

Mastering the codes and vocabulary of fabric and materials in English

Course objectives:
At the end of the course, the participants will be able to:
- Position themselves as a fashion professional with a mastery of all the codes and vocabulary in English
- Build a rich and full English vocabulary
- Understand and feel confident with fashion English
- Express themselves in English in a fluid, relaxed manner
- Project a high-quality image of the company by expressing themselves in fluent «Fashion English»

The programme:
The participants will be taught to:
- Completely and fully master all aspects of fashion fabrics and materials, including hand feel, fall and fit in English
- Build a glossary of fashion materials in English with samples
- Describe, present, explain and exchange during filmed role-plays

Why choose this course?
- Theoretical and practical classes with filmed role-plays
- Mini-groups (max 6 people)
- The course is taught by a fashion professional who works in English
- The course includes the ESMOD manual «Textile guide»
Course objectives:
At the end of the course, the participants will be able to:
• Position themselves as a fashion professional with a mastery of all the codes and vocabulary in English
• Build a rich and full English vocabulary
• Understand and feel confident with fashion English
• Express themselves in English in a fluid, relaxed manner
• Project a high-quality image of the company by expressing themselves in fluent «Fashion English»

The programme:
The participants will be taught to:
• Familiarise themselves with the various customer profiles in order to adapt to them
• Completely and fully master in English the sales techniques and approaches for women’s fashion, including all of the codes and vocabulary
• Describe, present, explain and exchange during filmed role-plays

Why choose this course?
• Theoretical and practical classes with filmed role-plays
• Mini-groups (max 6 people)
• The course is taught by a fashion professional who works in English

Course objectives:
At the end of the course, the participants will be able to:
• Position themselves as a fashion professional with a mastery of all the codes and vocabulary in English
• Build a rich and full English vocabulary
• Understand and feel confident with fashion English
• Express themselves in English in a fluid, relaxed manner
• Project a high-quality image of the company by expressing themselves in fluent «Fashion English»

The programme:
The participants will be taught to:
• Familiarise themselves with the various customer profiles in order to adapt to them
• Completely and fully master in English the sales techniques and approaches for men’s fashion, including all of the codes and vocabulary
• Describe, present, explain and exchange during filmed role-plays

Why choose this course?
• Theoretical and practical classes with filmed role-plays
• Mini-groups (max 6 people)
• The course is taught by a fashion professional who works in English
• The course includes the ESMOD manual: «Know-how - The art of tailoring»
Course objectives:

At the end of the course, the participants will be able to:

- Position themselves as a fashion professional with a mastery of all the codes and vocabulary in English
- Build a rich and full English vocabulary, based on a grounding in fashion culture
- Understand and feel confident with fashion English
- Express themselves in English in a fluid, relaxed manner
- Project a high-quality image of the company by expressing themselves in fluent «Fashion English»

The programme:

The participants will be taught to:

- Understand the different codes used in contemporary fashion and their origins in the history of clothing, from antiquity to today’s fashion labels
- Lead mini case studies in order to connect the current fashion trends with their origins in each brand’s history and heritage
- Describe, present, explain and exchange during filmed role-plays, focused on enriching their understanding of fashion culture

Why choose this course?

- Learning about contemporary fashion in relation to the history of the industry
- The use of beautiful iconography in class and a participant handbook with a wealth of information
- The course is taught by a fashion professional who works in English
- The course includes the ESMOD manual: «The grammar of Western clothing - All dressed up»

Course objectives:

At the end of the course, the participants will be able to:

- Position themselves as a fashion professional with a mastery of all the codes and vocabulary in English
- Build a rich and full English vocabulary, based on a solid grounding in fashion culture
- Understand and feel confident with fashion English
- Express themselves in English in a fluid, relaxed manner
- Project a high-quality image of the company by expressing themselves in fluent «Fashion English»

The programme:

The participants will be taught to:

- Understand the different codes used in contemporary fashion and their origins in the history of clothing, from antiquity to today’s fashion labels
- Lead mini case studies in order to connect the current fashion trends with their origins in each brand’s history and heritage
- Describe, present, explain and exchange during filmed role-plays, focused on enriching their understanding of fashion culture

Why choose this course?

- Learning about contemporary fashion in relation to the history of the industry
- The use of beautiful iconography in class and a participant handbook with a wealth of information
- The course is taught by a fashion professional who works in English
- The course includes the ESMOD manual: «The grammar of Western clothing - Keep your shirt on!»
Using past and present
to design the future fashion

Module 1

Course objectives:
At the end of the course, the participants will be able to:
• Position themselves as fashion professionals, fully up to date with current trends
• Present a collection concept in a full and detailed manner, using real points of reference from a solid grounding in fashion culture
• Go out and find inspiration for the creative, sales or communication process from a real personal knowledge base of fashion culture

The programme:
The participants will be required to (across modules 1 & 2):
• Understand the fashion codes in use today and how they have evolved alongside our bodies and clothes, from Antiquity to the present day
• Lead mini case studies in order to connect the current fashion trends with their origins in past and present fashion history

Why choose this course?
• Learning about contemporary fashion in relation to the history of the industry
• The use of beautiful iconography in class and a participant handbook with a wealth of information
• The course includes the ESMOD manual: «Fashion saga – 170 years of innovations»

Module 2

Course objectives:
At the end of the course, the participants will be able to:
• Position themselves as fashion professionals, fully up to date with current trends
• Present a collection concept in a full and detailed manner, using tomorrow’s fashion trends
• Go out and find inspiration for the creative, sales or communication process from a personal and innovative knowledge base of fashion culture

The programme:
The participants will be required to (across modules 1 & 2):
• Understand the fashion codes in use today and how they have evolved alongside our bodies and clothes, from Antiquity to the present day
• Lead mini case studies in order to connect the current fashion trends with their origins in past and present fashion history

Why choose this course?
• Learning about contemporary fashion in relation to the history of the industry
• The use of beautiful iconography in class and a participant handbook with a wealth of information
• The course includes the ESMOD manual: «Une année de style»
Lingerie/homewear as Fashion products

Course objectives:
At the end of the course, the participants will be able to:
- Reliably and accurately name each type of lingerie and each type of homewear
- Recognise and characterise the specific materials used in lingerie and homewear
- Position themselves in relation to the current market trends in lingerie and homewear

The programme:
The participants will be taught to:
- Understand the characteristics and the vocabulary used in lingerie and homewear for both men and women
- Familiarise themselves with the specific materials used in lingerie and homewear for both men and women, and their unique features
- Lead mini case studies in order to connect the current trends in lingerie and homewear for men and women with their origins in past and present fashion history

Why choose this course?
- Learning about contemporary fashion in relation to the history of the industry
- The use of beautiful iconography in class and a participant handbook with a wealth of information
- The course includes the ESMOD manual: «The grammar of Western clothing - All dressed up»

Accessories, bags, luggage and shoes as Fashion products

Course objectives:
At the end of the course, the participants will be able to:
- Reliably and accurately name each type of accessory, bag and shoe
- Recognise and characterise the specific materials used in fashion accessories
- Position themselves in relation to the current market trends in accessories, bags, luggage and shoes

The programme:
The participants will be taught to:
- Understand the characteristics and the vocabulary used for bags, luggage and shoes
- Familiarise themselves with the specific materials used in accessories, bags, luggage and shoes, and their unique features
- Lead mini case studies in order to connect the current trends in accessories, bags, luggage and shoes with their origins in past and present fashion history

Why choose this course?
- Learning about contemporary fashion in relation to the history of the industry
- The use of beautiful iconography in class and a participant handbook with a wealth of information
- Participants are guided by a professional who is active in the fashion accessories sector
Fashion trends, keeping up with the latest in fashion

Course objectives:
At the end of the course, the participants will be able to:
• Take their professional approach to creation, marketing, communication and sales and ensure that it stays up to date with the latest trends and developments
• Remain at the forefront of fashion trends by understanding how they work
• Challenge their vision of fashion and products according to the different seasons

The programme:
The participants will be taught to:
• Understand how trends in fashion work
• Analyse the up-coming season: colours, materials, forms and products, and use the inputs they get to anticipate trends for a future collection
• Lead mini case studies, taking the brand’s essence and using adapted points of reference in order to select the real trends to focus on

Why choose this course?
• Learning about contemporary fashion in relation to the history of the industry
• The use of beautiful iconography in class and a participant handbook with a wealth of information
• The course includes the ESMOD manual: «The Fashion design process: 4 – Creative paths»

CONTACT US
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PREREQUISITES
Proof of professional experience

COURSE
DCCM 05
DURATION
2 consecutive days

Learning the basics
Gaining deeper knowledge
Perfecting your skills
Developing your expertise