

**FASHION WORKSHOP**  
**At the Paris American Academy**  
**Paris, France**  
**July 2-28, 2011**

---

**WORKSHOP STRUCTURE: Core Program + Specialization**

Student will participate in the core program; Essentials of French Fashion and choose one of the following specializations: DESIGN PROCESS, COUTURE TECHNIQUES or FASHION MERCHANDISING & COMMUNICATION.

**CORE PROGRAM: Essentials of French Fashion**

A core component of activities that provides an overview of the French Fashion Industry and lays the foundation for each specialization.

**Student profile:** All students

**Subject areas:** Haute Couture Fashion Shows, Haute Couture Sewing Techniques, Haute Couture Draping Techniques, Trend Forecasting, Historical presentation on the Evolution of Fashion, Who's Who in European Fashion, Collection Development, Millinery overview, Textile Design.

**Haute Couture Shows**

Haute Couture Shows during the first week of July, with limited invitations to backstage experiences such as dressing models for shows as well as opportunities to see some shows from the audience.

**Guided visits to the following museums and exhibits:**

- The Louvre
- The Musée d'Orsay
- The Centre Georges Pompidou
- The exhibition at the Musée du Textile and des Arts Decorative du Louvre
- The Yves St. Laurent exhibit at the Foundation YSL

**Presentations by fashion industry professionals:**

- Trend forecasting
- Who's Who in the European fashion industry
- Developing a Collection
- The History of Haute Couture
- Couture draping in the tradition of Mme. Grès
- The evolution of draping as a design detail
- Working in haute couture
- Millinery (Hat making) for Haute Couture

- Shibori Dyeing and Nuno Felting for Fashion Design

### **SPECIALIZATION: Design Process**

**Student Profile:** Up to 2 years of study or experience in fashion design including pattern making, sewing and drawing.  
Basic knowledge of the fashion industry

**Subject areas :** Retail Product Development, Textile Design Project, Draping and Couture Sewing Project, Millinery workshop (hat making)

### **Focus Area Overview**

Design Process participants will interact with industry professionals in the Essentials of French Fashion core, exploring components of Fashion Design and retail product development. By the end of the workshop, Design Process students will have a good understanding of the luxury retail industry, and will have developed a portfolio with a trend board, sketches of original designs, and a product development trend power point. Textile design techniques included in this session are appliqué, shibori, and nuno felting, used in the creation of an original textile design on a silk scarf and an accessory with appliqué.

### **Lectures, studios and visits include:**

- Luxury Industry overview
- Sourcing millinery supplies, fabric and components
- Draping in fabric with the Mme. Grès haute couture method
- Draping in fabric with the Madeleine Vionnet couture method
- Textile design
- Shibori
- Felting
- Couture sewing techniques
- Couture Millinery (hat making)
- The fashion photo shoot
- Concept stores and on-site visit to Collette
- Fashion Design and the Merchandising Process

On-site analysis of department stores such as:

- Bon Marché
- Galeries Lafayette
- Les Printemps

On-site retail analysis:

- Left bank
- Couture golden triangle Avenue Montaigne
- Place des Victoires, Palais Royal, Galerie Vivienne
- Le Marais and Place des Vosges

## **SPECIALIZATION: Couture Techniques**

**Student Profile:** At least 2 years of study or experience in fashion design including pattern-making, sewing and drawing.

**Subject areas:** Textile Design Project, Draping Workshop, Draping and Couture Sewing Workshop and Project, Millinery (hat making) development

### **Focus Area Overview**

Couture Techniques participants will build on the interaction with industry professionals in the Essentials of French Fashion core, focusing on couture fashion design techniques with an in-depth application. At the end of the workshop, Couture technique students will have developed a portfolio of original designs. They will have learned textile design techniques: appliqué, shibori, and nuno felting. Based on these techniques, participants create yardage of original textile design. In addition, they will create a draped bustier inspired by the Mme. Grès haute couture method.

### **Lectures, studios and visits include:**

- Sourcing millinery supplies, fabric and components
- Draping in fabric with the Madeleine Vionnet couture method
- Creative couture draping in final fabric
- Creating a bustier inspired by the Mme. Grès haute couture draping method
- Textile design
- Shibori
- Nuno Felting
- Original fabric design
- Couture sewing techniques
- Collection Development
- Couture Millinery (hat making)

## **SPECIALIZATION: Fashion Merchandising & Communication**

**Student Profile:** Basic English composition and fashion industry knowledge

**Subject areas:** Fashion Reporting, Styling, Boutique Design Project, Textile Design Project, Global Retailing & Marketing

### **Focus Area Overview**

Fashion Merchandising and Communication participants will build on the interaction with industry professionals in the Essentials of French Fashion core, focusing on the European fashion market. At the end of the workshop, participants will have a portfolio of articles for publication, press releases,

and power point presentations reflecting experiences gained through a series of lectures and on-site visits, guided by professors and guest lecturers who are practicing industry professionals. They will have experienced a “hands on” textile design technique: shibori and or nuno felting which they will apply to create an original textile design on a silk scarf.

**Lectures and visits include:**

- Fashion writing:
- Couture review
- Fashion trends
- Public Relations
- The successful press release
- Blogging and e-zine: Using the Internet as a communication tool
- The Fashion Press in Europe
- Luxury Industry overview
- Concept stores and on-site visit to Collette
- Visual merchandising
- Fashion Advertising and Communication Tools
- Branding
- The fashion photo shoot

On-site analysis of department stores such as:

- Bon Marché
- Galeries Lafayette
- Les Printemps
- Left bank
- Couture golden triangle Avenue Montaigne
- Place des Victoires, Palais Royal, Galerie Vivienne
- Le Marais and Place des Vosges