

EXECUTIVE PROGRAM IN FRENCH FASHION BUSINESS

Global definition of France - Fashion
« La savoir faire français - The French know-how »



About the French Fashion Market :

300+ :
the annual number of fashion shows held in Paris, with half of foreign labels included in the official calendar.
Approx €150 billion :
the direct turnover of the fashion industry in France, including €33 billion in exports.
Approx 1,000,000 :
the number of jobs in the fashion industry.

Approx 2.7% :
the share of French GDP generated by fashion.
Approx €1.2 billion :
the amount of annual economic benefits coming from Fashion Week in Paris.
Approx 80% :
the export rate of the top 50 French businesses in this sector.



Bienvenue - Welcome :

To the land of legendary creators - Coco Chanel, Pierre Cardin, Nina Ricci, Yves Saint Laurent, Jeanne Lanvin, Jean Paul Gaultier, Madeleine Vionnet, Christian Dior and the other honored French legends.

The one year executive program is designed very specifically for the people having an extensive experience in the Fashion industry.



Modules :

- French Language applied to Fashion
- Overview of French Fashion Industry
- Inter cultural Management
- History of French Fashion
- Influence of French Fashion in the world
- Foreign Fashion Brands in French Market
- Materials - Imports and Exports
- Traditional Communication Media and Digital Marketing
- New Innovations



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FRENCH FASHION MARKET ACCESS PROGRAM (Live)



General Objectives.....

- To provide an overview of the basic principles of market access.
- To provide business skills training inputs.
- To introduce market access needs analysis tools and key skills to effectively help them. To explore the benefits and limitations of a market awareness tour.



Specific Objectives.....

Introduction To Market Access Principles

- To impart the basic principles of effective market access
- To inform the participants on the range of different challenges to do business in France / EU and the measures over come them.

International Business Skill Development

- To understand how to assist themselves in identifying appropriate market opportunities in the French market
- To understand how to assist themselves to develop strong business to meet the challenges of exporting to France or setting up their business in France or importing the French brands.
- To understand the appropriate French market needs and the products patron, the context in which French buyers are operating, and their requirements

Market Information

- To do their own market research at fair cost
- To understand how to analyze markets and look for suitable opportunities

Market Access Needs Analysis Tools

- To understand the basic principles of effective business counseling so that they are more effective in meeting their future clients needs
- To have and use market access needs analysis tools to pinpoint their clients needs in order to fulfill them effectively, and an action plan for the application of this tool



Market Linkages

- To understand different routes to market and how to access them effectively
- To understand the key reasons market linkages between French buyers and small Indian producers have failed in the past
- To understand how to assist their artisan clients in finding and marketing effective links with French export buyers
- To understand how to assist their clients to make these linkages work for them in the long term



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Specific Objectives



Product Development

- To understand the demands of the French market on product quality, design and turnover
- To understand how to assist themselves to develop appropriate products, and product development strategies to meet these demands effectively



Reality of Market Tours

- To understand the benefits and limitations of a market awareness tour (e.g. that they rarely lead to immediate sales)
- To be able to assist their clients to plan for and propose their own market awareness tour

The Program Outcome

At the end of the program the candidate is supposed to make an innovative project which consists of three year business plan and estimated balance sheets to be presented and approved front of the Jury.

Setting up a company in France.

Setting up a French brand in Indian market.



**Awarding the Executive
Post Graduate Diploma
in French Fashion Business**