MARIST INTERNATIONAL PROGRAMS AND MOD’SPE IN PARIS

This program, a joint venture between Marist College and Mod’Spe Paris, will explore both the historic and modern roles of Paris as a center of global fashion, fashion trends and luxury branding. The study will begin with a comparison of French and American fashion industries and include a comprehensive overview of marketing strategies of classic French retailers such as Bon Marche and Galleries Lafayette, examine the importance of emerging trend at cutting edge Paris boutiques, and explore the specialty markets of French cosmetics, fragrance, accessories and intimate apparel. The study will also include visits to the workrooms and archives of legendary French fashion labels and to a trade event showcasing leading names in French ready-to-wear fashion. A combination of site visits and lectures will provide students with a concentrated exposure to the continuing power and influence of French fashion on modern global fashion. Additional visits to museums, cathedrals and other important sites within Paris will provide students with a well-rounded cultural experience.

THE COURSE

Three (3) credits will be offered for the program.

Undergraduate

FASH485L-150 Paris Fashion: Atelier to Marketplace

Note: Courses above may fulfill the elective for the Global Studies minor or serve as a Foreign Culture credit or for the Cultural Diversity requirement. Speak with your Academic Advisor for more information.

PROGRAM DIRECTOR

Prof Radley Cramer will direct the program. Students interested in the program need to meet with Prof Cramer to discuss program details and to receive permission to enroll in the program. A second full time Marist instructor/chaperone will also accompany the group to assist with logistics.

ACADEMICS

The academic portion of the program will be conducted by Prof Radley Cramer. Students are required to participate in all aspects of the program and to complete all required exercises for a final grade. Course requirements will include a journal of daily activities and a focused term paper. For more about course requirements, please arrange a meeting with Prof Cramer.

The course will provide valuable exposure to the continuing impact of French fashion producers within the global marketplace. Paris - one of the key epicenters of fashion history - will serve as an ideal location for the exploration of both historic and modern facets of French style and its impact on both international fashion and marketing trends. Students will come to appreciate the differences between French and American approaches, both culturally and in relation to the fashion industry. Understanding this relationship is fundamental to success in an increasingly global fashion industry.

Students are required to attend orientation/class sessions during Fall Semester 2009. Dates and times to be announced.

THE COURSE

The program will include formal lectures and presentations, as well as visits to select business facilities. Students will keep a journal of daily activities, submit projects, papers and presentations while in Paris, and complete a post-travel, journal-based project.

PROGRAM ITINERARY*

Tentative scheduled destinations to include a tour of Paris, Avenue Montaigne, a visit to Bon Marche, the Yves Saint Laurent archives, European trend forecast, a day-trip to Versaille, the Louis Vuitton museum and more.

Details of the itinerary will be covered during orientation.

HOUSING

Students will stay in budget hotels (double or triple occupancy).

MEALS

Breakfast is included on the program. All other meals will be the responsibility of the student. Students are encouraged to explore the culinary offerings available in the host country.

*MIP reserves the right to make changes to the scheduled itinerary. Any changes will be discussed during orientation.
PROGRAM COST OF $4,200.00 INCLUDES:

- Roundtrip Airfare (NYC-Paris)
- Airport Transfer in France
- Program Transportation in France
- Accommodations (double or triple occupancy)
- 1 meal per day (breakfast)
- Site visits (entrance fees to designated venues)
- Health Insurance
- Travel Insurance

COSTS NOT INCLUDED:

- 3-credits Marist tuition
- 2 meals per day
- Personal expenses, transportation and excursions
- Passport and visa (if required)
- Departure Tax (if required)
- US Airport Transfer
- Gratuities

IMPORTANT PROGRAM NOTES

- All students are required to purchase trip cancellation insurance. This cost is included in the program fee.
- Fluctuating exchange rates, airline and other fees may lead to costs changes.
- Program fees are based on a minimum number of participants (generally 12-14) for the program.
- Refund Policy: Please speak with the short-term coordinator for specific information on Marist International Programs short-term program refund policy prior to making any payments for the program. Your $300 non-refundable deposit indicates your acceptance of the Refund Policy.
- Applicants should demonstrate flexibility and a sincere desire to increase their understanding of French culture and society, and should possess the emotional strength to adjust to a foreign environment.
- Marist International Programs reserves the right to modify or cancel the program as dictated by current weather, economic and/or political situations. This may include changes to the scheduled itinerary or program dates.
- All fees will be refunded if a program is cancelled.
- Information in this brochure is subject to change.

Mod’Spe Paris L’Institut Supérieur Spécialisé de la Mode, an institute specialised in fashion marketing, was created in 1993 in order to train highly skilled professionals meeting the specific needs of the fashion industry. Mod’Spe provides training in marketing, sales management and buying. Classes for the program will be coordinated between Mod’Spe and the Fashion Program at Marist College.

PROGRAM REGISTRATION PAYMENTS AND DEADLINES

November 19, 2010 (deposit) $300.00 (non-refundable)

PAYMENT SCHEDULE DEADLINES

December 10, 2010 (balance due) $3,700.00

TOTAL $4,000.00

WINTER TUITION PAYMENT December 17, 2010

3 Undergraduate Credits* ($575.00 per credit) $1,725.00

TOTAL PROGRAM COST $5,725.00

*Add $110 per credit for graduate credit

FOR MORE INFORMATION

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