

## **Marist-Mod'Spe Paris Fashion Program**

### The Marist College Fashion Program Course Descriptions

#### ***French Language & Culture***

This unique course combines an introduction to the French language with an exploration of the social and business communication skills required to navigate within a global society. The language component of the course also uses extensive on-line training, available at both intermediate and advanced levels, allowing the course to be adapted to the more advanced student of the French language.

#### ***Visual Merchandising***

The successful visual merchandiser requires an understanding of how a customer reasons and makes purchasing decisions. The informed visual merchandiser turns that customer into a consumer using proper layout, diverse vending options, and various display methods, including proper lighting, props, mannequins, fixtures, and other tools of the trade. This course prepares the student with the knowledge – from both classic and modern approaches – and necessary skills that may be used to attract the eye and the purchases of the consumer.

#### ***Trend Forecasting***

This course enables students to understand the utility of trend forecasting in the fashion industry, to assess trend forecasts and to produce forecasts themselves. The course presents theoretical insight on processes and parameters of trend movement, and enables students to apply these competences to all fields of design-oriented consumer products. Knowledge is obtained and enacted through hands-on research projects on trends. This field research will present students with realities of different (French) social and cultural backgrounds and enable them to abandon personal judgment in favor of relevant trend and brand-driven information for product development.

#### ***History of Costume***

Students explore the historic styles and modes of Western dress and adornment throughout the ages from the ancient Egyptian period to the 20th century. Costume is viewed within the context of the period relating to major historical developments, technology, production, and economic situation. Also discussed are the arts, specific individuals, events or societal values that can be seen to influence fashions of the times.

#### ***Product Development***

Presents an overview of apparel manufacturing and product development focusing on the function and practices of product development from concept to delivery. Topics include: supply chain management, understanding and defining the target market, researching fashion trends from color and fabric to silhouette, specing, construction, quality control, sourcing and costing.