



KENT STATE
UNIVERSITY
THE FASHION SCHOOL



THE FASHION SCHOOL & PARIS AMERICAN ACADEMY JULY 2-28, 2011

Beginning summer 2011, fashion design and merchandising students may earn six (6) Kent State credits while taking approved Fashion School courses at the Paris American Academy (PAA), in Paris, France. The month-long program, held in July, includes field trips, on-site experiences, hands-on workshops, lectures, and activities designed to expand an understanding of fashion. The PAA strongly believes in promoting international education as essential to “future global co-operation and understanding”.

Eligibility:

Design and merchandising majors of sophomore, junior or senior academic standing are eligible to apply for the Summer 2011 KSU PAA Program. Participants must have at least a **2.5 cumulative GPA**, upon commitment to the program.

How to Enroll:

Deadline for applications is March 15, 2011. Application instructions, forms, and housing information are available at The Fashion School or via the website at www.fashionschool.kent.edu.

Program Costs:

\$2,466 USD	Tuition (in-State)
\$1,300 USD	Program Fee

Housing:

For information on housing and costs, please visit the Paris American Academy website, in reference to the summer program offerings at <http://parisamericanacademy.fr>

Guest Students:

Students from other colleges and universities must be enrolled at KSU as a guest student. Guest students should consult their academic advisor from their home institution to determine how this experience will count toward their degree.

FREQUENTLY ASKED QUESTIONS

Q Where will I live and will someone set up housing for me?

A Housing is located within 1 mile of the school, in the Latin Quarter, and is arranged by the PAA. Students may choose from the following:

- Shared, private furnished apartment:
+ \$ 1900 (US)
- Shared, three star hotel twin room:
+ \$ 2400 (US)
- Single, three star hotel single room:
+ \$ 4600 (US)

Students pay housing costs directly to the PAA.

Q Can I use financial aid to fund this program?

A Yes! Students who apply for the PAA July Program through Kent State University and receive Kent State credit, are eligible to use financial aid toward program costs.

Q Why does it benefit Guest students to participate in the PAA program through Kent State?

A Transferring credit from Kent State to your home institution is easier than transferring credit from a European institution. Additionally, Consortium Agreements are more commonly accepted with Kent State, in order to use Financial Aid to fund your Paris experience.

Q I'm a merchandising major, will I be expected to participate in hands-on workshops?

A Yes. It is beneficial for merchandising students to understand the design process and engage in creative, hands-on activity. Merchandising students are not required to have taken fine art or design courses to be successful in the program.

COURSES OFFERED

Fashion Merchandising Majors

Program provides 6 credits for FDM Elective or Support Core Elective for FM.

FDM 35903 - EUROPEAN FASHION MARKETING SEMINAR

Taken concurrently with European Fashion Marketing and uses a European city as an extended classroom, combining various field trips to directional shopping districts, fashion houses and fashion magazines. Only taught in European settings. Corequisite: FDM 35902.

3.000 Credit hours

3.000 Lecture hours

2.000 Lab hours

Levels: Undergraduate

Schedule Types: Combined Lecture and Lab

Kent State Fashion Design and Merch Department

Course includes:

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. **Plus, guided visits to the following museums and exhibits:**

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

THE PARIS AMERICAN ACADEMY (PAA)

Centered in the famous Paris Latin Quarter, less than a mile from Notre Dame cathedral and three blocks from the Luxembourg gardens, the Academy draws upon Paris's cultural and artistic heritage in making the city its campus.

For further information on the PAA, please visit:

<http://www.parisamericanacademy.fr>



FDM 35902 - EUROPEAN FASHION MARKETING

Building on the information acquired in the European Fashion Marketing Seminar lectures and visits, students complete a series of assignments designed to simulate the type of work that a merchandising professional may be asked to complete. Corequisite: FDM 35903.

3.000 Credit hours

3.000 Lecture hours

Levels: Undergraduate

Schedule Types: Lecture

Kent State Fashion Design and Merch Department

Lectures and visits may 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

COURSES OFFERED

Fashion Design Majors

Program provides 6 credits for FDM Elective or Support Core Elective for FD.

FDM 35905 - EUROPEAN FASHION DESIGN SEMINAR

Taken concurrently with European Fashion Design and uses a European city as an extended classroom, combining various field trips to directional shopping districts, fashion houses and fashion magazines. Corequisite: FDM 35904.

3.000 Credit hours

3.000 Lecture hours

2.000 Lab hours

Levels: Undergraduate

Schedule Types: Combined Lecture and Lab

Kent State Fashion Design and Merch Department

Course includes:

[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. [Plus, guided visits to the following museums and exhibits:](#)

- The Louvre
 - The Musée d'Orsay
 - The Centre Georges Pompidou
 - Musée du Textile and des Arts Decorative du Louvre
 - The Yves St. Laurent exhibit at the Foundation
- [Presentations by fashion industry professionals:](#)
- Trend forecasting
 - Who's Who in the European fashion industry
 - Developing a Collection
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 - Working in haute couture
 - Millinery (Hat making) for Haute Couture
 - Shibori Dyeing and Nuno Felting for Fashion Design

THE PARIS AMERICAN ACADEMY (PAA)

The PARIS AMERICAN ACADEMY has formed a unique teaching staff comprised of academics, qualified professionals, guest artists and visiting professors. All students and participants are ensured a comprehensive approach to professional standards. To assist the transition to Paris, the administrative staff has an orientation and welcoming committee.

For further information on the PAA, please visit:

<http://www.parisamericanacademy.fr>



FDM 35904 - EUROPEAN FASHION DESIGN

Taken concurrently with European Fashion Design Seminar and is designed to introduce couture techniques, such as draping and millinery work, and enhance techniques of those who possess a basic to advanced knowledge of sewing. Only taught in European settings. Corequisite: FDM 35905.

3.000 Credit hours

3.000 Lecture hours

2.000 Lab hours

Levels: Undergraduate

Schedule Types: Combined Lecture and Lab

Kent State Fashion Design and Merch Department

[Lectures, studios and visits may 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 Marrais and Place des Vosges

GENERAL OVERVIEW

PROGRAM OVERVIEW

The 4 week program tuition and fees include:

- Welcome buffet lunch
- Introduction to the Latin Quarter
- Scheduled program of instruction
- Survival French language course
- Entrance fees to scheduled museum visits
- Paris city tour by motor-coach
- Farewell buffet dinner
- International Health insurance through Kent State's Office of International Affairs

Expenses not included:

- Excursions to Versailles Palace and Monet's Garden at Giverny
- Seine river cruise for the Bastille day fireworks celebration
- Air fare
- All meals except where explicitly included (optional excursions)

HOUSING

The program can be coupled with or without accommodation; if accommodation is required we propose the following options:

Accommodation in three star hotel:

- The hotel is located at a 3 minute walk from the school
- Rooms are reserved for 28 nights, check in: July 1st - check out : July 29
- Buffet-style breakfast included
- Air conditioned rooms, telephone and satellite TV. No kitchen facilities.
- Access to WIFI internet available but not included.
- Daily room cleaning, sheets and towels almost daily.

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Accommodation in private furnished apartment: (limited spaces available)

- PAA manages a number of private apartments in various buildings within a mile radius of the Val de Grace.
- Apartments are reserved for 28 nights, check in: July 1st - check out : July 29
- Furnished, clean and well-maintained, they vary in size from small studios to spacious multi-unit rooms
- Each unit has kitchen and bathroom facilities.
- These are not serviced apartments, no meals are provided. (Internet connections and TV are not guaranteed)

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