

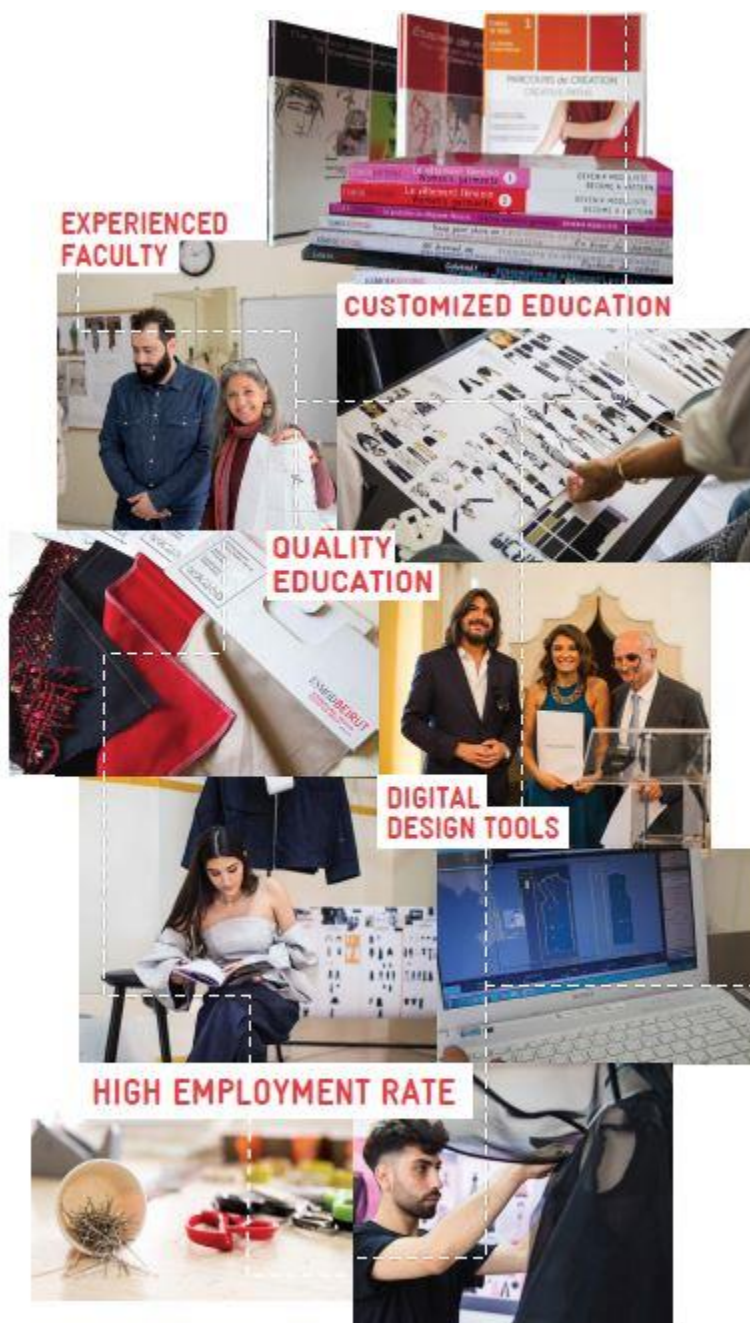
First Fashion School in the World

First Written Method

Largest International Network

Student Exchange Program

High Employment Rate – 90% in Lebanon in 2017



# History

- ESMOD was founded in 1841 by Alexis Lavigne, tailor of the Empress Eugénie and the inventor of the bust mannequin, flexible centimeter and first written method. For more information on ESMOD International, visit our website: [www.esmod.com](http://www.esmod.com)
- ESMOD is present in Lebanon since 1999. Our goal is to create a culture of innovation, creativity, technicity, and to adapt the training to the evolution of the fashion field. For more information, please visit our website: [www.esmodbeyrouth.com](http://www.esmodbeyrouth.com)
- ESMOD Beirut signed an agreement with Saint Joseph University (USJ) in July 2017, a milestone in the history of ESMOD Beirut. Through this partnership, the Lebanese Government has officially recognized its three-year intensive program (180 ECTS) as a BA or Licence.



# BA in Fashion Design & Pattern Drafting

## Learning Objectives

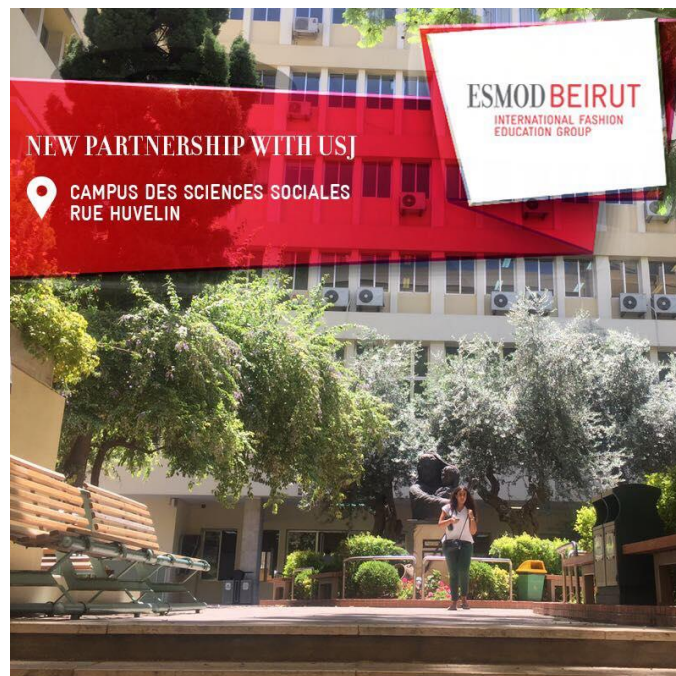
The three-year intensive program allows students to acquire excellent technical skills while developing and refining their creative & marketing abilities. In the final year, students design & construct a collection of clothing, specializing in a specific market.

This program also allows students to jump into the Fashion industry as soon as they graduate from university.

Students who wish to apply in our school should have Curious, Critical and Observant minds with high interest in Fashion.

## Course contents

- Fashion Design & Pattern Drafting equally divided. Fashion Design involves the creative design aspect while Pattern Drafting translates that vision into a constructed garment through draping, cutting and sewing. The combination of these disciplines is what gives ESMOD's methodology its added value and its graduates their unparalleled technical & creative expertise.
- Other related topics: Fashion sketching, illustration, trend forecasting, marketing, branding, textile, history of costume, computer fashion illustration and pattern making (Photoshop, Illustrator, Lectra Modaris).
- Each year, students present their work to a Jury of ESMOD faculty & industry professionals.



# Continuing Education

- Accelerated courses enable the interested student to initiate or improve knowledge in the specific topic.
- Courses given in French, English & Arabic.
- Maximum number of students per class: 20
- Minimum number of students per class: 8.
- Courses validated by a certificate from ESMOD Beirut & USJ.

## SUMMER FASHION DESIGN COURSE

**Syllabus:** Learning basic techniques for drawing fashion figures

**Timing:** 10am to 1pm

**Total number of hours:** 60

## EVENING COURSES

### Fashion Design

**Syllabus:** Color base; Color range study and collage; Figurines; Flat design (skirts, shirts, dress); Multi-product mini-collection

**Timing:** 6pm to 9pm

**Total number of hours:** 120

### Pattern Drafting

**Syllabus:** Introduction to sewing to produce skirts and shirts; understanding dart manipulation; pleats concept; final exam: dress on fabric and full technical file.

**Timing:** 6pm to 9pm

**Total number of hours:** 126

### Fashion Business

**Syllabus:** Learning the bases of Fashion & Luxury marketing, merchandising and branding

**Timing:** 6:30pm to 9pm

**Total number of hours:** 70



## Workshops (between 15 and 40 hours)

- Footwear Design
- Jewelry Design & Sculpting
- Fashion Journalism
- Fashion Buying & Merchandising
- Styling & Consulting
- Visual Merchandising
- Launching your Fashion Brand
- Fashion and Luxury Marketing
- Technical Flat Drawing on Adobe Illustrator
- Adobe Photoshop for Fashion Designers
- Social media for Fashion

