

First Masters in fashion, engineering and management launched by Paris Fashion School by PSL / EnaMoMa

Submitted by: BlueSky Public Relations Ltd

Thursday, 20 April 2017

PRESS RELEASE: FOR IMMEDIATE RELEASE

First Masters in fashion, engineering and management launched by Paris Fashion School by PSL / EnaMoMa

Paris, 20 April 2017

To help fashion designers create commercially successful products, Paris Fashion School by PSL / EnaMoMa (Ecole Nationale de Mode et Matière) has launched its first Masters degree in Fashion Design, bringing together three of France's most prominent fashion, engineering and management schools for a trans disciplinary education that combines creativity and technology with strategy and management.

Long-established art and design school EnsAD has partnered with engineering school MINES ParisTech and management school Université Paris-Dauphine for this innovative programme as part of the dynamic learning model at Paris Sciences & Lettres (PSL) Research University.

"In bringing together the worlds of fashion, engineering and marketing, our schools have shown the value of cross-curricular teaching which guides and inspires us. Breaking down the barriers between the disciplines, and experimenting with new teaching methods, we are bringing new and innovative cross-discipline projects to life. We are very proud of this collective success and salute the outstanding team spirit which created it," says Thierry Coulhon, president of PSL. "Where better than Paris to learn how to make fashion a success?"

Going beyond the roles of stylists and designers, EnaMoMa students will combine their work on textile and material design with the latest technological advances, and also develop managerial skills to help them build a viable business. They will also incorporate lessons in strategy and marketing with other sectors of art and decoration such as stage design, videography, graphic design, object design, image printing, animated cinema, and interior design.

Denis Darpy, Professor at the University Paris-Dauphine, Head of the Department for Masters, says: "The young creators of today must master the tools of marketing and management for the growth of their business projects and the launch of their brand. We must accompany them and train them towards this."

The convergence of the skill sets and experience of engineers, creative and managers is already being put into practice with a course module that enables students to pursue project work directly with companies. "The textile and fashion industry is an engine of economic growth", explains Marc Partouche, Director of EnsAD. "This is the first time that a public higher education institution has offered a Masters programme to satisfy the needs of both employers and graduates."

Students will be taught to understand the methods of production and distribution. They will explore issues linked to the environment, industrial waste, and renewables.

“The idea is to revolutionise these practices, the possibilities, the thinking, and the research to fit into the world of fashion and textiles creation. We are beginning an era of transformation due to the potential of innovative textile and digital industries.” Julien Bohdanowicz, Director of Studies at MINES ParisTech, says.

The two-year Masters will be taught in English to help young, visionary creators of fashion to build their brands from small high street shops to designer labels.

EnaMoMa is offering two introductory Summer Schools in Fashion and Colour from 10 to 13 July 2017, with the Masters beginning in September 2017 and a doctoral programme in the fall of 2018.

Applicants should already hold advanced training qualifications, such as a Bachelor’s degree, in fashion.

Applications are open from now until 24 May 2017, and results of the selective admissions process will be announced on 14 June 2017. To join the first class of 15 EnaMoMa students, candidates are invited to apply through the website : <https://enamoma.ensad.fr>

For further information : www.enamoma.fr

/ENDS

For more information, please contact Stephanie Mullins at BlueSky PR at smullins@bluesky-pr.com or call +44 (0)1582 790 706

Notes to editors:

About Paris Sciences & Lettres (PSL) Research University - www.univ-psl.fr/en

PSL is a world-class research university that places innovation and the creation of value at the heart of its ambition. Located in the center of Paris, it brings together the arts, pure and applied sciences, social sciences, engineering and humanities to create a university model for the 21st century. PSL is home to 22,000 students, more than 5,000 lecturer-researchers, as well as 178 research laboratories and over 90 libraries and museums. PSL provides the best talents with the means to meet, enrich their knowledge and invent the future. PSL is the meeting point of all disciplines, it has an outstanding potential for research and stimulates the boldest projects through partnerships that increase its impact on society and the economy.

Institutions of PSL: Chimie ParisTech, Collège de France, Conservatoire national supérieur d’Art dramatique, Conservatoire national supérieur de Musique et de Danse de Paris, École des hautes études en sciences sociales, École française d’Extrême-Orient, École nationale des chartes, École nationale supérieure des Arts Décoratifs, École nationale supérieure des beaux-arts, École normale supérieure, École Pratique des Hautes Études, ESPCI Paris, Fondation Pierre-Gilles de Gennes pour la recherche, IBPC-Fondation Edmond de Rothschild, Institut Curie, Institut Louis Bachelier, La Fémis, Lycée Henri IV, MINES ParisTech, Observatoire de Paris, Université Paris-Dauphine, Association Art et

Recherche, CNRS, INRIA, INSERM and Institut Pasteur

About EnsAD – www.ensad.fr

The École nationale supérieure des Arts Décoratifs - Paris (ENSAD) is a public institution of higher education under the authority of the French Ministry of Culture and Communication and welcomes around 700 French and foreign students.

The training takes place over five years, with a specialization to choose from: Interior Architecture, Art, Animation, Graphic Design, Product Design, Textile and Texture Design, Fashion Design, Printed Image, Photography/Video, and Stage Design.

The School's diploma grants Master's status to its recipients. The School's research laboratory (EnsadLab) is comprised of several research groups covering the fields of art and design. The School was founded in 1766 and will celebrate its 250th anniversary in 2016/2017.

About MINES Paris Tech – www.mines-paristech.fr

Since its creation in 1783, MINES ParisTech has trained engineers of the very highest level to be capable of resolving complex problems across a variety of fields. As the number one school in France in terms of the volume of contractual research it carries out, MINES ParisTech has a notably important role in research and a structure that is dedicated to partner research. Its research domains stretch from applied maths, to geosciences as well as social and economic sciences.

MINES ParisTech is a founding member of PSL Research University, which is the collection of 26 prestigious research and higher education establishments that are found in the heart of Paris, and at the heart of ParisTech. Moreover, the Mines ParisTech Foundation, created in 1946, accompanies and supports projects from the school. Recognized as promoting the public interest, it is allowed to receive donations and legacies.

About University Paris-Dauphine – www.dauphine.fr

The University Paris-Dauphine is a fantastic higher education establishment providing training courses and research for the field of sciences within organisations and decisions (management, economy, law, social sciences, journalism, maths and technology). The university Paris-Dauphine is one of the leading universities in its domain, with 570 permanent researchers, teachers and assistants, 8,800 students in their initial training of which 37% are at degree level, 56% are at masters level and 6% are at doctorate level, with there being 6 courses available at degree level, 22 courses available at masters level and 5 programmes available at doctorate level. Dauphine is a founding member of the PSL University. It is the only French university to have been accredited Equis status and to be part of the Conference des Grandes Ecoles (CGE).