

MARIST IN PARIS

January 1-17, 2010

Paris Fashion: Atelier to Marketplace

MARIST ABROAD 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 trend 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.

ACADEMIC PROGRAM

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.

COURSE WORK

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.

TENTATIVE PROGRAM ITINERARY*

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 Versailles, the Louis Vuitton museum and much more.

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.

**The MIP reserves the right to make changes to the scheduled itinerary. Any changes will be discussed during orientation.*



PROGRAM COST OF \$3,600.00 INCLUDES:

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

COSTS NOT INCLUDED:

- 3-credits Marist Tuition (see Program Registration and Deadlines)
- 2 meals per day (lunch and dinner)
- Personal expenses, transportation and excursions
- Passport
- Taxes and surcharges (airline, airport & departure)
- US Airport Transfer
- Gratuities

SPACE IS LIMITED!!

PROGRAM NOTES

- Fluctuating exchange rates, airline and other fees may lead to cost changes.
- Program fees are based on a minimum number of participants in the program. Refund Policy: Please speak with the 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 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.

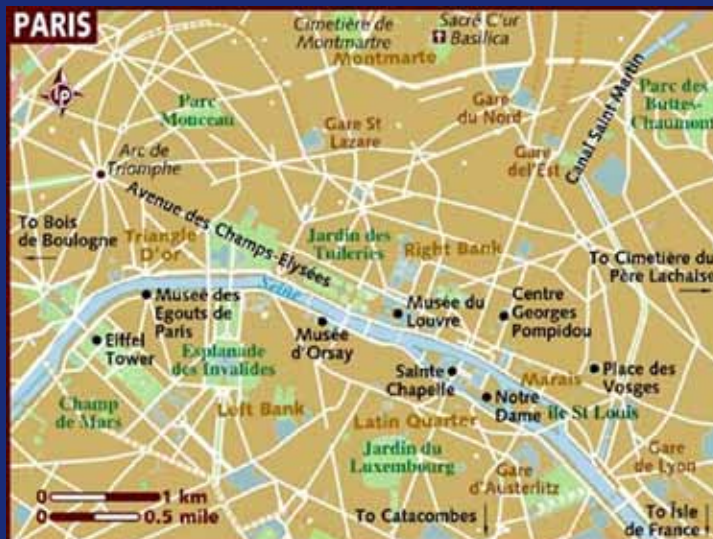
PROGRAM AND TUITION PAYMENT

Students are expected to follow the program and tuition payment schedule as indicated on this brochure. Failure to do so can result in withdrawal from the program and financial penalties. Tuition must be paid in full in order to register for your course.

All payments, including the \$300 non-refundable deposit, should be made in Student Financial Services, Donnelly 200. Student Financial Services can accept payments by cash or check. If you wish to pay by credit card (Discover, MasterCard or American Express only), you must do so online at <http://www.marist.edu/financialaid/payment.html>. A 2% convenience fee is assessed for all credit card transactions.

Alternative loans are available for winter intersession programs. Visit our website at <http://www.marist.edu/financialaid> for information on alternative loans.

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

October 30, 2009 (deposit) \$300.00 (non-refundable)

PAYMENT SCHEDULE DEADLINES

November 6, 2009 (1st payment) \$1,650.00
 November 20, 2009 (balance due) \$1,650.00

TOTAL \$3,600.00

WINTER TUITION PAYMENT December 18, 2009
 3 Undergraduate Credits* (\$550 per credit) \$1,650.00

TOTAL PROGRAM COST \$5,250.00

*Add \$85.00 per credit for graduate credit

FOR MORE INFORMATION

Academic Matters

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General Information

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