

SUMMER

SCHOOL

**One week in central Paris
to discover and learn about
Fashion, Art and Technology**

Paris... is one of the most visited city in the world, where everything happens from fashion to art, luxury and design. In today's digital world, technology englobes all of this, bringing it together... And enhancing everything Paris stands for.

Would you like to attend our Summer School for **one week in central Paris to discover and learn about Fashion, Art and Technology?**

Participate in a workshop week full in English! In addition, enjoy an **introduction to the language of Shakespeare through texts and tours** typically French.

iSCOM
PARIS



OBJECTIVES OF THE SEMINAR

The objective of the seminar is to have a theoretical and practical understanding on how fashion and luxury brands can use technology for communicating with their clients and what impact it has on its customers.

Then, the students will have a practical case to present. They will have to freely choose a fashion brand whichever they want. They will then have to prepare a project that will ally both aspects: fashion and technology. Concerning the technology, they can choose any technology they want.

Students should understand how the creation of these projects mixing fashion and technology improves the attractiveness of their brand.

Our programme includes the following:

- Four **seminars on French fashion branding** and technological tools,
- Practicing on creation of **3D images and holograms** with coaching sessions by professionals,
- **Retail tours and visits** to digital and art museums to discover immersive digital experiences

More informations:

- housing assistance;
- support throughout the duration of the stay;
- leisure and shared outings in French.

08th TO 12th
JULY 2019

iSCOM

PARIS

Language of instruction : course is taught in English

Dates : Week 8-12 July 2019

Tuition fees : 750 Euros (all visits included)

Admission procedure : complete the attached online application form

Application deadline : 15th June 2019

For further information, fell free to contact us : lucile.garet@iscom.fr