



EDUCATION REPORT 2015

How to Get Into the Best Fashion Schools

As students in the US and the UK finalise their university applications, BoF asks some of fashion's most respected educators what they look for in prospective students.

“USE BOTH SIDES OF YOUR BRAIN”

Christine Walter Bonini, general manager, ESMOD (FR)

The global level of competition is rising and we have many international applicants coming from all over the world. We are looking for curious, open-minded students, who are motivated and driven to be the best they can be. The studies here, in Paris, are very intensive and require a lot of time, rigour, energy and patience. It's important that students show that they can use both sides of their brain, stay realistic and rational, but at same time full of imagination.

Our admission procedure works in several steps: After a careful review of application materials (curriculum vitae, cover letter, school transcripts), we ask applicants to submit a creative portfolio following our guidelines. We are eager to discover their personality and creative aesthetics, and to get to know them better before we meet them for a one-on-one interview. We ask them to present their personal universe (such as the designers, shops, books, movies and historical eras they admire or are inspired by) in a creative way. They are absolutely free to decide how to illustrate it, whether in the form of a book, sketchbook, collage, video or photos. My advice to students is tell us more about yourself, your experiences, activities, the accomplishments in which you take pride, your inspirations and dreams. Presentation and commitment are more important than technical skills – like in professional life, everyday work is one of the keys to success. To be on top, our students must find motivation and pleasure in everyday learning and working.