

ESMOD PARIS

VARIATIONS

VARIATION: Feminine noun from the Latin "Variatio"...

The state of that which varies, modification, change, variance, difference between two states:

In ASTRONOMY, it is the uneven movement of the Moon caused by a fluctuation in the Sun's residual attraction over the Moon during a lunar month.

In BIOLOGY, it is the difference or set of differences between an individual animal or plant of a given age and its ascendants, considered at the same degree of development.

In CHOREOGRAPHY, it is a sequence formed by the second and third parts of a large "pas de deux".

In MUSIC, it is the transformation of a musical phrase using a variety of writing methods that separately or simultaneously affect the melody, rhythm, tempo, mode, tone, harmony or polyphony but leave the original theme discernible. Synonyms: variance, fluctuation, modification, oscillation.

©Larousse



ESMOD PARIS PRESENTS ITS 2012 YEAR GROUP AT THE WHO'S NEXT Prêt-à-Porter Paris SHOW

On Monday 2 July 2012, ESMOD PARIS presents its fashion show "VARIATIONS" the theme of the 2012 year group, at the WHO'S NEXT Prêt-à-Porter Paris show. The prestigious school has taken advantage of the fact that the event date has been brought forward to take up a place in its programme. This year, the international show is to be held from 30 June to 3 July and therefore coincides with the end of courses and the graduation period.

To be gazed at by visitors to the WHO'S NEXT Prêt-à-Porter Paris show, who are made up of French and international professionals, is a completely new, important and highly motivating new challenge for ESMOD PARIS' students.

Also, as young designers are a central focus of WHO'S NEXT Prêt-à-Porter Paris, it seems appropriate and natural for the two institutions to jointly organise the event.

The show is giving carte blanche to ESMOD PARIS on an area covering 60m² in aisle A of the Exhibition Centre. 40 students from the Introductory & Advanced classes are set to take part.

The students have set up an exhibition of scarecrows in the form of a laboratory.

WHO'S NEXT Prêt-à-Porter Paris : a brief description:

A major international fashion event, WHO'S NEXT Prêt-à-Porter Paris is a trade fashion show that takes place twice a year, in January and June, at Paris Paris Expo – Porte de Versailles, attracting members of the fashion industry from all over the world.

The result of a recent merger between 2 long-standing shows, WHO'S NEXT and PRÊT-A-PORTER PARIS, the show proposes a global offer and is a world leader, with over 2,100 international brands represented and 65,000 visitors. With women's ready-to-wear, men's fashion, urban fashion, young designers and fashion accessories, WHO'S NEXT Prêt-à-Porter Paris' 6 universes cover every aspect of contemporary fashion design and provides complete fashion information in a way that is unique in the world.

www.whosnext.com

ESMOD: a brief description:

ESMOD INTERNATIONAL FASHION INSTITUTES & UNIVERSITIES GROUP is the world's oldest fashion school. It was founded in 1841 by Mr. Alexis Lavigne (the famous tailor to Empress Eugenie and inventor of the soft metric tape and the dressmaker's dummy). When he died, his family decided to perpetuate the founder's methods and know-how. The ESMOD Group now has 22 establishments worldwide. ESMOD PARIS is a crossroads for these 4000 or so students who come together to live a real enthusiasm for fashion. The students come to Paris to meet teachers and professionals well-known for their talents and embark on a 3-year training course with a choice of 9 areas of specialisation in Paris for the 3rd year:

Women's ready-to-wear, Women's ready-to-wear specialising in Knitwear, Men's Fashion, Women's ready-to-wear specialising in Children's fashion, New Traditional Couture, New Luxury Couture, Lingerie, Fashion Accessories and Stage Design.

This 3-year course of study may be followed by a 4th Postgraduate year studying "Designer Couture" or "Fashion Marketing".

ESMOD has always staying close to the business realities and since 1989 has had a highly operational branch complementary to fashion design, that of marketing within ESMOD FASHION BUSINESS / ISEM, which offers the opportunity of further study for an MBA in partnership with CNAM (Conservatoire National des Arts and Métiers – National Academy of Arts and Crafts).

www.esmod.com

2012 YEAR GROUP JURY FAVOURITES

On 5, 6 and 12 June 2012, ESMOD PARIS' 3rd and 4th year students underwent their "trial by jury".

Nearly 200 professionals came to judge and score the collections for our students' degrees.

The patrons and matrons among these professionals handed out "Jury Favourite" awards:

Christophe JOSSE gave his "Jury Favourite" award to 3rd year student Takuya ISAGAWA, specialising in New Traditional Couture.

Katherine PRADEAU gave her "Jury Favourite" award to 3rd year student Catalina CHIANG, specialising in New Luxury Couture.

Elisabeth de SENNEVILLE gave her "Jury Favourite" award to 3rd year student Anne-Laure PERRON, specialising in Children.

Elisabeth de SENNEVILLE gave her "Jury Favourite" award to 3rd year student Shuyang LIU, specialising in Women.

Muriel BERSON (Marithé and François GIRBAUD) gave her "Jury Favourite" award to 3rd year student Louise BAUDIN, specialising in Women.

Isabelle BALLU gave her "Jury Favourite" award to 3rd year student Pernilla WINBERG, specialising in Women.

Irène VAN RYB gave her "Jury Favourite" award to 3rd year student Magdalena MALBRAN, specialising in Women, Knitting option.

Louis GERIN and Grégory LAMAUD (Les Garçons) gave their "Jury Favourite" award to 3rd year student Elodie JOUOT, specialising in Men's Fashion.

Pôm SEVESTRE gave her "Jury Favourite" award to 3rd year student Ilaria NERI, specialising in Lingerie.

Pierre-Louis MASCIA gave his "Jury Favourite" award to 3rd year student Nicolas LORPHELIN, specialising in Accessories.

Alain Germain gave his "Jury Favourite" award to 3rd year student Laura LE GALLO, specialising in Stage Design.

Marc LE BIHAN gave two "Jury Favourite" awards, the first to Cécile DALLANCON and the second to Xiaolei SHI, both 4th year students, Postgraduate "Designer Couture" course.

ESMOD PARIS' Lingerie specialisation will be represented at the INTERFILIERE show, which will take place in Paris from 7 to 9 July 2012, at the Exhibition Centre, Porte de Versailles, Hall 1.



PLANET **ESMOD**

UPMODELS



Rowenta

MAKE UP FOR EVER
ACADEMY

dma
models agency

Eurovet

Khadi and Co
BESS NIELSEN



ARTISTIC DIRECTION FOR THE FASHION SHOW: David GILLARD; Simon LAFORCE; WSN.
SHOWROOM & FASHION SHOW COORDINATION: David GILLARD; Fabienne TEXIER; Amina MEREDJI; Simon LAFORCE.
MODEL COORDINATORS FOR THE FASHION SHOW: Dévi SOK + Laura LAYOUSSE.
DESIGN & MODELLING COORDINATION: Paul Marchand; Patrick LAFFRAY. Tamara MORENO
TECHNICAL COORDINATION: Elke DEMSKI; Laszlo KOVACS.
TEAM COORDINATION: Anne VIALON; Sabrina SEGHIR.
HAIR STYLING: INTERCOIFFURE.
MAKE-UP: MAKE UP FOR EVER ACADEMY.
MAKE-UP AND STAGE DESIGN: LE CONSERVATOIRE DU MAQUILLAGE.
SOUND: Tina HOYAUX; Thomas OÏFFER.
MUSICAL SELECTION: Tina HOYAUX; Simon LAFORCE.
LIGHT & SOUND: WSN.
IMAGE: Patrice BRUYER.
VIDEO PRODUCTION: Gaby Hours – SPOA PRODUCTION
COMMUNICATION: Simon LAFORCE; Léonie UCHIYAMA; Emilie LEJEUNE

Thank you:

To the models, the DMA agencies and & UP MODELS. A
 Céline SURREL and Maison WALTER STEIGER.
 To Adeline ASTRUC; Céline GAULHIAC, all the teachers and everyone else involved in the cabin and everyone who has supported our students
 through their courses.
 To the students.
 To our advertisers and partners.
 To our sponsor fabric, fur and leather companies for supporting this year group.
 To the companies that have placed their trust in ESMOD by paying back the apprenticeship tax.
 Many thanks to Xavier CLERGERIE; Bertrand FOÛCHE; Boris PROVOST; Sophie GUYOT; Luc BIERMÉ; Alexis DESCOLLONGES ; Elodie
 LAVESVRE; Sylvie POURRAT; AMELIE LE ROUX and the entire "WSN Developpement" team.

...

THE VISUALS FROM THE FASHION SHOW WILL BE AVAILABLE FROM 3 JULY 2012 ON THE FOLLOWING LINK:

www.esmod.com/esmodparis2012_variations

**PRESS CONTACT: ESMOD INTERNATIONAL
 FASHION INSTITUTES & UNIVERSITIES GROUP**

Simon LAFORCE
 +33 (0)1 44 83 81 50
simon.laforce@esmod.com
www.esmod.com

PRESS CONTACT: WHO'S NEXT Prêt-à-Porter Paris

AGENCE 187 COM
 Elodie LAVESVRE
 +33 (0)1 42 93 54 17
elodie@187com.fr
www.whosnext.com

ESMOD
 INTERNATIONAL
 Fashion Institutes & Universities Group

ESMOD – ISEM PARIS; ESMOD EDITIONS; ESMOD BORDEAUX; ESMOD LYON; ESMOD RENNES; ESMOD – ISEM ROUBAIX; ESMOD BEIJING; ESMOD BERLIN; ESMOD
 BEIRUT; ESMOD DAMASCUS; ESMOD DUBAI; ESMOD ISTANBUL; ESMOD JAKARTA; ESMOD MOSCOW; ESMOD MUNICH; ESMOD OSAKA; ESMOD OSLO; ESMOD SAO
 PAULO; ESMOD SEOUL; ESMOD SOUSSE; ESMOD TOKYO; ESMOD TUNIS.