

FOR ITS 30 YEAR ANNIVERSARY, ISEM ANNOUNCES NEW BRAND STRATEGY

Press release - July 1st, 2019

On the occasion of the celebration of its 30th anniversary on June 26th, in its new headquarters in Pantin, ISEM has unveiled its new visual identity based on the strength, ambition and values of the ESMOD Group.

Founded in 1989, ISEM is one of the first business schools dedicated to fashion that educates its students according to the requirements of a constantly changing market, with the diplomas recognized by the State, Level II: Head of Commercial Strategy and Communication in Fashion Industry, and Level I: Manager of International Development in Fashion & Luxury Industry.

Our expertise in the fields of Marketing, Communication, Sales and Management, as well as the extent of our professional network, guaranteeing the placement of the graduates, allowed ISEM to develop in France: in Paris, Roubaix, Lyon, Bordeaux, and also internationally: in Tokyo and Jakarta.

Today, in order to clarify its offer, to increase its readability outside France and to emphasize its membership in a group of almost 180 years of existence, ISEM has created ESMOD Fashion Business, a new brand that reinforces the legitimacy of its educational offer, which is naturally specialized in the sector and which decompartmentalizes the professions of Creation and Business through the deployment of educational and transversal pathways.

By placing the company at the heart of its concerns and by anticipating tomorrow's needs (digital, new management models ...), by placing the student at the center of construction on his/her professional project, the offer is thought out as a proposal of different trajectories, a reciprocal exchange with the industry and a deployment of hybrid skills that offer great fields of action to future fashion entrepreneurs.

ESMOD Fashion Business is thus the school most in tune with the profession, its new generations and new practices focused on innovation.



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N.B: The name of ISEM remains unchanged as well as its legal structure wholly owned by ESMOD