



BORDEAUX

IBSM MODE & MARKETING

With 34 years of experience and strong technical skills, IBSM Mode & Marketing trains its students for jobs in fashion in a 3 to 5 years course.

It is also possible to enter IBSM for one year in the Specialisation course (bac+3 level or diploma of higher education) to strengthen your skills with a professional internship of 4 to 6 months in France or abroad.

The IBSM educational program consists in a complementarity between the creative process, a solid artistic knowledge and the understanding of the fashion technical tools to build a successful personal and professional project.

Open-mindedness, creativity, innovation, technical skills and a cross-cutting approach allow our students to adapt to the globalization of the fashion industry. Our main goal is to train creative and meticulous designers who will forecast new trends and meet the needs of the industrial production.

Besides, IBSM developed a new Mastère of Fashion and Luxury Marketing and Management Bac+5 level to meet the employment market evolutions.

This course consolidates our students knowledge in commercial strategy and develops their management skills for the textile industry, the beauty, leather goods and jewelry companies in order to reach decision-making positions.

◆ MAIN PROGRAMMES OF STUDY

Fashion, Fashion Design, Textile Design, Pattern making, Collection Development, Luxury, Fashion Industry, Supply Chain, Sourcing, Fashion Marketing, Branding

◆ RESEARCH

French fashion school, Bordeaux, study fashion in France, pattern making techniques, high-end collection development, french fashion design, fashion marketing, luxury industry

◆ STRENGTHS

- IBSM's equipment is worthy of its ambitions :
- Complete sewing workshop : industrial sewing machines, overedging machines, dummies
 - Fabric Library : large range of remnants and fabric swatches updated every season during the parisian textile fairs such as Indigo, Expofil, Premiere Vision, Modamont and le Cuir à Paris
 - Textile workshop : knitting machines, weaving looms, yarns
 - Crafts workshop : screen-printing, embroidery, customizing tools, hand knitting
 - Graphic design room : computers with Adobe Illustrator, Photoshop and Indesign, burner, scanner, large paper pattern printer. Since 2010, IBSM acquired the 3D pattern making software Lectra to meet the industry needs.
 - Framing equipment to display students work
 - Free WIFI for everyone at IBSM

◆ LOCATION

On a surface of 430 m2 in the city center of Bordeaux.



IDENTITY FORM

- ◆ **Precise name of the institution**
IBSM Mode & Marketing
- ◆ **Type of institution**
Private higher education institution
- ◆ **City where the main campus is located**
Bordeaux
- ◆ **Number of students**
100
- ◆ **Percentage or number of international students**
10
- ◆ **Type and level of qualifications awarded**
 - Bachelor Styliste Designer de Mode : RNCP niveau 6 - bac+3
 - Bachelor Marketing de Mode : RNCP niveau 6 - Bac +3
 - Mastère Marketing et Management Mode et Luxe - RNCP niveau 7 - Bac +5
- ◆ **French language courses**
Yes - It is possible to attend french courses with our school partner named 'Alliance Française'.
- ◆ **Programs for international students**
No
- ◆ **Programs in English**
Yes - IBSM courses can be fully taught in english for a minimum of 10 students.
- ◆ **Registration fees/year (for information only)**
Bachelor Styliste - Modéliste : 7500 €
Bachelor Marketing de Mode : 7500 €
Mastère Marketing et Management Mode et Luxe : 6500 €
- ◆ **Postal address**
10, 11 place des Quinconces - 33000 Bordeaux

<http://www.ibsm-mode.com>



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