

# INTERNATIONAL FASHION BUSINESS PROGRAM



NEW PROGRAM FOR  
ENTREPRENEURS  
IN FASHION

3 Years Program

## FUTURE CAREER

Textile Buyer

Product Manager

Marketing Director

Sales Director

Merchandiser

Stylist

• BEIJING • BEYROUTH •  
BORDEAUX • DAMAS • DUBAI  
• GUANGZHOU • ISTANBUL •  
**JAKARTA** • KUALA LUMPUR  
• KYOTO • LYON • MOSCOW •  
• OSLO • PARIS • RENNES •  
ROUBAIX • SEOUL • SOUSSE  
• TOKYO • TUNIS •

ESMOD  
**JAKARTA**  
FASHION DESIGN AND  
BUSINESS SCHOOL



## OUR PROGRAMS

### 1ST YEAR

#### DISCOVERY AND INITIATION

Learn how the fashion market works, how it develops, and where it will go: the basic production techniques involved in fashion.

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### 2ND YEAR

#### YEAR OF INTENSITY AND DEPTH

In depth insight of the fashion market, learn how to use the latest marketing channels, as well as law and finance aspect.

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### 3RD YEAR

#### IMPLEMENTATION AND GLOBALIZATION

An international perspective of fashion as a cultural barometer, marketing context, and gaining knowledge by working in a real company.

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## THREE ELEMENTS IN FASHION BUSINESS PROGRAM



Marketing & Communication



Fashion Routes



Management

## INTERNATIONAL FASHION BUSINESS

This program is tailored for the Business of Fashion, focused in Digital Marketing. Specialized in Marketing, Sourcing, and Distribution in the Luxury Market. We have designed this business program to increase the focus on entrepreneurship as Indonesia's market currently offers a million opportunities for young, eager, and creative minds. You will use your ability to discover opportunities and learn how to market your great business idea.





## INTERNSHIP

Working in a company to put into practice the knowledge acquired. The internship allows one to understand how a fashion company functions / the generation / communication event / purchase of a business / apparel industry accessories. It is also intended to facilitate the understanding of business and employability.

**2nd** | **10 WEEKS INTERNSHIP**  
YEAR | (boutique, department store or showroom)

## 3 YEAR HIGHER-EDUCATION PROGRAM ESMOD INTERNATIONAL CERTIFICATION

The International Fashion Business program is not only about business, you will also learn about the basics in Fashion Creation, so you can be a knowledgeable business partner. You will have opportunities to apply it during internship, also when creating final project as required for graduation to make a business concept.

### SCHEDULE

Volume in hours:  
**25 hours per week**

Semester:  
**6 Semesters**

From:  
**Monday to Friday**

Credits:  
**144**



**18** MASTER  
OF DESIGN  
PROGRAM  
IN COLLABORATION WITH ITB

**OPEN INTAKE EVERY AUGUST**

# WHY FASHION BUSINESS?

FASHION IS...

BASIC NEED OF  
HUMAN BEINGS



MULTIBILLION DOLLAR  
GLOBAL ENTERPRISE BIZ



IRREPLACEABLE  
INDUSTRY






- International program from ESMOD Paris
- Focus on Digital Marketing for fashionpreneur
- Specializing in fashion for international and luxury market Practical group projects

# ESMODJAKARTA

FASHION DESIGN AND BUSINESS SCHOOL

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