

IBSM

Mode & Marketing

www.ibsm-mode.com



Fort de ses 35 ans d'expérience, de ses compétences techniques et pédagogiques, l'IBSM Mode & Marketing prépare les étudiants aux métiers de concepteurs et managers de collections dans le secteur de la mode et du luxe.

La France occupe une large part mondiale du marché de la mode et du luxe. L'apparition de nouvelles technologies et les nouveaux modes de consommation entraînent une modification permanente du secteur et un besoin croissant en professionnels hautement qualifiés.

Les entreprises cherchent à recruter des personnes capables d'interpréter ces changements, afin de concevoir et promouvoir des collections innovantes qui répondent aux attentes des futurs consommateurs pour développer à terme leur compétitivité, leur créativité et accroître leur implantation.

Le projet pédagogique d'IBSM Mode & Marketing prend appui sur la complémentarité entre démarche créative, maîtrise des outils techniques de la mode et formation d'une solide culture générale et marketing pour s'inscrire dans cette perspective d'évolution.

Notre objectif est de former des professionnels rigoureux qui sauront identifier les tendances, tout en sachant répondre aux exigences d'une production industrielle pour développer des collections conformes aux attentes des entreprises qui les engagent.



FILIÈRES ET DIPLÔMES

Filières et diplômes FEDE

01. Management, Gestion et Stratégies des organisations et des Ressources humaines

Mastère Européen – Management Digital

Autres formations et certificats proposés par l'école :

Bachelor Styliste Designer de Mode

Bachelor Marketing Option Mode

Spécialisation Création de Marque

Mastère Marketing & Management Mode et Luxe



LANGUES D'ENSEIGNEMENT

Français



VIE ASSOCIATIVE

Bureau des élèves

LES + DE L'ÉCOLE

- Première école de mode et marketing de Bordeaux
- 35 ans d'expérience, leader des formations mode depuis 1988
- Intervenants et conférenciers professionnels
- Partenariats avec des entreprises internationales
- Accompagnement dans la recherche de stages et d'alternances
- Emplacement privilégié en plein centre-ville de Bordeaux



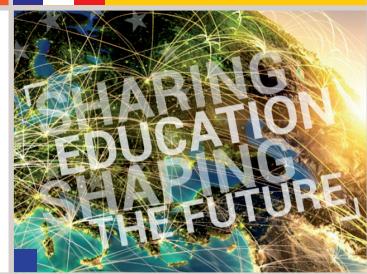
CHIFFRES CLÉS

- 140 étudiants
- 20 enseignants
- 50 Partenariats
- Date de création : 1988
- 5 événements par an
- Bâtiment de 700 m²
- Accréditations et certification qualité autres que ceux de la FEDE : Qualiopi, Campus France

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With its 35 years of experience, its technical and teaching skills, IBSM Mode & Marketing prepares students for careers as designers and managers of collections in the fashion and luxury sector.

France occupies a large global share of the fashion and luxury market. The emergence of new technologies and new consumption patterns lead to a permanent change in the sector and a growing need for highly qualified professionals.

Companies seek to recruit people capable of interpreting these changes to design and promote innovative collections that meet the expectations of future consumers to ultimately develop their competitiveness, their creativity and increase their presence.

The educational project of IBSM Mode & Marketing is based on the complementarity between creative approach, mastery of the technical tools of fashion and formation of a solid general culture and marketing to be part of this perspective of evolution.

Our goal is to train rigorous professionals who will be able to identify trends, while knowing how to meet the requirements of industrial production to develop collections that meet the expectations of the companies that hire them.



PROGRAMMES AND DEGREES

FEDE programmes and degrees

01. Management, Organisational Strategy and Human resources

■ European Master's – Digital Management

Other programmes and certificates offered by the institution

■ Bachelor's Fashion Designer Stylist ■ Bachelor's Marketing Fashion Option

■ Brand Creation Specialisation

■ Master's Marketing & Management Fashion And Luxury



TEACHING LANGUAGES

French

CAMPUS LIFE

■ Student's office

STRENGTHS OF THE INSTITUTION

- First fashion and marketing school in Bordeaux
- 35 years of experience, leader in fashion training since 1988
- Professional speakers
- Partnerships with international companies
- Support in finding internships and block release training
- Privileged location in the city centre of Bordeaux

KEY FIGURES

- 140 students
- 20 teachers
- 50 Partnerships
- Date of creation: 1988
- 5 events per year
- Building of 700 m²
- Accreditations and quality certifications other than those of the FEDE: Qualiopi, Campus France

The FEDE is an INGO International Non-Governmental Organisation and a supranational institution that was created in 1963, which is endowed with participatory status with the Council of Europe.

It federates an international network comprised of over 500 higher and professional education institutions in 35 countries across 4 continents, which share a common project that is hinged on academic excellence, pedagogical innovation, scientific research and openness to the world.

The FEDE delivers 90 European degrees that are available in English and in the national language, from the Foundation Degree, the European Bachelor's Degree, the European Master's Degree to the DBA Doctorate of Business Administration. The FEDE counts an international network of over 180 000 alumni.

i PRACTICAL INFOS

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INFORMATION ON THE LOCAL AREA

- Transports
 - Bus: 2, 3, 4
 - Tram: B
- Tourism
 - www.bordeaux-tourism.co.uk
- Local government
 - www.bordeaux.fr
- Famous heritage
 - <https://bit.ly/3lVxp3>
 - Bridge Jacques Chaban Delmas
 - Water mirror
- Local sports teams
 - Major teams: 1. Les Girondins de Bordeaux : www.girondins.com
- Sport in the region
 - <https://bit.ly/3uiALPd>



Federation for Education in Europe
Fédération Européenne Des Ecoles