

IESEG FASHION BUSINESS SUMMER PROGRAM

(JULY 1st – 12th 2019)

Subject to change upon arrival

Contact : summer@ieseg.fr

		Monday, July 1 st	Tuesday, July 2 nd	Wednesday, July 3 rd	Thursday, July 4 th	Friday, July 5 th	Saturday, July 6 th	Sunday, July 7 th
MORNING	9:00	Arrival and Registration					FREE	FREE
	9:30	Orientation and Introduction 9:30AM - 12PM PA00	Luxury Digital Strategies Sébastien SANTOS 9:30AM – 12:30PM P116	Meeting point: IESEG at 9:30AM Seine River Cruise 9 :30AM – 12PM	Corporate Talk: The Perfume Industry Marielle DUBREUIL 9:30AM – 12:30PM P224	Fashion and Luxury Goods Marketing Sebastien SANTOS 9:30AM – 12:30PM P224		
	10:00							
	10:30							
	11:00							
	11:30							
	12:00							
AFTERNOON	12:30	Welcome lunch 12PM – 2PM	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK		
	1:00							
	1:30							
	2:00	Paris: capital of Fashion since the 17 th century Iliana KASARSKA 2PM - 5PM P116	Luxury Digital Strategies Sébastien SANTOS 2PM – 5PM P116	FREE	Fashion and Luxury Goods Marketing Sebastien SANTOS 2PM – 5PM P224	Fashion and Luxury Goods Marketing Sebastien SANTOS 2PM – 5PM P224		
	2:30							
	3:00							
	3:30							
	4:00							
	4:30							
	5:00							
Evening								

MORNING		Monday, July 8 th	Tuesday, July 9 th	Wednesday, July 10 th	Thursday, July 11 th	Friday, July 12 th	Saturday, July 13 th	Sunday, July 14 th
	9:00						DEPARTURE CHECK-OUT FROM HOUSING	French National Holiday
	9:30	Corporate Talk: Managing Fashion Shows Inès JOURDE 9:30AM – 12:30PM P116	Fashion: A Powerful Business Universe Marie-Eve FAUST 9:30AM – 12:30PM P116	Fashion: A Powerful Business Universe Marie-Eve FAUST 9:30AM – 12:30PM P116	Fashion: A Powerful Business Universe Marie-Eve FAUST 9:30AM – 12:30PM P116	Corporate Talk: Unlocking Premium Fashion Brands Hélène TIMSIT 9:30AM – 12:30PM P116		
	10:00							
	10:30							
	11:00							
	11:30							
	12:00							
12:30								
AFTERNOON	1:00	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK		
	1:30							
	2:00	Fashion: A Powerful Business Universe Marie-Eve FAUST 2PM – 5PM P116	Meeting point: IESEG at 1PM	Meeting point: IESEG at 1PM	Fashion: A Powerful Business Universe Marie-Eve FAUST 2PM – 5PM P116	Fashion and Luxury Goods Marketing Sebastien SANTOS 2PM – 5PM P116		
	2:30		Visit of Ecole Lesage Group 1 2PM – 5PM	Visit of Ecole Lesage Group 2 2PM – 5PM				
	3:00							
	3:30							
	4:00							
	4:30							
5:00								
EVENING		International Evening 6PM - 8PM PJ00	Meeting point: Museum at 5:45PM Yves Saint Laurent Museum Inès JOURDE 6PM - 7PM	Meeting point: Museum at 4:45PM Fragonard Museum 5PM – 7PM		Certificate Ceremony 5PM - 6PM PA00		