

**IESEG FASHION BUSINESS SUMMER PROGRAM  
(JULY 1<sup>st</sup> – 12<sup>th</sup> 2019)**

Subject to change upon arrival

Contact : [summer@ieseg.fr](mailto:summer@ieseg.fr)

		Monday, July 1 <sup>st</sup>	Tuesday, July 2 <sup>nd</sup>	Wednesday, July 3 <sup>rd</sup>	Thursday, July 4 <sup>th</sup>	Friday, July 5 <sup>th</sup>	Saturday, July 6 <sup>th</sup>	Sunday, July 7 <sup>th</sup>
MORNING	9:00	Arrival and Registration					FREE	FREE
	9:30	Orientation and Introduction 9:30AM - 12PM	Luxury Digital Strategies 9:30AM – 12:30PM	Paris: capital of Fashion since the 17 <sup>th</sup> century 9:30AM – 12:30PM	Corporate Talk: The Perfume Industry 9:30AM – 12:30PM	Managing and Communicating in Fashion and Luxury 9:30AM – 12:30PM		
	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	Paris: capital of Fashion since the 17 <sup>th</sup> century 2PM - 5PM	Luxury Digital Strategies 2PM – 5PM	Meeting point: IESEG at 2PM  Seine River Cruise 2PM – 5PM	Managing and Communicating in Fashion and Luxury 2PM – 5PM	Managing and Communicating in Fashion and Luxury 2PM – 5PM		
	1:30							
	2:00							
	2:30							
	3:00							
	3:30							
	4:00							
4:30								
5:00								
EVENING								

		Monday, July 8 <sup>th</sup>	Tuesday, July 9 <sup>th</sup>	Wednesday, July 10 <sup>th</sup>	Thursday, July 11 <sup>th</sup>	Friday, July 12 <sup>th</sup>	Saturday, July 13 <sup>th</sup>	Sunday, July 14 <sup>th</sup>
MORNING	9:00	Corporate Talk: Managing Fashion Shows 9:30AM – 12:30PM	Fashion: A Powerful Business Universe 9:30AM – 12:30PM	Fashion: A Powerful Business Universe 9:30AM – 12:30PM	Fashion: A Powerful Business Universe 9:30AM – 12:30PM	Corporate Talk: Unlocking Premium Fashion Brands 9:30AM – 12:30PM	DEPARTURE  CHECK-OUT FROM HOUSING	French National Holiday
	9:30							
	10:00							
	10:30							
	11:00							
	11:30							
12:00								
AFTERNOON	12:30	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK		
	1:00	Fashion: A Powerful Business Universe 2PM – 5PM	Meeting point: IESEG at 1PM  Visit of Ecole Lesage Group 1 2PM – 5PM	Meeting point: IESEG at 1PM  Visit of Ecole Lesage Group 2 2PM – 5PM	Fashion: A Powerful Business Universe 2PM – 5PM	Managing and Communicating in Fashion and Luxury 2PM – 5PM		
	1:30							
	2:00							
	2:30							
	3:00							
	3:30							
	4:00							
4:30								
5:00								
EVENING	International Evening 6PM - 8PM	Meeting point: Museum at 5:45PM  Yves Saint Laurent Museum 6PM - 7PM	Meeting point: IESEG at 3:45PM  Fragonard Museum 4:30PM – 6:30PM			Certificate Ceremony 2PM - 4PM		