



# ESSCA



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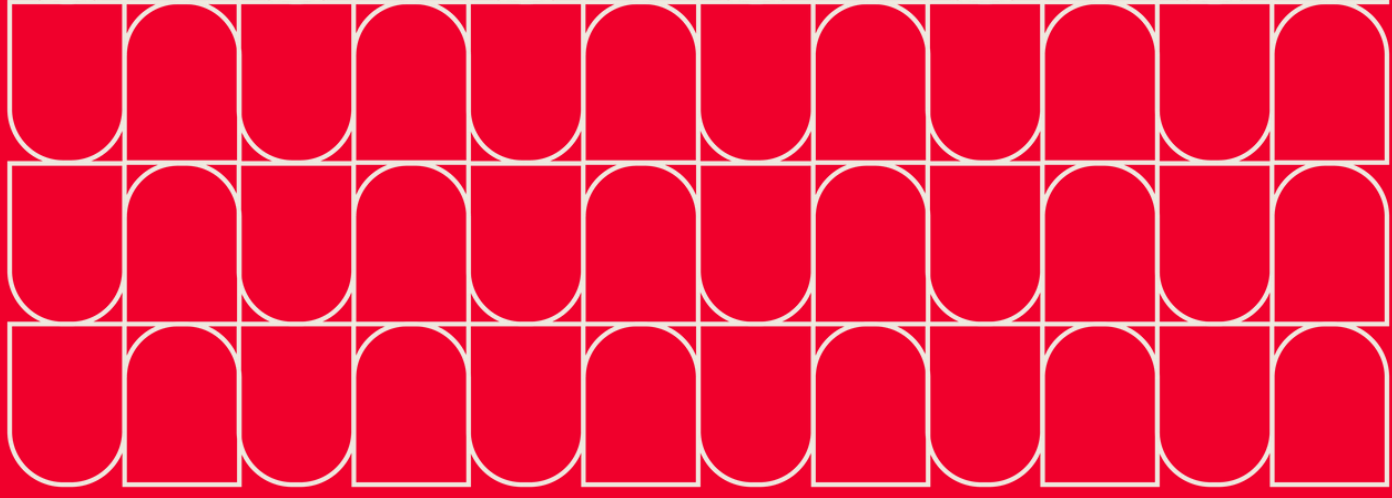


LUXURY BRANDING PARIS. EXPLORE A DYNAMIC WORLD

JUNE 16TH - JULY 4TH 2025

2025  
SUMMER





# Introduction to ESSCA



# ESSCA in a few words

Founded in 1909, ESSCA School of Management prepares its students through a five-year programme to become managers in marketing, finance, and management in an international environment.

One of the post-secondary business school with international accreditation, ESSCA has been granted five « labels » of excellence: Conférence des Grandes Écoles, the Master's degree, the EPAS certification, the AACSB accreditation and the EQUIS accreditation. In 2023, ESSCA ranked 54th in the Financial Times ranking.

ESSCA offers international programmes on 10 sites: Angers, Paris, Aix-en-Provence, Strasbourg, Malaga, Luxembourg, Budapest and Shanghai, along with a network of 279 partners universities in 56 countries.

At present, the school works with some 2,500 companies.



## ESSCA: Creating Futures

In the top 1% business schools worldwide



2 NEW LOCATIONS  
> Malaga in 2023  
> Luxembourg in 2023

## ESSCA key figures



Nearly  
**7,000**  
undergraduate, postgraduate  
& continuing education students



**18,000**  
alumni worldwide



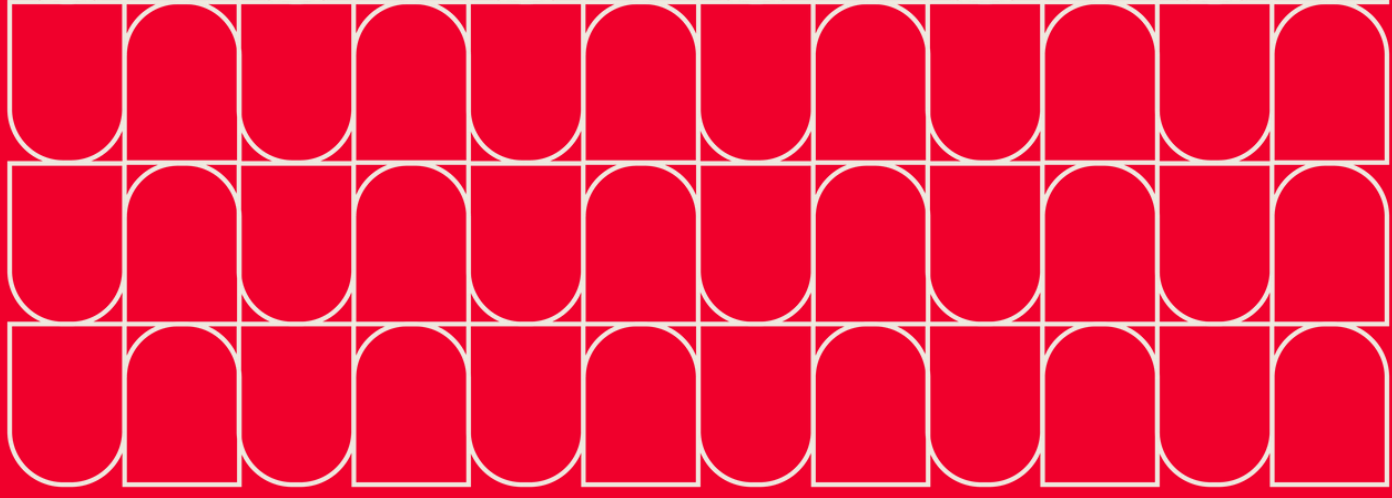
**2,500**  
corporate  
partners



A network of partner  
universities in  
**56**  
countries



**461**  
Full-time faculty members  
and members of staff



# Presentation of the Programme

# The Programme



- ▶ Intensive 3-week programme
- ▶ Entirely taught in English
- ▶ Open to undergraduate and postgraduate students
- ▶ Offers a multicultural learning environment which develops cross-cultural skills
- ▶ Provides a knowledge into the essential aspects of Luxury, Marketing and Creativity in Fashion
- ▶ Includes field trips to outstanding cultural sites, such as Yves Saint Laurent Museum and other industry-related visits as well as cultural and social events (boat tour, guided tour)
- ▶ 12 ECTS (6 per course) - 6 US credits
- ▶ 90h of study:
  - 72h of courses, including field trips
  - 18h of personal work

## Teachings

### International Luxury Marketing

*6 ECTS: 36 hours face to face + 9 hours of personal work*

The students who complete this course will have both a broad and in-depth overview of the French and international luxury industry. Emphasis on the course will be on the brands themselves, their design, marketing, retailing and sales notably, but not only on the French market.

### Creativity and Sustainability in Fashion

*6 ECTS: 36 hours face to face + 9 hours of personal work*

The course will analyze the methods of innovation in fashion's recent history. It will show how the new values of sustainability (environmental, social, and economical) have stimulated fashion designers to find new creative solutions. The questions of conception, production, marketing, and delivery of fashionable goods will be studied with proposals to improve their sustainability. Students will engage in case studies, including research and presentation of specific solutions that a particular fashion brand proposes to satisfy the criteria of sustainability in today's context.

**Field trips:** YSL Museum, Dior Museum, Champs-Élysées, Avenue Montaigne, local brands store, etc

## Extra-curriculum



- ▶ Cultural visits
- ▶ Boat tour on the Seine
- ▶ Music Day gathering
- ▶ Welcome & farewell events



# Key dates

- ▶ Nomination: 1<sup>st</sup> of April
- ▶ Application deadline: 15th of April
- ▶ No refund after the 1st of May
- ▶ Accommodation checking-in date: 15th of June
- ▶ Programme starting date: 16th of June
- ▶ Programme ending date: 4th of July
- ▶ Accommodation checking-out date: 5th of July
- ▶ After the application deadline, please check directly with us if there are still places available



## Practical Information

### Visa

For participants from non-European countries, a short-stay visa may be mandatory. Please ask your local study abroad advisor and/or local Embassy. Should a visa be necessary, it will be delivered on proof of your official letter of acceptance issued by ESSCA following your registration.

### International health insurance

Valid international health insurance or travel insurance covering hospital care and repatriation is required to fulfil your registration on the Summer Programme.

Please send us a copy with your application and make sure your document is written either in French or English.

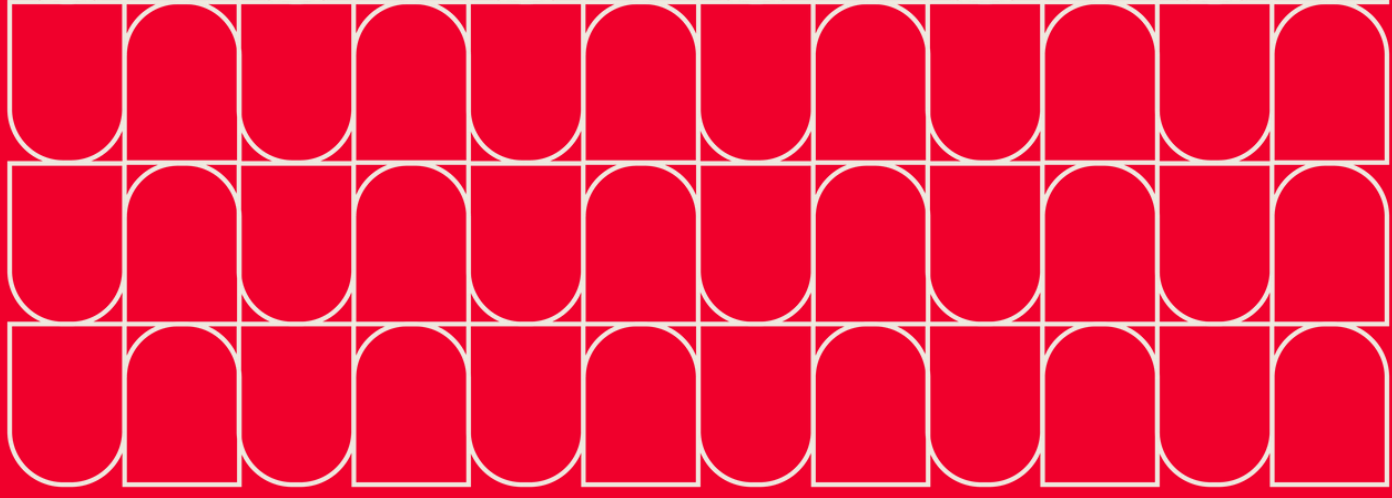
### Class time and textbooks

Generally, students will have up to six contact hours per day. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers, but a laptop is highly recommended.

## The Campus

- ▶ Only 20 minutes away from Paris City Center
- ▶ A worldwide luxury and fashion destination
- ▶ A central hub to visit all of France and Europe, from Marseille to London or Berlin





# Practical information



# Accommodation



- ▶ Shared studio with twin beds
- ▶ No breakfast but “kitchenette” in your room
- ▶ Centrally located in Paris
- ▶ 2 accommodation options to choose from:
  - Citadines Place d’Italie, with air-conditioning
  - Citadines Austrelitz, without air-conditioning
- ▶ 45 minutes from ESSCA campus

## Fees

	Normal fee	Exchange discounted fee*
Accommodation without air-conditioning (Citadines Austerlitz)	2 700€	2 000€
Accommodation with air-conditioning (Citadines Place d'Italie)	3 200€	2 500€

\*To benefit from the exchange rate, you must be nominated by your home university

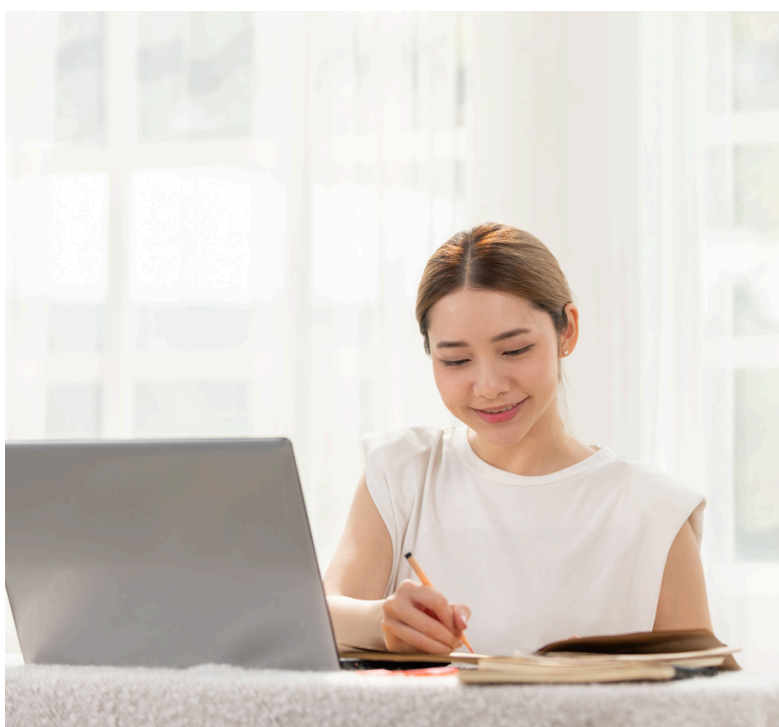
### Included

- ▶ Courses and course material
- ▶ Accommodation in twin same gender room
- ▶ Welcome and farewell social events
- ▶ Cultural and field trips
- ▶ A 55€ non refundable administration fee

### Not included

- ▶ Personal expenses
- ▶ Meals
- ▶ Transportation (local public and international)

## Entry Requirements



- ▶ Students must have undertaken at least 1 year of undergraduate study at their home institution
- ▶ Students must be able to attend lectures, ask and answer questions, give presentations and write formal assignments in English (roughly equivalent to a score of 80 on the TOEFL® iBT)
- ▶ Space limited, waiting list possible
- ▶ Applications will be processed on a “first come, first served” basis, including nomination





# ESSCA

SCHOOL OF  
MANAGEMENT

[Short-programs@essca.fr](mailto:Short-programs@essca.fr)

**ESSCA Paris**

**55-56 quai Alphonse Le Gallo  
92513 Boulogne-Billancourt**

# We look forward to seeing you!

## Creating Futures



AACSB, AMBA, and EQUIS  
accredited

Associate member  
of UCO (Université Catholique  
de l'Ouest)

Member of FESIC and  
Conférence des Grandes  
Ecoles

EESPIG certified



# 2025 SUMMER