PARIS AMERICAN ACADEMY

International school of Fashion, Interior Design, Fine Arts and Creative Writing
registered by the Académie de Paris

Établissement d'Enseignement Supérieur Privé

Fashion Merchandising Program Spring 2027

About Paris American Academy

Paris American Academy, founded in **1965** by Richard Roy, is registered with the French educational authority, **Académie de Paris**.

Located in the Latin Quarter—less than one mile from Notre-Dame—Paris American Academy draws on **Paris's cultural and artistic heritage**, using the city itself as an extended campus.

The Academy has welcomed students and professionals from **35 nationalities** over the past **60 years**.

Students benefit from a highly personalized learning environment, where small class sizes allow for a high level of guidance and flexibility.

Paris American Academy brings together a distinctive **teaching team** of academics, experienced industry professionals, and invited guest artists—ensuring a practical, industry-aligned educational experience.

Our strongly vocational approach - through intensive short-term seminars, four-month terms, and a three-year curriculum - prepares students for careers in **Fashion, Fine Arts, and Interior Design**.

Fashion Merchandising Program/Spring 2027

Preparing aspiring fashion and luxury marketing professionals by providing them with a firm foundation in the strategic, digital, and creative skills needed to enter the global industry.

PROGRAM DETAILS	
Program Dates	January 25, 2027 – May 11, 2027
School Location	19, rue Claude Bernard, 75005 Paris
Application Fee	100€
Tuition	8,875€
Credits	16

Introduction

The semester program prepares aspiring fashion professionals by giving them a firm foundation in styling, promotion, and business skills needed to succeed in the fashion industry.

Students explore professional fashion career paths, including styling and promotion, through specialized coursework in business strategy, retail management, and marketing. On-site visits to contemporary exhibitions enhance the study of fashion history and art history, contributing to the student's holistic cultural experience. Practical French language prepares students for daily life in Paris.

Students may also participate in the internship program, which gives them practical experience with a range of industry applications, from marketing and promotion to boutique design and retail management.

Program Components (16 total credits)

- **General classes**

A History of Fashion from Louis XIV to the Present Day. Seminar

3 CREDITS

This course explores the evolution of French fashion from the opulent court of King Louis XIV in 17th-century France to the avant-garde creation of today. Students

will examine how clothing transformed from a strict symbol of royal authority, political hierarchy, and craftsmanship into a medium of individual expression, avant-garde, aesthetic, and economic power.

We will analyze key historical turning points—including the birth of Haute couture under Charles Frederick Worth, then the couturiers of the 20th century, and the rise of prêt-à-porter, contemporary sportswear and sustainable fashion. Through visual analysis, historical readings, and case studies, students will learn how fashion reflects and shapes society, aesthetics, class, and politics.

By the end of this course, students will be able to:

Identify major historical silhouettes, garments, and design movements from 1660 to the present.

Analyze clothing as a cultural, aesthetics, economic, and political context.

Understand the transition from royal patronage to a multi-billion-dollar global industry.

Dr. Agnès Rannou

BIO. Dr Agnès Rannou is an art historian with a Ph.D in Aesthetics (Edward Hopper and American Realism). Professor of Art History, Fashion History, Interior Design History, and French as a Foreign Language.

French as a foreign Language: LV1, LV2, LV3. Seminar

3 CREDITS

The French as a second language program will be divided into three levels:

beginners, intermediate and advanced.

Each level uses a program based on 24 lessons which are covered two lessons per week. Each lesson consists of three parts: grammar, thematic vocabulary plus practical application both oral and written. Emphasis is placed on oral skills since the principal objective of these courses is to encourage communication in correct French.

Group 1- Beginners level

Provides a foundation in French grammar (indicative verb form and basic rules of syntax. This will allow for students, in addition to becoming familiar with basic vocabulary (daily life, corporation, media...) to begin communicating orally. The goal of the course is to develop the students' ability to understand the French language on a basic level and to express themselves while discovering French culture through art, media and civilization.

Group 2- Intermediate

The course will begin with a series of revisions (indicative verb form, basic vocabulary) in order to allow students to structure simple sentences in a known context and to participate in conversations. The grammatical progression and lexical development that continues throughout the year ensures both oral and written comprehension.

Group 3- Advanced

The students at this level are able to express themselves on familiar subjects and will learn to better master grammatical structure and will acquire a sufficient vocabulary to manage a wider range of situations and social contexts. This will enhance reading and writing skills with the aid of a dictionary.

A variety of texts are studied and provide themes for discussions and debates.

The themes evoke the plurality of French culture: arts, morals and mentality, society and the media.

- ## Fashion Merchandising classes

Luxury Fashion Industry. Seminar

3 CREDITS

This course is about the organisation of companies in the industry, specifically their artistic direction, marketing and collectioning developments, production, legal protection, distribution (wholesale as well as physical and electronic retail) and communication (fashion shows and their image and business impact).

A specific focus is made on the French fashion exception, Haute Couture, with all its specifications.

The course is illustrated with studies regarding the economical development of the main French and Italian luxury groups, introducing the strategies of LVMH (Louis Vuitton, Christian Dior), Kering (Gucci, Saint Laurent Paris, Balenciaga), Chanel, Hermès, Prada and Armani.

Olivier Roux

BIO. Olivier Roux is a fashion marketing and management specialist in fashion, luxury, and accessories. Previous experience: Director of Licensing and Development for Francesco Smalto, marketing assisting for Christian Dior, Assistant Director for Yves Saint Laurent Furs. Professor of Marketing and Luxury Industry.

Merchandising, Planning and Buying in France. Seminar

3 CREDITS

This course focuses on the French and European approach, practices, strategies, and techniques for and buying found in multi-brand luxury retailers from department stores, independent concept shops, e-commerce, to own-brand boutiques and concessions.

The use of European and global case studies and white papers will see students apply entry-level retail math skills through practical exercise. The first 12 weeks will focus on the fundamentals and case studies followed by a design project in correspondence with the final Boutique Project.

Anna Barr

BIO. A former fashion student at PAA, Anna Barr is the founder of Pairs Project, editor at FY! Magazine and a trend forecaster. She moved to Europe from the States for her studies and has lived in Tokyo, London, Greece and India. Anna continues to travel frequently to major fashion capitals.

Product Development. Seminar

3 CREDITS

This course focuses on the French and European process of developing products for the luxury market.

Students will understand current market trends and supply chains along with forecasting and analysis of silhouettes, colors, concepts, construction, prints, and patterns through a series of projects and case studies. The final project will see the students develop a product line.

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French Luxury Boutique Analysis and Design. Seminar

1 CREDIT

This course will analyse, develop, and design a fashion boutique. Students will examine the relationship between a company's aesthetic and the layout of the space, including lighting, organization, materials, and color schemes.

This course focuses on French and European approaches, practices, strategies, and techniques for luxury retail boutique/gallery, focusing on emerging strategies for experiential retail, such as integrating art galleries, popup stores, and coffee shops. The first half of the semester will focus on retail analysis and fundamentals followed by the final Boutique/Gallery Project.

Sophie Guyon

BIO. She is an interior architect specializing in retail architecture, with over twenty years of experience designing and developing boutique concepts for leading fashion brands within renowned firms in France and the United States.

She also teaches in several schools in Paris, where she leads boutique projects as interdisciplinary assignments combining retail design, brand identity, and fashion merchandising.

Academic Calendar Spring 2027

Date	Event
24 January	Arrival no later than 24/01/2027
25 January	Program starts (Monday). Special Fashion week activity TBC
26 January	Orientation (Tuesday) TBC
25–28 January	Official dates Haute Couture/Fashion week
26–28 January	Official dates Première Vision fair
1–9 March	Official dates Woman/Fashion week
29 March	Easter Monday/Bank Holiday
5–11 April	Spring Term Break
1 May	Labour day/Bank holiday (Saturday)
6 May	Ascension day/Bank holiday (Thursday) TBC
8 May	Victory day/Bank holiday (Saturday)
11 May	Program ends (Tuesday). Jury and Farewell event (Tuesday)
12 May	Departure no earlier than 12/05/2027

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