# 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*

# PAA Fashion Program Summer 1 2027

**Fashion Design & Couture Technique and Fashion Merchandising & Communication**

# About Paris American Academy

Paris American Academy is an International school of Fashion, Interior Design, Fine Arts and Creative Writing.

The school, founded in 1965 by Richard Roy of Pennsylvania, is a private higher education institution registered with the Académie de Paris.

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

For more than 60 years, the Academy has welcomed students and professionals from over 35 nationalities. The language of instruction is English, within a bilingual French-English environment.

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.

# Fashion Program/Summer 1 2027

| PROGRAM DETAILS | |
|---|---|
| **Program Dates** | June 2, 2027 – June 26, 2027 |
| **School Location** | 19, rue Claude Bernard, 75005 Paris |
| **Application Fee** | 100€ |
| **Tuition** | 4,600€ |
| **Total Credits** | 6 credits<br>Core program 3 credits<br>+<br>Specialisation 3 credits |

## Program description

The Paris American Academy Summer Fashion Program offers an immersive academic and professional experience in the heart of Paris, combining creative studio practice with direct exposure to the world of French fashion, luxury, and craftsmanship.

All students participate in the **Core Program** and, in addition, choose one of **two specialization tracks**:

- **Fashion Design / Couture Techniques**
- **Fashion Merchandising & Communication**

Successful completion of the Summer Fashion Program awards **6 academic credits**: 3 academic credits for the Core Program and 3 academic credits for the chosen specialization.

The **courses and studio work** may be adapted to participants' interests and academic level.

## Core Program

3 academic credits

This part of the program serves as the foundation course in the summer fashion program.

It provides a survey of the French fashion industry, including major design, business, and technological developments in French fashion.

The core program analyzes the integration of French fashion into arts and culture, and includes both classroom discussions and field visits to museums, fashion week events, and design houses.

Students in both the specializations will acquire a shared foundation in fashion history, culture, and design techniques through the core program.

**Core Program Components**

- **Orientation & Group Integration**
  - Orientation session
  - Welcome and farewell meals
- **Courses/studios by specialists**
  - Paris as a global design capital
  - Overview of the French luxury industry
  - Haute couture techniques (introduction/demonstrations/workshop)
  - Design concepts and collection development
  - Textile-focused workshops (materials, textures, applications)
  - Photoshooting
  - Merchandising: boutiques, department stores, and brand storytelling
- **Visits (subject to availability)**
  - City tour (fashion and culture focus)
  - Louvre Museum
  - Azzedine Alaïa Fondation
  - Dior Gallery
  - Galliera Museum
- **Fashion Events**
  - Paris Fashion Week Internships, subject to availability

## Specialization: Fashion Design/Couture Techniques

3 academic credits

Students examine couture as well-conceived, well-executed garments and how to assemble them in a successful collection.

The Couture Techniques course is a comprehensive study of techniques using a variety of fabrics; students are taught sewing and construction methods of varying complexity and explore how to select appropriate materials and techniques for particular styles.

Students have the opportunity to realize original creations inspired by the Madame Grès, the Balenciaga or the Chanel couture method according to the year.

## Specialization: Fashion Merchandising & Communication

3 academic credits

Building on the information acquired in the core program, seminar lectures, and site visits, students complete a series of assignments designed to simulate the type of work that a merchandising professional may be asked to complete.

Students study the nature of the international luxury industry and its modern-day media through a series of lectures by industry specialists from marketing, journalism, and trend forecasting.

# Professors, Guest Lecturers, Courses and Studios

Below, you will find the profiles of the professors and specialist guest lecturers, together with an overview of the provisional Summer 2027 program, based on the Summer 2026 program.

This is provided as a reference to give an idea of the types of faculty, guest contributors, and topics that may be included in Summer 2027.

The courses and studio work may also be adapted to participants' interests and academic level.

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## Antonio Azzuolo

### Portfolio & Collections

**Course description.** At PAA, Antonio Azzuolo leads design and portfolio studios that emphasize process, visual clarity, and the articulation of a strong point of view. His approach moves between precision and instinct—balancing structure with fluidity, and heritage with reinterpretation. Students learn to translate research into concise, well-structured outcomes that are both conceptually grounded and visually resolved.

**BIO.** Antonio Azzuolo is a designer and educator working within a sartorial framework shaped by narrative and contemporary culture. With experience at houses such as Hermès and Ralph Lauren Purple Label, and as Creative Director of Giuliano Fujiwara, his practice is grounded in craftsmanship and a rigorous approach to construction. Through his eponymous label, he develops collections that explore identity, youth culture, and the evolving language of dress.

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## Anna Barr

### Decoding French Luxury

**Course description.** Anna Barr offers an immersive introduction to the fashion ecosystem in Paris, blending on-site exploration with critical insight. Students will begin by visiting iconic retail spaces to understand how fashion constructs desire through storytelling and retail experience. The program then shifts toward analytical tools, with a focus on Paris Fashion Week trends, decoding fashion media and imagery today offering students practical frameworks to observe and interpret style beyond the runway.

**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.

## Alexandra Chamaillard

### Millinery Techniques: Between Tradition and Expression

**Course description.** Alexandra Chamaillard offers an introduction to millinery through a hands-on exploration of both traditional and contemporary techniques. Students will develop two projects: a modern sisal headband using ancestral draping methods, and a 1920s-inspired draped felt cap, shaped on wooden blocks and finished with handcrafted details. Through these exercises, the course emphasizes the dialogue between heritage techniques and personal expression, giving students a deeper understanding of form, material, and craftsmanship in headwear design.

**BIO.** Alexandra Chamaillard is a Paris-based milliner specializing in handmade, bespoke hats and headpieces for couture clients, performances, and private commissions. Trained at the Chambre Syndicale de la Couture Parisienne, she has collaborated with renowned houses such as Chanel, Hermès, Yohji Yamamoto, and Jean-Paul Gaultier, for whom she continues to create pieces for runway collections. Awarded the title of Meilleur Ouvrier de France in 2015, she combines craftsmanship with artistic research, drawing inspiration from contemporary art while transmitting her expertise through teaching and her Paris atelier.

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## Philip Fimmano

### Trend forecasting

**Course description.** Philip Fimmano introduces students to trend forecasting as a tool for understanding how broader socio-cultural shifts influence fashion, design and consumer behavior. The session explores how emerging trends can be identified and interpreted before they become visible in finished products, with particular attention to color, materials, textures and aesthetic direction. Drawing on professional forecasting methodologies, students will learn how to connect cultural observation with creative decision-making and gain insight into the ways designers and brands anticipate change and translate it into future collections.

**BIO.** Philip Fimmano is a trend forecaster. Fimmano manages Edelkoort Etc., the Paris-based consulting company of trend forecaster Li Edelkoort, which provides seminars and brainstorming for international companies and conducts trend studies tailored to individual client needs. In collaboration with PAA, he gave a series of trend presentations to the NIFT schools in India in 2009.

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## Agnès Rannou

### Paris: An Aesthetic Perspective

**Course description.** This course focuses on essential cultural visits in Paris this summer, including the Dior Gallery, 19M Gallery, Galliera Museum, Decorative Arts Museum, Azzeline Alaïa Fondation, Louvre Museum.

Guided by a strong aesthetic perspective, Dr Rannou emphasizes visual analysis and critical observation.

Students are encouraged to engage with fashion, art, and design through form, detail, and historical context.

**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.

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**Olivier Roux**

**Haute Couture Today**

**Course description.** Olivier Roux offers a deep dive into the inner workings of Haute Couture houses and the global luxury industry. Through visits to flagship stores and department store shop-in-shops, students analyze how brands translate identity across distribution channels with support of communication tools. The course also examines key countries' roles as suppliers, production hubs, and markets, providing practical tools to understand the business and strategy of luxury fashion today.

**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.

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**Maud Ruby**

**Feather Design – Inspired by Haute Couture**

**Studio description.** For decades, feathers have played a key role in fashion embellishment. Much like pearls in embroidery, they are considered a refined and expressive material, used to elevate both garments and accessories. Their richness in color, texture, and movement allows for the creation of striking patterns and sculptural effects.

For this workshop, you are invited to bring 2 or 3 small personal accessories to transform, such as a shoe, a purse, a pair of sunglasses, or a brooch.

After carefully selecting feathers based on their color and texture, you will develop a unique design to cover the surface of your chosen object. You will be encouraged to explore both graphic composition (pattern, rhythm, placement) and three-dimensional aspects (volume, layering, movement), in response to the shape and function of your accessory.

The aim is to create a distinctive, couture-inspired piece that reflects both creativity and craftsmanship.

**BIO.** Maud Ruby is a Paris-based feather designer and milliner, trained in fashion and craftsmanship, notably at Maison Legeron where she mastered featherwork.

She collaborates with leading couture and craft houses including Givenchy, Dries Van Noten, and Maison Lemarié, and runs her own studio, exhibiting internationally.

Since 2017, she has also taught feather design at Paris American Academy, sharing her passion for materials, technique, and creative expression.

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**Barbara Agnes Skuczik**

**Experimental Textile Surface Treatments**

**Studio description.** This course explores the creation of textile details inspired by iconic maisons of *haute couture*.

Students develop techniques such as crafting camellia flowers, decorative braids (gallons), and integrating metal chain elements.

Beading is introduced to enrich texture and surface design.

The focus is on combining craftsmanship and creativity to produce refined, couture-inspired embellishments.

**BIO.** Barbara Agnes Skuczik. Textile, Print designer and Illustrator for the past 25 years and educator in Paris since 2009. Loves to share her passion for creative textiles surface design.

BA in Fashion Print / Central  Saint Martins London.

Ma in Drawing / Paris College of Art

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**Nicole Yao**

**Haute Couture Tailoring Techniques**

**Studio description.** This course explores traditional haute couture tailoring techniques through the creation of a supple shirt jacket with topstitching.

Students learn to trace patterns directly on fabric using thread, place pattern pieces onto organza and lining, and assemble multiple layers with precise topstitching.

The process is completed with a range of hand-finishing techniques, emphasizing craftsmanship, accuracy, and the refinement of couture construction methods.

**BIO.** Nicole Yao is a haute couture tailor with 17 years of experience, having worked for prestigious houses including Guy Laroche, Givenchy, Hermès, and Chanel.

She has also worked as a haute couture tailoring trainer for 5 years and has over 12 years of teaching experience in luxury ready-to-wear, specializing in garment construction, draping, and pattern making in important fashion schools across France.

## Damian Yee

### Fashion Matrix

**Studio description.** Damian Yee offers a focused exploration of the cultural and aesthetic codes that shape iconic haute couture houses.

Through the concept of the “matrix,” students examine how individual elements - such as trims, structure, and detailing - form the DNA of a fashion identity and contribute to building a luxury empire.

Drawing on his direct professional experience, the course highlights the symbolic and cultural dimensions of fashion, including themes of identity and empowerment, providing students with tools to decode and understand contemporary luxury beyond the garment.

**BIO.** Damian Yee is a Jamaican-born fashion and costume designer as well as an educator, trained at Toronto Metropolitan University.

He moved to Paris in 1990, working with leading designers including Martine Sitbon, Jean-Paul Gaultier, Barbara Bui, Hervé Léger, Karl Lagerfeld, and later served as Artistic Director at Guy Laroche.

His work spans fashion, music, and cinema, including award-winning costume design for internationally recognized films.

Currently teaching at the Paris American Academy, he also lectures at important educational institutions in France, while continuing collaborations with international brands and developing creative projects in Paris.

# Key Dates Summer 1 2027

| Date | Event |
|---|---|
| **1 June (Tuesday)** | Suggested arrival no later than this date |
| **2 June (Wednesday)** | Program starts |
| **26 June (Saturday)** | Jury and Program ends |
| **27 June (Sunday)** | Suggested departure no earlier than this date |

*The detailed academic calendar for Summer 1 2027 will be published soon.*

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