

# CERTIFICATION “ETHICAL AND ECOLOGICAL FASHION”

EDUCATIONAL BROCHURE -21/02/2023 version -

## THE OBJECTIFS

- / Mastering sustainable development in its current technical, political, legal, cultural and economic aspects, in France and Europe.
- / Acquire the basics of conceptualizing and creating a capsule fashion collection: collection plan, artistic direction, sourcing, eco-labels.
- / Manage innovative modeling, sewing, cutting and patronage techniques in clothing upcycling.
- / Know how to sell and communicate responsibly.
- / Implement R.S.E and sustainable development strategies in existing or to be created fashion brand department.

## PROGRAM

You manage the entire value chain to create, design, manufacture and manage a sustainable fashion collection. His approach is both global and specific, artistic and technical. It is a complete certification that allows to understand the ethical and ecological elements of the different stakeholders of a fashion brand. Acquiring this certification is ideal to know on which aspects of the global management of an eco-designed fashion line improve or to update its overall approach to sustainable fashion.

## AUDIENCE

- / Directors and collection managers, head(s) of products, stylists, Houses.
- / Fashion brand manager(s), or related services.
- / Intrapreneurs and entrepreneurs in sustainable fashion.
- /OR Anyone with an appetite for eco-fashion.

## THE PREREQUISITES

- / Professional experience of at least 3 years.
- /OR An entrepreneurial fashion project.

## PEDAGOGICAL METHODS

- / The ten masterclasses are in person or in distance.
- / The theoretical, sustainable, technical and cultural teachings are presented as dematerialized course materials.
- / Experiential and participatory exchanges take place between groups and with the trainer.
- / Case study examples are inspirations.
- / The implementation of prototypes, projects or roadmaps are done on the case of a fashion brand.
- / Resources and contacts to go further.

## METHODS OF EVALUATION

- / The production of prototypes or case studies, such as “proof of concept” of the theoretical teaching of sustainable fashion.
- / Relevance and flexibility in each stage of the process of collective sustainable design thinking.
- / The degree of overall creative and technical investment.



## THE DURATION

- / 15 Days (105 h).

## THE MODALITY OF ACCESS

- / A group of 6 to 20 people.

## THE PRICE

- / 8 237,00€ HT/ pp.

## CONTACT

- / Trainer : Noémie Devime.
- / [contact@noemiedevime.com](mailto:contact@noemiedevime.com)
- / 0033 6 20 64 28 18



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# ECO-DESIGN IN 360 DEGREES

EDUCATIONAL BROCHURE -21/02/2023 version -

## THE OBJECTIFS

- / Mastering sustainable development in its current technical, political, legal, cultural and economic aspects, in France and Europe.
- / Acquire the basics of conceptualizing and creating a capsule fashion collection: collection plan, artistic direction, sourcing, eco labels.
- / Understand the basics of sewing and pattern making in up-cycling clothing, as well as sales and responsible communication.
- / Understanding the R.S.E and sustainable development strategies for a fashion brand.

## PROGRAM

You will understand the entire value chain to design, manufacture and manage a sustainable fashion capsule collection. His approach is both global and specific, artistic and technical. It is a masterclass that allows to understand the different stakeholders of a fashion brand. It is ideal to know on which aspects of the global management of an eco-designed fashion line to improve or to update its global approach to ethical and ecological fashion. You can write an engaged fashion manifesto.

## AUDIENCE

- / Directors and Collection Managers, Product Managers, Designers, Houses.
- / Fashion brand manager(s), style office(s), or related services.
- / Intrapreneurs and entrepreneurs.
- /OR Any audience with an appetite for fashion.

## THE PREREQUISITES

- / Professional experience of at least 2 years.
- /OU An entrepreneurial fashion project.

## PEDAGOGICAL METHODS

- / The masterclass is in person or in distance.
- / Theoretical teaching with course support.
- / Experiential and participatory exchanges between groups and with the trainer.
- / Examples of responsible case studies.
- / The case study of your current company or project.
- / Resources and contacts to go further.

## METHODS OF EVALUATION

- / Case study as proof of concept of theoretical teaching.
- / Relevance and flexibility in each stage of the process of collective sustainable design thinking.

# 1



## THE DURATION

/ 2 Days (14 h).

## THE MODALITY OF ACCESS

/ A group of 6 to 20 people.

## THE PRICE

/ 1 455,00€ HT/ pp.

## CONTACT

/Trainer : Noémie Devime  
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# THE FASHION COLLECTION LIGHT CAPSULE

EDUCATIONAL BROCHURE -21/02/2023 version -

## THE OBJECTIFS

- / Identify the manifest of a fashion collection using a “colour-matter-shape” stylistic language.
- / Draw a complete collection plan of eco-designed products, with their datasheets.
- / Build the overall sustainable, technical, financial and managerial viability of the line.

## PROGRAM

You master the identification of your concept of enlightened fashion, through moodboards and visions-missions-ambitions. You add to your vision of ethical and eco-friendly fashion with a detailed collection plan with style grammar, sourcing, and an appropriate colour range. You establish technical, financial and managerial viability through your action plans with your manufacturers, partners and stakeholders. This masterclass allows to realize a collection plan in a condensed way, and to implement eco-responsibility in a global way.

## AUDIENCE

- / Artistic directors and managers, product managers, designers, fashion brands.
- / Designers of fashion departments and capsule collection of Houses, and fashion companies.
- / Designers, fashion designers within the Houses, and fashion companies.
- / Intrapreneur(s) and entrepreneur(s).
- /OR Any audience with an appetite for ethical fashion.

## THE PREREQUISITES

- / Professional experience of at least 3 years.
- /OR A good knowledge of fashion design.

## PEDAGOGICAL METHODS

- / The masterclass is in person.
- / Theoretical teaching and fashion culture is delivered with a course support.
- / The eco-responsible design and creation workshop is individual and collective, managed by the designer trainer.
- / Resources and contacts to go further.

## METHODS OF EVALUATION

- / The workshop of eco-design and creation of prototypes and your original designs.
- / Implementation of collective and individual processes.
- / The decisive criteria are creativity, authenticity, generosity and overall coherence of the pieces.
- / The final presentation of your models in a professional showroom format.

# 2



## THE DURATION

/ 3 Days (21 h).

## THE MODALITY OF ACCESS

/ A group of 6 to 20 people.

## THE PRICE

/ 2 230,00€ HT/ pp.

## CONTACT

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# THE MANAGEMENT COMMITTED ARTISTIC

EDUCATIONAL BROCHURE -21/02/2023 version -

## THE OBJECTIFS

- / Erect a casting, personal profiles and a target for artistic direction.
- / Create differentiating brand content.
- / Mastering the different stages and actors for the original creation of a still or animated image.
- / To have a contemporary and global vision of the committed artistic direction of fashion actors in the broad sense.
- / Deliver a clear and unique engaged message.

## THE PROGRAM

You know how to determine the artistic profiles that will outline the staging of still or animated images of the creation of differentiated brand content. You know how to convey an impact message through the power of the image, and you know how to differentiate yourself. Your contemporary culture and the precision of your artistic direction allow you to design clear and unique engaged content. Your target is marked long term by your artistic footprint.

## AUDIENCE

- / The teams of the parade department, image of the Houses.
- / The director(s) / responsible for communication and events within the company.
- / Artistic agents of advertising or corporate event designers, integrated into brands or independent.
- / Stylists of fashion offices.
- /OR Any audience with an interest in artistic direction.

## THE PREREQUISITES

- / Professional experience of at least 2 years.
- /OR Good knowledge of art and fashion.

## PEDAGOGICAL METHODS

- / The masterclass is in person or in distance.
- / Theoretical teaching and fashion culture is delivered with a course support.
- / The design and creation workshop is individual and collective, managed by the artistic instructor-director.

## METHODS OF EVALUATION

- / The workshop for the design and creation of artistic proposals.
- / The reappropriation of collective and individual eco-responsible processes.
- / The decisive criteria are creativity, authenticity, generosity and overall consistency of the tracks.
- / Concrete implementation of the project.

# 3

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## THE DURATION

/ 1 Day (7 h).

## THE MODALITY OF ACCESS

/ A group of 6 to 20 people.

## THE PRICE

/ 635,00€ HT/ pp.

## CONTACT

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# SOURCING AND SUSTAINABLE MATERIALS

EDUCATIONAL BROCHURE -21/02/2023 version -

## THE OBJECTIFS

- / Know the major textile families.
- / Mastering natural materials
- / Understanding the alternatives to leather and vegetable dyes.
- / Have a contemporary and global vision of classic materials and sustainable textile innovations.
- / Building concrete sustainable sourcing solutions to environmental issues.

## THE PROGRAM

You will have all the knowledge of raw materials intended for fashion ecological in warp and weft, jersey and non-woven, natural, mixed and alternative. Your global culture and artistic sensibility allows you a sourcing adapted to the line for which you are responsible. You are a force for proposing sustainable sourcing as a concrete solution to environmental problems.

## AUDIENCE

- / The managers of the purchasing, material and/or supply department of the Houses.
- / The director(s) / in charge of textile purchases within fashion brands. .
- / Stylists of fashion offices.
- /OR Any audience with an appetite for textiles.

## THE PREREQUISITES

- / Professional experience of at least 2 years.
- /OR Good knowledge of textiles.

## PEDAGOGICAL METHODS

- / The masterclass is in person or in distance.
- / The classical and innovative theoretical contributions of sustainable textiles are given as course material.
- / Technical and stylistic support in setting up responsible sourcing adapted to your brand or project.

## METHODS OF EVALUATION

- / The stylistic and technical relevance of eco-responsible sourcing applied to your products.
- / Global knowledge of fibre and textile categories.
- / Knowledge about sustainable development.

# 4

## THE DURATION

- / 2 Days (14 h).

## THE MODALITY OF ACCESS

- / A group of 6 to 20 people.

## THE PRICE

- / 1 455,00€ HT/ pp.

## CONTACT

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# 5 ECO-RESPONSIBLE CERTIFICATIONS AND LABELS

EDUCATIONAL BROCHURE -21/02/2023 version -

## THE OBJECTIFS

- / Know the full range of ecological labels and certifications.
- / Understanding the carbon and environmental impacts of raw materials.
- / Understanding the cradle-to-cradle.
- / Know how to recommend certifications adapted to products and a fashion line.
- / Know how to make choices first and foremost while respecting the DNA of a House/brand.

## THE PROGRAM

You will know all the current eco-responsible labels and certifications, as well as their carbon and environmental impacts. You are a force of proposal for a sourcing oriented by the right choice of labels. Your selection will be motivated by both environmental technical characteristics and your stylistic sensitivity. This masterclass is useful to all professionals and amateurs of the sector as a solid contribution in ecological technical knowledge.

## AUDIENCE

- / The managers of the purchasing, material and/or supply department of the Houses.
- / The director(s) / in charge of textile purchases within fashion brands.
- / Stylists of fashion offices.
- /OR Any audience with an appetite for textiles.

## THE PREREQUISITES

- / Professional experience of at least 2 years.
- /OR Good knowledge of textiles.

## PEDAGOGICAL METHODS

- / The masterclass is in person or in distance.
- / The updated directory of current certifications and labels is given to you as course support.
- / Case studies of the application of labels to fashion brands.
- / Implementing certification recommendations for your brand's products.

## METHODS OF EVALUATION

- / The technical relevance of the choice of label recommendations and certifications applied to your products.
- / Mastery of labels by a QCM.
- / Global and technical knowledge on textiles and sustainable development.

# 5



## THE DURATION

- / 1 Day (7 h).

## THE MODALITY OF ACCESS

- / A group of 6 to 20 people.

## THE PRICE

- / 635,00€ HT/ pp.

## CONTACT

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# 6 MODEL MAKING IN UPCYCLING

EDUCATIONAL BROCHURE -21/02/2023 version -

## THE OBJECTIFS

- / Know the fashion brands and designers pioneering in the up-cycling and re-employment sector.
- / Reappropriate one or more cutting techniques, patronage or sewing in up-cycling among the 7 main principles listed by the trainer.
- / Establish technical viability for your prototype.
- / Know how to position your garment in the current local, international and digital market.
- / Image your product.

## THE PROGRAM

You master up-cycling by concrete techniques of cuts, patronage, sewing and gradation. You define your stylist-model vocabulary among the 7 great families of over-cycling techniques listed by the trainer. You create the data sheet of your prototype. You also know how to position your product in this growing market and identify your competitors and strengths. You manage the creation of the correct image of your garment.

## AUDIENCE

- / Designers of fashion departments and capsule collection of Houses, and fashion companies.
- / Designers, fashion designers within the Houses, and fashion companies.
- / The shop cheff-e(s), the first hand, the Houses, the moulders.
- /OR Workshop mechanics and designers.

## THE PREREQUISITES

- / Professional experience of at least 3 years.
- /OR A technical basis for sewing.

## PEDAGOGICAL METHODS

- / The masterclass is in person.
- / Technical, theoretical and fashion education is delivered with a course support.
- / Cutting, sewing and moulding techniques.
- / The design and creation workshop is individual and collective, managed by the designer trainer.
- / Business addresses for your purchases.

## METHODS OF EVALUATION

- / The rise in technical and creative competence.
- / The decisive criteria are dexterity, viability, creativity and sincerity of the pieces.
- / The final presentation of your models in a professional showroom format.

# 6



## THE DURATION

- / 2 Days (14 h).

## THE MODALITY OF ACCESS

- / A group of 6 to 20 people.

## THE PRICE

- / 1 545,00€ HT/ pp.

## CONTACT

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# THE DISTRIBUTION AND THE VIRTUOUS SALE

EDUCATIONAL BROCHURE -21/02/2023 version -

## THE OBJECTIFS

- / Mastering committed marketing-mix: price, product, communication, distribution.
- / Knowledge of the up-cycling, pre-order, vintage, second hand, resourcing, and rental industry.
- / Calculate prices for products in a collection for B to B, B to C, C to C.
- / Pitch the ecological purpose of a line.

## THE PROGRAM

You include in an eco-responsible way the entire marketing-mix of the collection that is for sale. You know the fast-growing sector of up-cycling distribution, and know how to identify its segments and its differentiating levers. You know how to calculate the cost to explain with transparency your selling price to your business and consumer customers. You embody the manifesto of a fashion collection in a digital or physical store, thanks to a mastered pitch.

## AUDIENCE

- / The marketing and merchandising managers of Houses, fashion brands, boutiques.
- / Directors and managers of physical stores, corners, pop-up stores.
- / The marketers of brand development on digital B to B platforms.
- / Fashion brand sales agents.
- /OR Any public interested in selling and/or reselling digital and/or physical.

## THE PREREQUISITES

- / Professional experience of at least 2 years.
- /OR Good field or digital knowledge of sales.

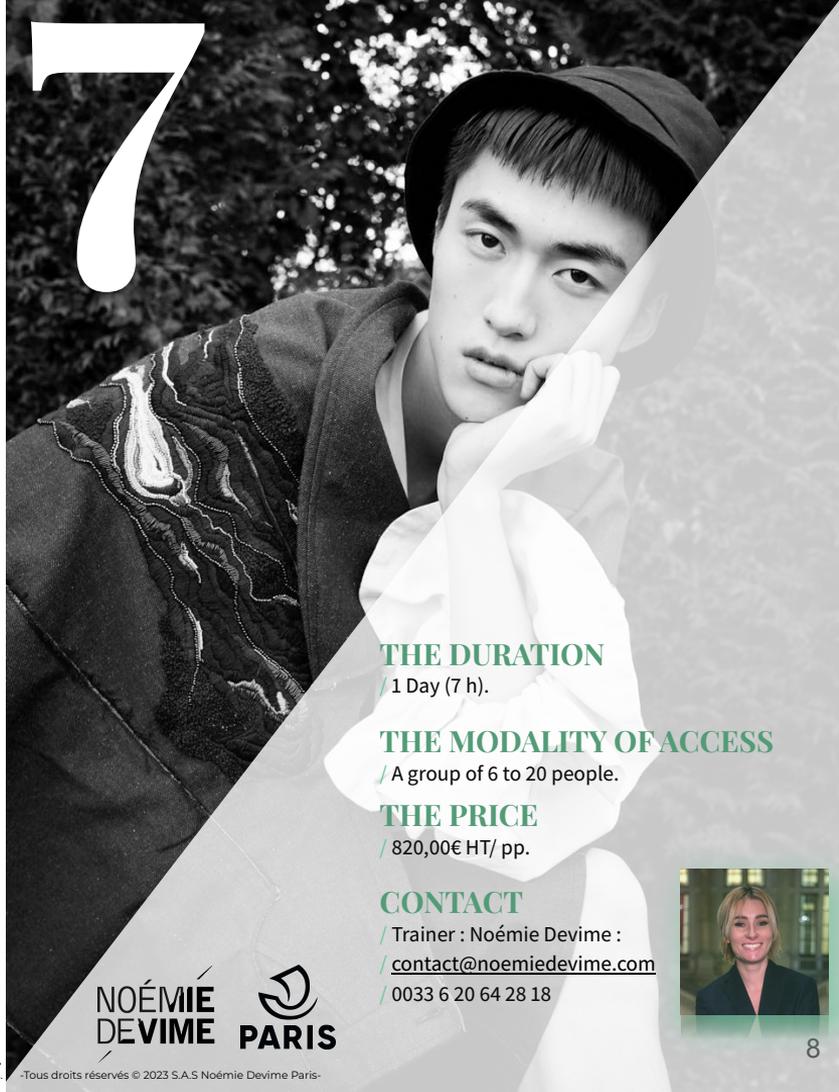
## PEDAGOGICAL METHODS

- / The masterclass is in person or in distance.
- / Theoretical, technical and cultural teaching is delivered with a course support.
- / Successful pitch case studies are presented as implings to follow.
- / Development of the sales pitch by a collective workshop.

## METHODS OF EVALUATION

- / The eloquence of the sales pitch and the “hooks” set up.
- / Talent in improvisation.
- / Global and technical knowledge of eco-responsible elements in the collections of your company or current project.

# 7



## THE DURATION

- / 1 Day (7 h).

## THE MODALITY OF ACCESS

- / A group of 6 to 20 people.

## THE PRICE

- / 820,00€ HT/ pp.

## CONTACT

- / Trainer : Noémie Devime :
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# 8 THE COMMUNICATION HOLISTIC FASHION

EDUCATIONAL BROCHURE -21/02/2023 version -

## THE OBJECTIFS

- / Instilling transparency and sobriety.
- / Building persona profiles that inspire the change through sustainable.
- / Acquire techniques to animate an authentic community in search of sincerity in a healthy fashion product.
- / Deliver positive impact internally and to stakeholders.

## THE PROGRAM

You instill positive internal and stakeholder dynamics through the transparency and sobriety of new communication. These new values of sincerity and humility are communicated holistically in the integrity of the House/fashion brand. You build a media planning. You manage the strategy of the various social networks. Ethical values are technically embodied at all levels of communication.

## AUDIENCE

- / The press department of the Houses or press officers of the press offices.
- / The director(s) / responsible for communication and events within the company.
- / Agents of community-managers and influencers integrated into brands or independent.
- /OR Any audience with an appetite for communication.

## THE PREREQUISITES

- / Professional experience of at least 2 years.
- /OR Good communication skills.

## PEDAGOGICAL METHODS

- / The masterclass is in person or in distance.
- / Theoretical teaching and fashion culture is delivered with a course support.
- / The design and creation workshop is individual and collective, managed by the artistic instructor-director.
- / Successful case studies are presented as inspirations to follow.

## METHODS OF EVALUATION

- / The reappropriation of collective and individual processes.
- / The communication plan and the media planning of your company or the current project is carried out.
- / The financial and technical viability, creativity, and overall coherence of the dossier.

# 8



## THE DURATION

/ 1 Day (7 h).

## THE MODALITY OF ACCESS

/ A group of 6 to 20 people.

## THE PRICE

/ 750,00€ HT/ pp.

## CONTACT

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# THE R.S.E, THE APPLIED CIRCULAR ECONOMY

EDUCATIONAL BROCHURE -21/02/2023 version -

## THE OBJECTIFS

- / Integrating Environmental Policy: the French and European legal framework for Corporate Social Responsibility, and the o.d.d.
- / Understanding the carbon footprint.
- / Identify the needs of your sector.
- / Develop your detailed action plan.
- / Ethically, internally and with stakeholders, communicate your objectives.

## THE PROGRAM

You will learn about the current legal framework for corporate social and environmental policy. You will then be able to position yourself on the current market to implement an R.S.E. strategy in standards, facing the O.D.D and the Climate Plan. The carbon footprint will be studied under the prism of fashion. You will then develop your eco-designed circular diagram with the six key steps, as well as your roadmap to implement Corporate Social Responsibility within your position, or your project.

## AUDIENCE

- / General management, managers.
- / Heads of departments.
- / The person in charge of ecology within a brand.
- /OR Any audience with an appetite for eco-design.

## THE PREREQUISITES

- / Professional experience of at least 3 years.
- /OR Good knowledge of fashion.

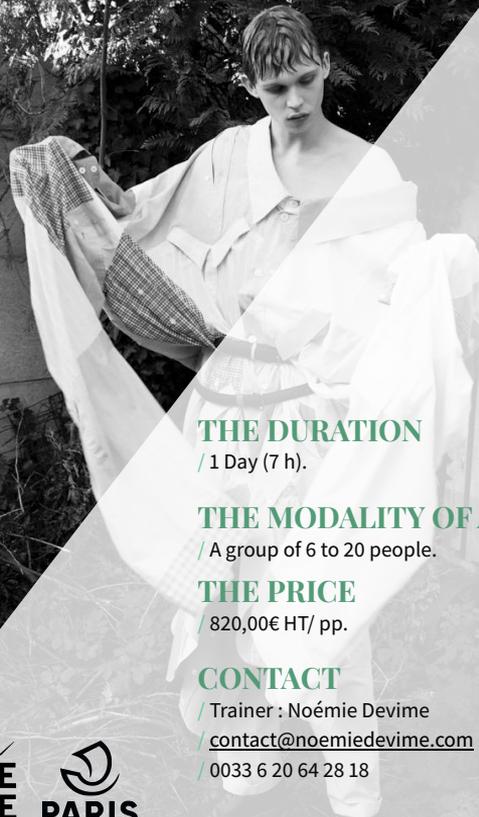
## PEDAGOGICAL METHODS

- / The masterclass is in person or in distance.
- / Theoretical teaching with course support.
- / Experiential and participatory exchanges between groups and with the trainer.
- / Examples of case studies.
- / The case study of your current company or project.
- / Resources and contacts to go further.

## METHODS OF EVALUATION

- / Case study as proof of concept of theoretical teaching.
- / Relevance and flexibility in each stage of the collective design thinking process.
- / Global participation.

# Q



## THE DURATION

/ 1 Day (7 h).

## THE MODALITY OF ACCESS

/ A group of 6 to 20 people.

## THE PRICE

/ 820,00€ HT/ pp.

## CONTACT

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# 10 GREEN BUSINESS STRATEGIES

EDUCATIONAL BROCHURE -21/02/2023 version -

## THE OBJECTIFS

- / Define the values-visions-missions-ambitions of the House or the fashion brand.
- / Mastering the main legal principles to structure a company working for sustainable development.
- / Support its price positioning while encompassing the various financial viability.
- / Develop viable strategies with short and long term impacts, divided into action plans.

## THE PROGRAM

You define the purpose of your company, as well as its missions and ambitions. Thanks to your legal and financial knowledge, adapted to an ethical and ecological brand, the structure of your company is consolidated.

The brand's positioning is being refined, while improving its financial and carbon balance sheet. You then develop short-term and long-term strategies to implement sustainable guidelines. This training is therefore ideal to follow evolutionary scenarios to minimize the carbon impact of a company's activity.

## AUDIENCE

- / Directors(s) and collection managers, product managers, stylists, Houses.
- / Fashion brand director(s).
- / Shareholders of start-ups in the sustainable.
- /OR Any audience with an appetite for eco-fashion.

## THE PREREQUISITES

- / Professional experience of at least 3 years.
- /OR An entrepreneurial appetite for fashion.

## PEDAGOGICAL METHODS

- / The masterclass is in person or in distance.
- / Theoretical teaching with course support.
- / Experiential and participatory exchanges between groups and with the trainer.
- / Examples of case studies.
- / The case study of your current company or project.
- / Resources and contacts to go further.

## METHODS OF EVALUATION

- / The case study, as a proof of concept of theoretical teaching.
- / Relevance and flexibility in each stage of the collective design thinking process.
- / Global participation.

# 10



## THE DURATION

- / 1 Day (7 h).

## THE MODALITY OF ACCESS

- / A group of 6 to 20 people.

## THE PRICE

- / 820,00€ HT/ pp.

## CONTACT

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