

# SCHOOL OF FASHION ART AND DESIGN (ESMOD)

## HISTORY

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Founded in 1841 by Alexis Lavigne, tailor to Empress Eugénie and inventor of the dress form, the flexible measuring tape, and the first written fashion method, ESMOD was the first school in the world to teach fashion techniques that had been preciously guarded secrets. With its reputation, global network across 14 countries, and strong ties to the fashion industry, ESMOD ensures that all its students achieve international success in the world of fashion.

ESMOD has been present in Lebanon since 1999. Our mission is to provide top-tier education in order to train competent, creative, and technical professionals with an international profile, while adapting all our programs to the evolving demands of the fashion industry.

## MISSION

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Our objective is to create a culture of innovation, creativity, technicity, and to adapt the training to the evolution of the fashion field. More specifically, we aim to:

- Develop quality teaching in order to train competent, creative, technical professionals with an international profile.
- Establish programs allowing students to develop creativity, self-sufficiency and open-mindedness.
- Adapt programs to the fashion market needs.
- Adapt programs to the cultural specificity of countries where we have schools, while respecting ESMOD tradition.

## ADMINISTRATION

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**President and Founder:** Maroun MASSOUD

**General Director:** Nicole MASSOUD

## ADMINISTRATIVE STAFF

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**Deputy Administrative Assistant:** Malak NAJJAR AYOUB

**Academic Coordinator:** May FAOUR ALAWIE

**Communication Advisor:** Tala-Leila MAALOUF

## FACULTY

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**Instructors:** Ali BAZZI, Antoine KASSATLY, Zeinab KASSEM, Ghada KAZAN, Sana OSTA, Mohammad SAAD, Elio SROUR, Nour YASSINE, Joëlle RIACHI

**Guest Speakers:** Youmna ASSOUD, Salim CHERFAN

## DEGREES, DIPLOMAS AND CERTIFICATES AWARDED

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*Licence styliste designer mode*, Bachelor in Fashion Design and Pattern Drafting

Certificates in Fashion Design, Pattern Drafting, Fashion Business, Jewelry Design, Styling and Consulting, Visual Merchandising, Clo 3D

## JOB OPPORTUNITIES

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The fashion industry offers a wide range of job opportunities, enabling each student to find a job that suits their talents. Below is a non-exhaustive list of jobs in the fashion sector:

Creative or Style Director; Collection Manager; Team Leader; Development Manager; Product Manager; Buyer; Fashion Designer; Assistant Designer; Photo Stylist; Graphic Designer; Collection Coordinator; Production Manager; Assistant Production Manager; Visual Merchandising Manager; Visual Merchandiser; Press Officer.



## TUITION FEES

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### 2024-2025 Academic Year

Total number of credits for the Bachelor: 180

Annual tuition fees: \$9,000 and 216,000,000 LBP (subject to potential adjustments for the second semester based on ministerial decisions, market fluctuations, or the overall economic situation)

## SPECIFIC PROVISIONS OF THE INTERNAL REGULATIONS OF STUDY

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- The Lebanese Baccalaureate or its equivalent is mandatory to obtain the bachelor degree from USJ.
- Students without Baccalaureate are still eligible for admission; however, they will only receive a diploma from ESMOD Beirut/USJ and ESMOD International upon completion of the three-year program.
- To register for a new semester, students must pass all modules from the previous semester.

