

Luxury Goods



France's dynamic luxury goods sector extends over numerous fields, including fashion, real estate, tourism, jewelry, cosmetics, hospitality, perfumery, and gastronomy. The French groups LVMH, Kering, L'Oréal, Chanel, and Hermès carry great weight in the international luxury goods market, representing nearly a quarter of the total sales of the sector's Top 100. Synonymous with luxury, France is the 3rd largest exporter of leather goods, and exerts immense influence in the global leather market.

The Colbert Committee, a 115-member association founded in 1954, is responsible for promoting French expertise and craftsmanship in the luxury goods sector. Its task is to recruit and train artisans with specialized skills. Most large groups provide in-house training or maintain programs in partnership with secondary schools. Van Cleef & Arpels, Longchamp, Cartier, and Hermès have created their own schools and training programs.

In France, the luxury goods sector creates many types of jobs and opens opportunities in a variety of sectors. French designers Louis Vuitton, Coco Chanel, Christian Dior, Yves Saint-Laurent, Chantal Thomass, and Coqueline Courrèges are recognized and valued around the world for their unique expertise, which together constitute an invaluable cultural asset for France.

• **43%** of fashion and luxury goods production is exported

• **€400 million** financial benefits to Paris linked to fashion events (2019)

• **€154 billion** in sales of fashion and luxury goods—1.7% of French GDP (2021)

• **616,000** French jobs in the luxury goods and fashion sector (2021)

• **130,000** people working in leather goods (2022)

• **130** of 270 luxury brands worldwide are French

Sources : INSEE - MC - MESR

International

Luxury goods is the industry for which France is best known on the international stage. Major French brands stand out in the global market: of the world's 270 luxury brands, 130 are French. "Made in France" is a guarantee that carries great weight in the sector.

French luxury goods manufacturers account for the largest share (23.5%) of total sales of luxury products worldwide. Five French groups figure in the sector's Top 10: LVMH (which owns 75 high-fashion houses), Kering, L'Oréal, Chanel, and Hermès.

Elsa Schiaparelli, Alan Geaam, Charles Frederick Worth, Alexander McQueen, Paco Rabanne, Issey Miyake, John Galliano, Rei Kawakubo, Yohji Yamamoto, Kenzo Takada, Karl Lagerfeld and Kim Jones are prominent examples of the foreign designers who have set up operations in France.

Annual Parisian fashion shows (such as Fashion Week and Who's Next) and presentations of collections enjoy an international reputation, attracting journalists and personalities from all over the world.



RELATED FIELDS

- Arts • Culture • Design • Education
- Fashion • Management

SUBFIELDS

- Applied arts • Art markets • Corsetry
- Cosmetics • Costume design
- Couture • Crafts • Custom fabrication
- Design • Fabrication workshops
- Fashion and textiles • Fashion design • Fashion management
- Gastronomy • Heritage • Interior design • Jewelry • Leather goods
- Painting • Perfumery • Real estate
- Textile design • Textile industry
- Tourism • Wine and spirits • Video



Useful links

- ANDAM, National Association for the Development of Fashion Arts: www.andam.fr
- CampusArt, a website for applying to art schools: www.campusart.org
- Comité Colbert: www.comitecolbert.com
- Conseil National du Cuir (National leather Council): www.conseilnationalducuir.org
- Culturethèque – Institut Français: www.culturetheque.com
- Design & Applied Arts: <https://designmetiersdart.fr>
- Degrees in arts and culture, information sheet: www.campusfrance.org/en/resource/degrees-in-art-and-culture
- Fédération Française du Prêt à Porter Féminin: www.pretaporter.com
- France Design Education: www.fde.design
- INMA, National Institute of Crafts: www.institut-metiersdart.org
- FRANCE, Ministry of Culture: www.culture.gouv.fr
- Musée Mode et Textile des Arts décoratifs: www.madparis.fr/en
- Répertoire national des compétences professionnelles (national directory of professional certifications): www.francecompetences.fr

LEVEL Licence

DIPLÔME NATIONAL DES MÉTIERS D'ART ET DU DESIGN (DNMADE)
NATIONAL DIPLOMA – 3 YEARS OF HIGHER EDUCATION – L3
180 ECTS credits

> The **DNMADE** is awarded upon completion of the first 3 years of study in an École Supérieure d'Arts Appliqués (postsecondary School of Applied Arts). Programs leading to the diploma instill traditional skills at the professional level in a given specialty field. Several majors are offered, including:

- **Textile arts;**
- **Costume design and fabrication;**
- **Materials;**
- **Fashion;**
- **Accessories.**

LICENCE PROFESSIONNELLE (PROFESSIONAL LICENCE)
NATIONAL DIPLOMA – 3 YEARS OF HIGHER EDUCATION – L3
180 ECTS credits

> The **Licence Professionnelle** is a vocational Bachelor's degree, offered in some 10 universities and schools of Applied Arts (écoles d'arts appliqués) in the following fields:

- Faculty of **Arts, Literature and Languages**, majors in **Fashion; Culinary Arts and Fine Dining;**
- Faculty of **Science, Technology and Health**, major in **Apparel, Fashion, and Textiles;**
- Faculty of **Law, Economics, and Management**, majors in **International Business; International Luxury Goods Business.**

PROFESSIONAL TITLE

RNCP (national directory of professional certifications) – 3 YEARS OF HIGHER EDUCATION

> **Bachelor in Luxury Marketing**, École d'Art et de Culture - EAC:
www.campusart.org/artsearch/#/program/1068

> **Marketing and Business Manager for Luxury Industries and Fashion, Mod'Art**, Mod'Art:
www.campusart.org/artsearch/#/program/105

To apply online:

www.campusart.org > Find your program

LEVEL Master

PROFESSIONAL TITLE

RNCP (national directory of professional certifications) – 5 YEARS OF HIGHER EDUCATION

> **Fashion and luxury marketing and management**

IBSM Mode & Marketing: www.campusart.org/artsearch/#/program/1202

École Conte: www.campusart.org/artsearch/#/program/341

ESMOD: www.campusart.org/artsearch/#/program/828

> **Master in Interior Design & Luxury Scenography**, Les Écoles de Condé: www.campusart.org/artsearch/#/program/379

> **MBA Luxury Goods and Fashion Industries**, Mod'Art:
www.campusart.org/artsearch/#/program/761

> **Mastère Management du Luxe**, École d'Art et de Culture - EAC:
www.campusart.org/artsearch/#/program/1070

DIPLÔME UNIVERSITAIRE (DU)

5 YEARS OF HIGHER EDUCATION

> **DU in Cultural Object Provenance Research: changes of ownership, damage, illicit traffic, and restitution**; Master 2 level degree offered by Université Paris-Nanterre. Training in Provenance Research aimed at recent graduates in Art History and/or law and museum professionals, international organizations, and the art and luxury goods markets:
www.campusart.org/artsearch/#/program/1218

MASTER

MASTER EQUIVALENT – 5 YEARS OF HIGHER EDUCATION – M2
120 ECTS credits

> **Master's Degree in Fashion and Materials (EnaMoMa, Université PSL)**, a program created jointly by three members of the Université Paris Sciences et Lettres (PSL): Dauphine-PSL, Mines Paris-PSL, and the École Nationale Supérieure des Arts Décoratifs (ENSAD). Fields of application run from ready-to-wear to luxury goods.
www.campusart.org/artsearch/#/program/648

> **MSc in International Fashion and Luxury Management**, offered by the Institut Français de la Mode (IFM):
www.campusart.org/artsearch/#/program/773

MASTER

NATIONAL DIPLOMA – 5 YEARS OF HIGHER EDUCATION – M2
120 ECTS credits

> **Master 2 Innovation, Design et Luxe**, a 2-year national diploma offered by Université Gustave Eiffel in the Faculty of **Law, Economics and Management** concentration in **Marketing and sales.**

> **Master in Marketing and Strategy**, a 2-year national diploma offered at the Université Paris Dauphine-PSL in the School of **Marketing and Strategy** concentration in **Luxury goods management.**

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DIPLÔME SUPÉRIEUR DES ARTS APPLIQUÉS (DSAA)
NATIONAL DIPLOMA – 5 YEARS OF HIGHER EDUCATION – M2
120 ECTS credits

> A 2-year **DSAA** enabling students to refine their artistic abilities in several concentrations, among them **Jewelry; Leather Goods and Textile Design.**

MASTER OF SCIENCE (MSc)

MASTER EQUIVALENT – 5 YEARS OF HIGHER EDUCATION – M2
120 ECTS credits

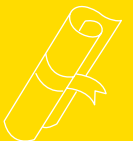
> **MSc in Future French Luxury**, 1-year program taught in English at the École d'Ingénieurs de Purpan:

<https://taughtie.campusfrance.org/tiesearch/#/program/2756>



LEVEL

Beyond the Master level



MASTÈRE SPÉCIALISÉ® (MS)

IINSTITUTION DIPLOMA – 1 YEAR OF HIGHER EDUCATION

Mastère Spécialisé® programs accredited by the Conférence des Grandes Écoles allow students to acquire a second skill as evidenced by an institutional diploma.

> **Mastère Spécialisé® in Fashion Management and Innovation** from the École Nationale Supérieure des Arts et Industries Textiles (ENSAIT) in partnership with the Institut Français de la Mode (IFM). www.ensait.fr

> **MS in International Fashion and Luxury Management**, approved by the Conférence des Grandes Écoles and delivered by the Institut Français de la Mode (IFM):
www.campusart.org/artsearch/#/program/751

To apply online:

www.campusart.org > Find your program