

# PROGRAM DETAILS



# PROGRAM OVERVIEW

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Learn While Exploring (LWE) is an **immersive educational program in luxury fashion in Paris.**

This **innovative learning experience** turns the city, home to the most established *haute couture* and luxury brands in the world, into a classroom.

Participants benefit from **seeing fashion theory in action.** They learn from masters of the industry, who demonstrate what they do and share their personal insights during interactive and exclusive field trips.



# WHY YOU SHOULD PARTICIPATE

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- 1. Founder and professor Agus Cattaneo is an industry veteran** with more than 15 years of educational and professional experience combined and a lifetime's worth of networking.
- 2. Over 40 speakers from top luxury brands** have already shown their support for LWE's methodology by opening their doors to participants of past editions of the program.
- 3. The program is carefully curated to offer participants a 360° view of the industry.**
- 4. Unrivaled access** allows participants to see the industry behind the scenes.
- 5. Participants can interact directly with experts**, facilitating professional development.
- 6. Participants grow personally** as a result of networking with one another.
- 7. The program's wide range of topics and speakers enables students to narrow their area of personal and/or professional interest** within the larger field of fashion.
- 8. More than a course and more than a trip**, LWE offers participants a chance to sample all that Paris has to offer.
- 9. Hands-on learning and homework assignments awaken the senses and provoke new lines of inquiry.**
- 10. The program's limited enrollment guarantees a fulfilling experience** for all participants.

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## FOCUS AREAS

The program is designed to offer participants a view of different sectors of the luxury fashion industry daily. Classes and speakers will address topics including but not limited to:

- design
- retail
- craftsmanship
- trends
- media
- cosmetics
- fragrances

**For a better sense of what that entails, past field trips and speakers have included:\***

1. A visit to the studio of a composer and music producer who has created sound installations and soundtracks for Maison Margiela and Prada
2. A tour of the atelier of a textile designer who creates fabrics for the likes of Jean-Paul Gaultier and Elsa Schiaparelli
3. A private tour of the factory where Guerlain produces and bottles its fragrances
4. A visit to a top trend forecasting agency and a talk with the company's director of consulting
5. A demonstration of the latest makeup trends at Chanel
6. A presentation by the editor in chief of Jalouse magazine

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## FOCUS AREAS

7. A walk-through of the factory headquarters of the company that produces the packaging for high-end jewelry brands such as Cartier and Chaumet
8. A private talk with the head of trends of Galeries Lafayette
9. A talk by a leather accessories designer who has worked for Kenzo, Balenciaga and Givenchy and designs his own namesake label of luxury leather goods
10. A presentation by the social media manager of L'Officiel magazine
11. A conversation with a duo of bloggers and content creators who have collaborated with brands such as Acne Studios and Louis Vuitton
12. An exclusive visit to the Dries Van Noten store
13. A private tour of the Ralph Lauren flagship store
14. A presentation of original art and a talk with the head of the scarf design department at Hermès
15. A private talk with an art director who does visual merchandising for brands like Celine and John Galliano
16. A visit to the atelier of a *plumassier* who works for Valentino and Dior

\*Itineraries vary year to year, but this list is representative of the types of field trips and speakers to be featured in 2020.



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## SCHEDULE

**Duration:** 11 days

**Dates:** June 8 through June 19 (Saturday is the only half day; Sunday is the only day off)

**Days:** Monday through Saturday the first week; Monday through Friday the second week

**Modality:** Theoretical/practical. This is an intense course, featuring classes, speakers and field trips every day. A typical day starts at 9 a.m. and ends at 5:30 p.m., with classes in the morning and in the afternoon, but some days may be longer, others shorter. The final daily class schedule, including speaker presentations and profiles, field trip details and times, will be distributed on the first day of the program.

## SUPPLIES

Participants will receive a list of materials to bring with them to Paris one month prior to the program start date.

## HOMEWORK

Assignments are designed to be fun and to help participants process their daily experiences, document their time in Paris and spark lively discussion with one another.

## CERTIFICATE

Upon completion of the program participants will be awarded a Learn While Exploring: Paris Edition 2020 diploma.



# ADMISSION

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## PARTICIPANT PROFILE

**No prior fashion experience is required**, but, of course, any and all fashion experience is welcome. Both students with or without a fashion background will reap benefits from this program.

**18 years old or older.** Bear in mind that this is a field-trip-based program. Participants will be walking around the city and sometimes sitting outside for informal classes. All class days are fully scheduled.

**Competent in English.** All classroom instruction will be in English, and all guest speakers will conduct their presentations in English. However, guest speakers are sensitive to the fact that participants come from all over the world, so the pace of discussion will be moderate. Additionally, because the program is primarily experiential, writing is minimal.

## ADMISSION REQUIREMENTS

To be considered for the program all applicants must complete the online application form, which can be found at the bottom of this document and on the LWE website.

The application form includes space for you to tell us about yourself and explain why you want to participate in LWE.

Once you've submitted your application, you'll get an email confirming it has been received. If accepted into the program, you will receive a link to make a payment.

# TUITION

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**Fee.** The €2.400 (two thousand four hundred euros) fee covers tuition, including classes/workshops, speakers and field trips; a welcome kit; and any gifts or surprises you may receive. The fee does not include airfare or the costs of local transportation, accommodations\* or meals.

\*Once enrollment is finalized participants will be connected to one another via a WhatsApp chat group so that they may begin to get to know each other and possibly coordinate accommodations. Past participants have shared hotel rooms or short-term apartment rentals to save on costs.

**Payment Plan.** Payments are accepted either in full or in 3 or 5 installments as long as the total fee is paid in full by May 1st, 2020. Once you are accepted into the program, you will receive an email asking you whether you would like to pay in full or in installments.

In other words, you can pay €2.400 (two thousand four hundred euros) at the time of registration, or select the number of installments that's right for you.

For example: If you register on November 20th and choose to pay in 5 installments, your payment breakdown would be as follows:

November 20th: €480

December 20th: €480

January 20th: €480

February 20th: €480

March 20th: €480



# TUITION

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**Payment Method.** Payments may be made using a credit card via PayPal only. If you don't have a PayPal account, don't worry, it's easy and fast to set up. PayPal is a secure way to make payments.

**Cancellation Policy.** Payments are nonrefundable. If you must cancel and do so before March 1st, 2020, 80% of payments made up to that point will be applied to the tuition for the 2021 edition of the program if it is being offered. No credits will be applied for cancellations made after March 1st, 2020.

## **STILL HAVE QUESTIONS?**

Check out our FAQ section on the website.



## **READY TO APPLY?**

LWE is ready for you when you are!

[Apply Now](#)