

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.

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THE DURATION

/ 1 Day (7 h).

THE MODALITY OF ACCESS

/ A group of 6 to 20 people.

THE PRICE

/ 750,00€ HT/ pp.

CONTACT

- / Trainer : Noémie Devime
- / contact@noemiedevime.com
- / 0033 6 20 64 28 18



NOÉMIE
DEVIME PARIS