



“Façonnez votre avenir!”

Press release

December 1st, 2020

**A communication campaign to promote training
in the fashion and luxury goods industry.**

In France, there is what is called a strategic contract for each industrial sector. This "agreement" is implemented to organize a sector and is based on reciprocal commitments between the State and the industrial stakeholders. A Strategic Committee dedicated to the sector (CSF) has been named in order to ensure the smooth running of given key missions:

1. Develop the attractiveness of the sector.
2. Ensuring a leading place for the higher education and research ecosystem in fashion.
3. Improve the competitiveness of subcontracting companies and support them in their transformation towards the industry of the future.
4. To support and finance emerging fashion companies.
5. Elaborate a traceability system for the sector.
6. Impulse a virtuous dynamic of circular economy.

"With these six structuring measures, the "CSF Mode et Luxe" aims to make a pragmatic contribution to boosting the entire industry and thus maintain France's pre-eminence in this field. "

Guillaume de Seynes

The CSF brings together professionals in the sector, public authorities and trade unions representing employees in the sector. The Fashion & Luxury sector represents large groups and SMEs that mobilize know-how of excellence and are the foundation of the "Made in France" in this sector.

Within the missions defined, enhancing the value of technical professions in the industry appeared like a necessity to whole sector. Thus, for the first time in the history of Fashion and Luxury industry, all the branches composing it : Tableware, Jewellery, Goldsmithing, Shoes, Couture, Clothing, Leather, Watches, Leather Goods and Textiles, have come together to create a common, educational, and dynamic communication campaign: "Savoir pour Faire » speaking with one voice to introduce the sector and its need to remain at the top in recruitment, education and transmission.

This communication campaign targets students, job seekers or people looking for a professional reorientation. It covers the full range of professions, jobs and educational programs offers.

“Savoir pour Faire” aims to highlight technical professions that are poorly known or little appreciated considered, particularly when making career choices, and to put them back at the heart of the fashion system, since they are just as important as the creative professions. Participating in making of France the world’s leading player in fashion and luxury goods.

1 website
1 job offers space
1 social media ecosystem
1 ambassador network
1 network of collaborators, educational... social actors within the territories.
All carrying a series of contents and messages: films, podcasts and content on social networks.

After an initial campaign focused on recruitment, the second part of “Savoir pour Faire”, launched at the at the beginning of December 2020, will be dedicated to training, reflecting the dynamics of French manufacturing and the need to pass on know-how, transforming and enriching it so that it becomes for the future of new generations.

This campaign is financed by the Professional Committees for Economic Development of the fashion and luxury sector (CPDE) - DEFI for the fashion and clothing sector, CTC for the leather, footwear, leather goods, gloves sector and FRANCECLAT for watchmaking, jewelry, goldsmithing and tableware sector- as well as by the Union of Textile Industries (UIT) and by the Inter-industry Skills and Training Operator OPCO2I / Professional Joint Section Creative and Technical Industries Fashion and Luxury Goods.

Follow the news of the campaign on www.savoirpourfaire.fr and on social networks:



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