



THE CÉGEP MARIE-VICTORIN
FASHION SCHOOL

TRAINING FASHION PROFESSIONALS
TO ANSWER FASHION INDUSTRY NEEDS

PROFILE

Founded in 1965 in Québec, Cégep Marie-Victorin offers a fashion curriculum covering the whole collection process, from design to product development, using manual techniques and technology skills. A clothing arts program was launched in 1972, which soon became a Fashion Design program. Today the Cégep Marie-Victorin Fashion School offers two programs: Fashion Design and Fashion Merchandising and also the Clothing Production Management module.

Each year, between 75 and 100 students graduate in Fashion Design. The college has also built a strong international reputation thanks to various partnerships and associations with fashion organizations and institutions.

LOCATION

Montréal, Québec, Canada

HIGHLIGHT

The Cégep Marie-Victorin Fashion School and Lectra have been partners since 2003. "We chose Lectra because they offer an entire range of solutions adapted to the fashion industry at an international level," says Marco Roy, coordinator at the Cégep Marie-Victorin Fashion School. To best prepare their students for the job market, the course will soon include Lectra's 3D pattern making and virtual prototyping, a skill set that will help them stand out our graduate students in the fashion industry in Québec.

LECTRA SOLUTIONS

Modaris[®] 3D Diamino[®]

“The Cégep Marie-Victorin Fashion School is ruled by two words: dynamism and innovation. This is why we chose Lectra to support our courses, because we share the same vision of fashion,” says Marco Roy, Fashion School coordinator at the Cégep Marie-Victorin.

In 2003, the Fashion School chose Lectra to set up an avant-garde course in pattern making, using Lectra’s product development solution, Modaris. This marked a very important milestone and the Cégep Marie-Victorin Fashion School became a Privilege Partner school in 2011. “We feel proud to work with Lectra because they care so much about supporting and equipping future generations with technology solutions based on the challenges of the fashion industry,” explains Marco Roy. Now that fashion has taken on global proportions, the Canadian fashion industry has to redefine its role and needs. “Lectra offers us avant-garde and innovative solutions to support us as we do our best to train future professionals to meet the fashion industry’s new challenges,” he adds.

A NEW 3D COURSE

Anne-Marie Fernet, Fashion Design teacher who has been teaching at the Cégep Marie-Victorin Fashion School since 1988, finds it stimulating to align her teaching modules with the various possibilities offered by Lectra’s virtual pattern-making and prototyping solution. “Lectra’s 3D technology will enable our students to visualize styles on a virtual mannequin, and make quick adjustments and modifications that will be immediately associated with the flat pattern,” she declares. “3D technology is also useful for design: you can check technical elements like fabric draping, sizes, cuts and lengths on a 3D mannequin.”

Her students are also extremely motivated by new technologies, which allow them to vary their design tools. “Lectra’s Modaris solution has been the best discovery of our fashion design course,” says Laura Vouligny-Prévost, who just graduated. “It offers us significant improvements in speed, accuracy and reduces repetitive tasks,” she explains.



The Fashion Design curriculum offered by the Cégep Marie-Victorin Fashion School is a 3-year program. “Lectra has completely changed my view of the clothing development process. Being trained on Lectra solutions will equip me to face the industry’s needs,” says student Laura Vouligny-Prévost.

“We will keep improving our product development courses to be aligned with the Canadian fashion industry demands,” adds Marco Roy, Fashion School Coordinator. “In 2014, Vestechpro, our research center focused on technological innovation, support and training for Quebec’s Apparel industry will join Lectra’s certification program on Lectra’s advanced pattern making solutions. We particularly value our partnership with Lectra because of this kind of initiative which gives our students a key competitive advantage,” he concludes.



Lectra in Fashion

With 40 years’ experience in fashion and apparel, Lectra’s mission is to provide a complete spectrum of design, development, and production solutions to confront 21st-century challenges. From first creative spark to final product, our professional services address an end-to-end process. We support the day-to-day operations of our customers in over 100 countries for around-the-clock process optimization. From fast fashion to luxury to ready-to-wear, Lectra’s 23,000 customers in markets as diverse as casual, sports, outdoor, denim, and lingerie represent every development and sourcing model imaginable. Beyond suppliers and manufacturers, they are the brands you love and the stores where you shop.