



Exchange report

By Kristine Meinert

EFAP - International school of communication

Normally, I study Entrepreneurship & Design at KEA, but I traveled to Paris to study Fashion and Communication at EFAP - International School for Communication. I started on September 11th and completed the program on December 11th.

French Beginner

In this beginner French course, we learned how to express ourselves both orally and in writing in varied and correct French. The course gave me the opportunity to speak, read, and translate French at a beginner level.

Creative Direction & Image Creative

In this course, we gained extensive knowledge on how to create a magazine from start to finish. We learned the process behind still photography and a regular photoshoot. It's a fantastic course if you want a deeper understanding of the fashion world and the process behind a magazine.

Digital Transformation

In this course, we explored how organizations integrate digital technologies across all their operations. This helped us understand how businesses scale and compete by responding to changing markets and better serving their customers.

Creativity & Innovation

The goal of this course was to introduce us to various creative ways of thinking. However, it turned out to be quite a lengthy course where we didn't have as much opportunity to explore these ideas in the way I had hoped.

Fashion Communication

This course focused on fashion, design, and advertising in both print and online formats. Throughout the course, we gained insight into the processes involved in creating capsule collections for fashion brands, their marketing strategies, and the storytelling behind them. The final project involved presenting a comprehensive analysis of a fashion show.

Managing Fashion Shows

In this course, we worked on creating our vision for the best fashion show, drawing inspiration from existing fashion shows.

Academic Experience

EFAP has been an incredibly supportive school, with kind teachers who genuinely wanted the best for us. I had plenty of free time to explore the city, meet new people, and make the most of my stay. As a fashion enthusiast, I absolutely loved being in Paris. The fashion-related courses at EFAP were definitely the most exciting for me. We had lessons in Fashion Communication and Creative Direction & Image Creative, taught by truly inspiring instructors who brought a wealth of experience from the industry. Their expertise really captured our attention, and I feel that I gained a much deeper understanding of the fashion industry as a whole.

What I really appreciate about EFAP is that the teachers have a lot of real-world experience, which makes the lessons incredibly valuable. I would definitely recommend my program to anyone interested in learning more about the fashion industry and its structure. One of the highlights of the course was working on a magazine project where we styled, created graphic designs, and took the photos ourselves. We also had a teacher who had worked as a PR manager at Dior for 9 years, and I really respected her knowledge and experience.

Additionally, I really enjoyed the French Beginner course, though it was challenging at times, especially since our teacher had fairly high expectations for us. French is a tough language, and it really required effort. We also had a course in Digital Transformation, which introduced us to relevant tools for understanding and meeting customer needs.

Practical Experience

KEA has been very helpful throughout the process. They were quick to respond whenever I had questions and did a great job supporting communication between the two schools. I found accommodation myself, along with a fellow student, through Airbnb. We stayed just a 10-minute walk from the school in a very safe area between districts 6 and 7. We paid around 6,000 DKK per person, which is comparable to what we would pay in Copenhagen. I didn't really set a strict budget, but I think food and other expenses have been cheaper here in France than in Denmark. I received both SU and Erasmus funding during the exchange, but I still had to dip into my savings as it wasn't quite enough to cover my lifestyle. There are plenty of great shopping opportunities here, so bring some clothes with you - I promise you will end up buying a lot of new clothes! There are definitely great options for that.



Cultural/Personal Experience

French people can sometimes be quite reserved, especially the older generation. They may get offended if you don't speak French, and many are not very good at English. That said, we've also met a lot of kind and open people. I've loved experiencing life in Paris, as I generally enjoy living abroad and getting a glimpse into a different culture. The shopping opportunities here have been amazing, and I've also really enjoyed the cozy cafés lining the streets. Moreover, the beautiful and inspiring buildings make it a joy to walk around or simply sit somewhere and people-watch. I would definitely recommend taking the plunge, visiting Paris, and making the most of your free time here.

Thank you