

# Licence professionnelle Métiers de la mode



Niveau de  
diplôme  
BAC +3



ECTS  
60 crédits



Durée  
1 année, 2  
semestres



Langues  
d'enseignement  
Anglais

## Parcours proposés

- > LP - Outdoor softgoods design & development - En anglais

## Présentation

The Outdoor Softgoods Design & Development Bachelor's Degree is a one-year international programme designed for both French and international students who have completed two years of higher education and wish to specialise as product developers in the sports industry.

During the Autumn semester (S5), students will study at IUT Annecy, gaining in-depth knowledge and hands-on experience. In the Spring semester (S6), they will complete a 4-to-6-month internship within a company, applying their skills in a realworld professional environment.

All courses are taught entirely in English, and classes bring together both French and international students, fostering a rich intercultural experience and a global perspective on the industry.

## Objectifs

This programme aims to equip future technicians with the essential skills in developing and managing clothing, bags, and textile accessories, ensuring their success in the highly competitive outdoor sports industry.

The sports industry is constantly evolving and in need of young professionals-future product managers capable of developing innovative strategies to meet customer needs. Their role is essential in optimising both products and their communication for better market performance.

Students in this Bachelor's programme will learn how to create effective roadmaps, analyse and anticipate market trends, and facilitate seamless collaboration between key stakeholders, including engineers, marketers, designers, and executives.

## Organisation

**Date de début de la formation :** September

**Date de fin de la formation :** September

## Stage (hors formation en alternance)

The 4 month internship (mostly in english) takes place in an outdoor sports industry company in France or abroad.

## Modalités des projets tutorés

Each student participates in a group project involving work on a specific issue provided by outdoor sports industry stakeholders

## Admission

---

### A qui s'adresse la formation ?

- Minimum 2 years of higher education studies (120 ECTS)
- Creative, enterprising and interested in good interpersonal skills
- Individuals with official recognition of previous professional acquired skills may also apply

### Candidater et s'inscrire

Candidatures en ligne sur : <https://ecandidat-usmb.grenet.fr/ecandidat/#!accueilView>

## Et après

---

### Métiers visés et insertion professionnelle

In terms of job prospects in the outdoor sports & leisure industry (apparel, footwear, accessories) : Product Developer, Project Manager or Designer for the outdoor Sports & Leisure Industry

## Infos pratiques

---

## Contacts

### Responsable pédagogique

Stephanie Vibrac

☎ +33 4 50 09 22 53

✉ [Stephanie.Vibrac@univ-savoie.fr](mailto:Stephanie.Vibrac@univ-savoie.fr)

### Responsable pédagogique

Pascal Colin

☎ +33 4 50 66 60 05

✉ [Pascal.Colin@univ-savoie.fr](mailto:Pascal.Colin@univ-savoie.fr)

### Scolarité administrative

Scolarité IUT d'Annecy

✉ [scolarite.iut-acy@univ-smb.fr](mailto:scolarite.iut-acy@univ-smb.fr)

### Secrétariat pédagogique

Caroline Althey

☎ +33 4 50 09 23 08

✉ [Caroline.Althey@univ-savoie.fr](mailto:Caroline.Althey@univ-savoie.fr)

---

## Etablissements partenaires

### OSV Academy

🔗 <http://www.osv-academy.org>

### Outdoor Sports Valley

🔗 <http://www.outdoorsportsvalley.org>

---

## Campus

🏠 Annecy / campus d'Annecy-le-Vieux

---

## En savoir plus

### IUT d'Annecy

🔗 <https://www.univ-smb.fr/iut-annecy/formation/metiers-industrie-sport/>

# Programme

## Organisation

6 months to be operational (september-february) and integrate a company over an internship period of 4 to 6 months (march-august)

### LP - Outdoor softgoods design & development - En anglais

#### LP - Outdoor softgoods design & development

##### Semestre 5

	Nature	CM	TD	TP	Crédits
UE501 Understand needs and context	UE				6 crédits
Sport industry culture conf., visit, fairs	EC		48h		2 crédits
Sustainable development in the sports industry	EC		21h		2 crédits
Biomechanics & sports physiology : comfort & perf.	EC		15h		2 crédits
UE502 Fabrics, design	UE				14 crédits
Textile technical fundamentals	EC		57h		5 crédits
Fabrics performance - Laboratory	EC		73h		4 crédits
Design culture	EC		15h		1 crédits
Product design - Pattern making and sewing	EC		53h		4 crédits
UE503 Management and marketing related to manufacturing processes	UE				10 crédits
Project management, methodology and tools	EC		9h		1 crédits
Product management - industrialisation - economics	EC		21h		3 crédits
Product and service design	EC		15h		3 crédits
Product marketing in the sporting goods industry	EC		21h		3 crédits
Professionnal communication	MODULE		8h		
Languages optional LV2	CHOIX				
Français FLE (Bonus)	MODULE		15h		
Allemand (bonus)	MODULE		15h		
Espagnol (bonus)	MODULE		15h		
Italien (bonus)	MODULE		15h		

##### Semestre 6

	Nature	CM	TD	TP	Crédits
UE601 Group project	UE				8 crédits
Group project - OSV Academy	EC		120h		8 crédits

Innovation in sports	MODULE	6h	
UE602 Products, development - economics - innovation	UE		10 crédits
Design vision through footwear	EC	12h	1 crédits
Textile manufacturing	EC	20h	2 crédits
Accessories (backpack, tents, gloves...)	EC	29h	1 crédits
Product development	EC	46h	4 crédits
Industrial fundamentals in sport industry	EC	15h	1 crédits
Footwear	EC	8h	1 crédits
UE603 Professional experience	UE		12 crédits
Internship	EC		12 crédits