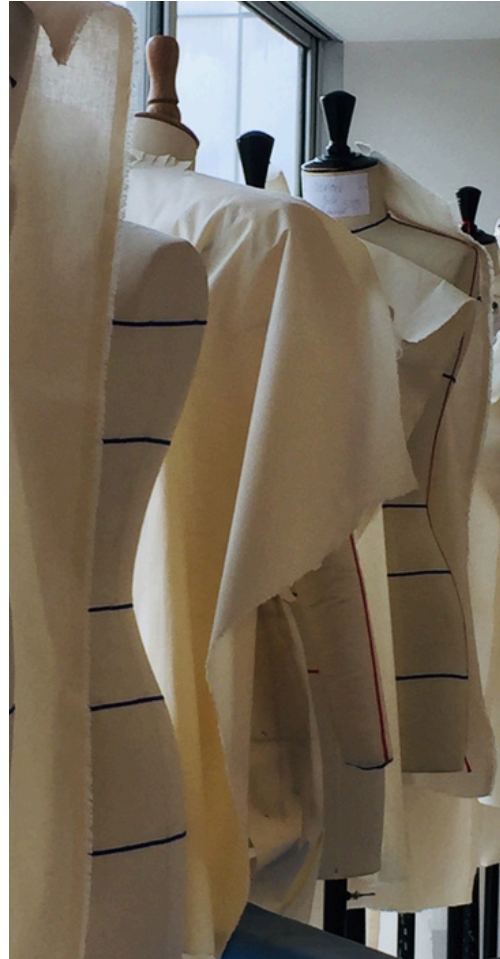


*French excellence Summer school*

# Fashion, food and art in Paris



© La Plumographe 2026

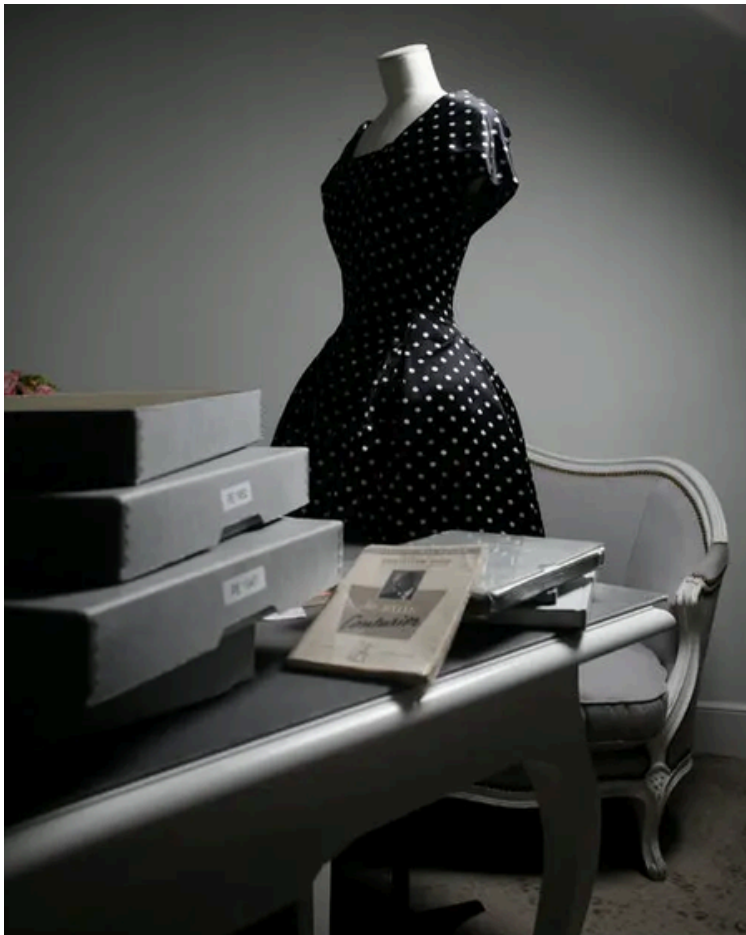


hoppysime

À LA RENCONTRE DU LUXE ET DE LA CRÉATION

*Summer school*

***Fashion, food and art  
in Paris***



# *Learning objectives*

- Discover the three pillars of French excellence : fashion, food and art.
- Immerse participants in French culture and society.
- Promote intercultural exchange through an international audience.
- Understand how the arts and crafts stimulate creativity and French haute couture.
- Experience the place of arts, fashion, and gastronomy in the daily lives of Parisians.



Day 1

## ***Fashion & French excellence***

- A lecture by Françoise BATHIE to introduce the week and discuss about fashion, food and art.
- Meeting with an embroider in her workshop : you will leave with your own creation !
- Short walk in the Bastille quarter : a trendy place for fashionistas and foodies.

## *Parisian Haute-Couture*

- The history of haute couture through a discovery walk along the avenue (1h30).
- DIOR Gallery visit
- Free time





## ***From traditional market to fine grocery***

- Meeting at a Parisian traditional : chat & taste !
- Le Bon Marché store tour with Françoise BATHIE + VIP welcome
- Come and visit the best fine grocery store in Paris : La Grande Epicerie de Paris

## *Paris for food lovers*

- Meet a traditional chocolate maker.
- Place Vendôme guided tour by Françoise BATHIE
- Mathieu Lustrerie visit, an atelier dedicated to the restoration of chandeliers for historical monuments, with a cheese and wine tasting.



## *From art to craftsmanship*

- **Learn** about the history of perfume through a workshop led by a Fragrance Expert and delve into the perfumer history and artistry.
- Discover an unusual place in the heart of Paris dedicated to craftsmanship.
- Meet a gilding workshop that will tell us about its family history and introduce us to its forward-looking expertise.





All week long

## ***Tips for exploring Paris***

- Tips for lunch and dinner.
- Parisian addresses for shopping.
- Museums and exhibition visits recommendations.



# *Smart, affordable accommodation in Paris, designed to energize and inspire*

- The FEU has 274 student housing units with access to shared kitchens, free and unlimited Wi-Fi, study areas, a common lounge, a garden, and laundry facilities.
- The classic rooms include a 90 cm bed, a bedside table, and a wardrobe, a chair, desk, and lamp, a sink. Classic rooms have access to shared showers and toilets on each floor. The bathrooms, located in the hallway, are shared but used individually.
- Conferences and events centered around French excellence can be organized on-site during the stay.



# *Charlotte SIMUNEK*

- Born and raised in Paris, France, but shaped by the world, Charlotte has lived and worked in London, New York State, Finland, China and Arizona, always returning to her beloved Paris, a city that fuels her passion for exploration, collaboration and bold ideas.
- Holding a Master's Degree from Sorbonne University and the Agrégation in English, she has built a career at the crossroads of higher education, international cooperation, entrepreneurship, and project leadership.
- At CY Cergy Paris University, Arizona State University and within the Eutopa Alliance of Universities, she has led and supported many local, European and global initiatives, moving them from early concepts to concrete, operational realities.
- Charlotte is an experienced project manager used to working with diverse stakeholders, complex institutional environments and ambitious roadmaps.
- Passionate about experimentation and cultural exchange, Charlotte sees each collaboration as an opportunity to connect people, ideas and territories.





## **CS PROJECTS**

Reliable project leadership, every step of the way.



## **SERVICE**

Working with you to identify your goals, defining your strategy and ensure smooth delivery.



## **COORDINATION**

Bringing together multicultural stakeholders around shared ambitions and concrete outcomes.



## **CONNECTION**

Collaborating with major cultural institutions, international networks and innovative organizations in France, in Europe and globally.



**Charlotte SIMUNEK**  
charlottesimunek@gmail.com  
Tel: +33 6-23-88-69-56

# ***Françoise BATHIE***

- Françoise graduated from ESSCA in 1996 and has held a CAPES in Economics and Marketing since 2013.
- She has developed her marketing experience within major groups such as SARALEE and CHANTELLE. There she acquired real expertise in Marketing and Fashion.
- Her career has also given her an in-depth understanding of marketing issues relating to collectioning, anticipating trends and changing consumer behaviour.
- Experiential marketing, behavioural science and lifestyle are her areas of expertise.
- Founder of the Hoppysime agency, she offers made-to-measure to premium clientele around French know-how, with a view to creating a special and lasting bond between brands and their customers.
- The agency is particularly committed to training and communication in all aspects of the arts, luxury and fashion.
- She works with students from leading business schools (SCIENCES PO Paris, HEC, Dauphine...), the Château de Versailles and luxury brands (DIOR, CELINE...) through lectures, learning expeditions...

hoppysime

---

À LA RENCONTRE DU LUXE ET DE LA CRÉATION





## LISTENING

Hoppysime is your privileged partner from the very first contact:

identifying your needs, making suggestions and any necessary adjustments, being present on the day of the event and providing a written debrief.



## CREATIVITY

We offer tailor-made packages with original themes for amazing experiences.



## A STRONG NETWORK

We work with over a hundred craftsmen, luxury houses and unusual venues. Our relationships enable us to create experiences that are truly tailored to your requirements.

# hoppysime

À LA RENCONTRE DU LUXE ET DE LA CRÉATION

**Françoise BATHIE**

[fbathie@hoppy.fr](mailto:fbathie@hoppy.fr)

Tel : +33 6-60-78-20-06



Ready for a full immersion in French  
excellence ?

Eager to dive into the world of  
gastronomy, fashion, and art in Paris ?

This exciting program is made for you !

**Request our pricing details today.**

[Hoppysime@fondationdesetatsunis.org](mailto:Hoppysime@fondationdesetatsunis.org)

