



# IDEA SHEET

IDEA NAME

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**REMINDER OF THE INITIAL PROBLEMS AND ISSUES:** HOW TO IMPROVE MIGRANTS INTEGRATION IN SOCIETY THROUGH THE DEVELOPMENT OF THEIR "DUAL IDENTITY" KNOWING THAT MOST MIGRANTS FEEL A "THREAT OF IDENTITY" WHEN ARRIVING IN A HOST COUNTRY AND THAT CURRENT INITIATIVES USUALLY DO NOT FOCUS ON SUCH CONCEPT ("ASSIMILATION")? HOW TO MAKE DUAL IDENTITY THE MAIN DRIVING FORCE FOR MIGRANT INTEGRATION



**DESCRIPTION OF THE SOLUTION, SPECIFYING THE POSITIVE IMPACTS AND WHY IT IS WITHIN THE REACH OF SCIENCES PO STUDENTS**

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HIGH END FASHION SHOW WHERE FASHION DESIGNERS FROM IMMIGRANTS' COUNTRIES COLLABORATE WITH PARIS' IMMIGRANTS FROM THEIR COUNTRY TO PRESENT FASHION COLLECTIONS THAT REPRESENT THEIR CULTURES AS A WAY TO CREATE SOCIAL AWARENESS. WHY A FASHION SHOW?

- FASHION REPRESENTS AN EXTENSION OF THE IDENTITY.
- IT IS EASIER TO LEARN FROM VISUAL REPRESENTATIONS AND APPRECIATING CULTURES THROUGH VISUAL REFERENCES LIKE FASHION.
- IT IS APPEALING AND IT CAN TRANSCEND BORDERS.
- RAISING AWARENESS BY EXPOSING DIFFERENT CULTURES TO CREATE A BETTER HUMANITY.
- TACKLING THE PROBLEM FROM A DIFFERENT PERSPECTIVE.

WHY IT IS WITHIN THE REACH OF SCIENCESPO STUDENTS? THE UNIVERSITY HAS JUST LAUNCHED A LUXURY PROGRAM, SO IT WOULD BE EASY TO HAVE RELEVANT CONTACTS TO DEVELOP THE IDEA. ALSO, THE UNIVERSITY ALREADY HAS GOOD RELATIONS WITH HIGH END BRANDS SUCH AS DIOR AND CHANNEL.



**DIRECT AND INDIRECT BENEFITS OF THE SOLUTION (BEYOND THE INITIAL IMPACTS). SUSTAINABILITY OF THE SOLUTION.**

- IMMIGRATION AWARENESS
- IT IS A WAY TO MAKE THEM REALLY VISIBLE TO PARIS NATIVES AND GIVE THEM A VOICE
- INTEGRATION
- UNDERSTANDING AND GETTING TO KNOW THEIR CULTURES

**SUSTAINABILITY OF THE SOLUTION**

- IT WON'T BE A ONE TIME THING. IT WOULD BE DONE ONCE A YEAR. THE VENUE WILL BE DETERMINED DEPENDING ON THE COUNTRY THAT HAS MORE INFUX OF IMMIGRANTS IN THE PARTICULAR YEAR
- THE FOCUS OF THE FASHION SHOW WOULD BE THEN TAILORMADE DEPENDING ON THE PARTICULARITIES OF THE HOST COUNTRY AND OF ITS IMMIGRANTS.
- WE SEE A POTENTIAL IN COLLABORATING WITH OTHER HIGHLY RECOGNIZED EVENTS SUCH AS THE PARIS FASHION WEEK. HOWEVER THE ESSENCE OF THE PROJECT COULD BE LOST IF ITS DONE DURING FASHION WEEK. SO IT WOULD BE AN SPONSOR. BUT NOT THE MAIN ALLY.

**ALLIES AND RESOURCES**

- ALLIES: CORPORATE HIGH END BRANDS: KERING, LVMH. SCIENCESPO AND ITS LUXURY MARKETING PROGRAM.
- RESOURCES: IMMIGRANT COMMUNITY, IMPORTANT BRANDS' FUNDS.



**DISADVANTAGES AND RISKS (WHAT WORKS LESS WELL, WHAT COULD CAUSE FAILURE)**

- MIGHT BE PERCEIVED IN A WAY THAT IS NOT DESIRED.
- CULTURAL APPROPRIATION PHENOMENON
- FASHION CAN BE PERCEIVED AS SUPERFICIAL.
- MIGHT BE SEEN AS SOMETHING FOCUSING ONLY ON WOMEN.
- PROBLEM TO MOTIVATE DESIGNERS TO PARTICIPATE.

**REFRATORIES, OPPONENTS**

- CONSERVATIVE PARTIES FROM BOTH SIDES OF THE SOCIETY (HOSTING COUNTRY AND IMMIGRANTS).
- FEMINISTS.



**HOW TO AVOID DISADVANTAGES AND RISKS? HOW TO GET THE GRADES UP?**

- SOCIAL MEDIA CAMPAIGN
- KEEPING A CLEAR AND INFORMATIVE MESSAGE
- KEEPING THE PROJECT IMMIGRANT BASED.
- CONTINUOUS COMMUNICATION WITH IMMIGRANTS TO UNDERSTAND AND PREVENT OFFENSIVE ASPECTS OF THE PROJECT.



**FIRST STEPS**

- RESEARCH
- INTERVIEWS
- CONFIRM INTEREST FROM POSSIBLE PARTNERS