

THE REFERENCE SCHOOL IN LUXURY



Chaire *Cartier*

“ *Luxury, a passion, a
profession, a network* ”

STRATEGY COMMITTEE



For 30 years, sector managers have been supporting Sup de Luxe

NICOLAS BOS
President and CEO Van Cleef & Arpels

GERALDINE DOBEY
General Manager Mandarin Oriental Paris and
Regional Vice President of Operations

MICHEL GUTEN
Founder Institut Supérieur de Marketing du Luxe
Vice President Champs-Élysées Committee
Former Vice President Cartier

THIBAUT DE LA RIVIÈRE
Director Institut Supérieur de Marketing du Luxe

LAURENCE NICOLAS
General Manager, Printemps Haussmann and
Printemps du Louvre

ALAIN QUILLET
President Comité Montaigne

CHANTAL ROOS
Founder and CEO CREA and Parfums Dear Rose

CHANTAL THOMASS
Fashion Designer

NATHALIE VRANKEN
Vice President, Vranken Pommery Monopole



ÉDITO

« We all want to exist, and we all want to endure. A taste for luxury is, all sectors and brands combined, the effective way of resisting trends and erosion while adding fullness to one's life. In the presence of changes in civilizations, the famous luxury houses are exploring new ways of enhancing wealth, reaffirming identity, seeking meaning and accompanying clients.

Luxury is all about re-enchantment in a disenchanted modern world. Hence the desire among the young and millennial, who constitute the new recruits of the sector, to embrace this new entrancing dimension of existence.

To surprise and amaze constantly while respecting the identity of the brand and its history; this notion of luxury is in vogue, but where does it stand today? Luxury is what remains when the trend has waned. This is because luxury is all about culture, a distinct taste for knowledge. Do we integrate the luxury sector as we do any other sector? Regardless of the position, character, or cultural background; ideals and vision will take precedence over technology and degrees.

Codes, attitudes, semantics, are essential to whoever wishes to find his/her place in this macrocosm. You need a vision, a biased approach, and a lot of personality and independence. You need to be a magician in the « fairyland of appearances ». »

Thibaut de La Rivière

Director

Institut Supérieur de Marketing du Luxe



Founded by Cartier in 1990 under the name of the Institut Supérieur de Marketing du Luxe, Sup de Luxe welcomes every year more than 500 students from all over the world.

Since its creation, the school has enjoyed an undeniable success with its network of 3,500 graduates, of all nationalities, all over the world, most of them being at the head of luxury brands.

The programs offered by Sup de Luxe are all devised and supervised by professionals in the sector. They are reassessed and adapted programs to the economic and strategic issues of today and tomorrow.

Last but not least, first in the ranking of training courses preparing for luxury positions, Sup de Luxe programs are references in France and abroad.

SUP DE LUXE HAS SET AS ITS MAIN OBJECTIVES :

To establish a pool of young managers for all business lines in the sector, in close contact with the brands.

Defend the values of luxury by animating and enriching Sup de Luxe Lab, an observatory and a reference centre for researches and publications on luxury at the international level. The latest issue of 2019: «Le Triomphe du luxe cool», D.Cuvillier, Maxima Editions.

Provide a broad general culture of this sector by regularly publishing studies such as the Poiray case, the upstream sector, and others.

ALUMNI SUP DE LUXE

Alumni Sup de Luxe est l'association qui regroupe l'ensemble des diplômés des formations de l'Institut Supérieur de Marketing du Luxe.

Faire partie d'**Alumni Sup de Luxe**, c'est appartenir à une grande communauté qui partage les mêmes valeurs et qui s'est dotée de trois principales missions :

Animer et développer le réseau

des 3500 diplômés dans plus de 45 pays

Accompagner les diplômés

tout au long de leur parcours professionnel par le partage d'expériences, l'entraide, des conférences et des offres d'emploi

Faire rayonner Sup de luxe

à travers des événements de prestige, des rencontres avec des personnalités d'exception, des visites exclusives de Maisons et des soirées événements

NETWORK

Among others...

Armani	De Beers	Jaeger-LeCoultre	Ole Lynggaard
Audemars Piguet	Dior	Jean Charles de Castelbajac	Omega
Baccarat	Dolce & Gabbana	Jean-Paul Gaultier	Paco Rabanne
Balenciaga	Drugstore Publicis	Jimmy Choo	Panerai
Bally	DS Automobiles	Karl Lagerfeld	Patek Philippe
Balmain	Dunhill	Kenzo	Paule Ka
Baume et Mercier	Duvelleroy	Lacoste	Piaget
Bell & Ross	Escada	Ladurée	Pinel & Pinel
Berluti	Façonnable	Lalique	Porsche
Blancpain	Fauchon	Lancel	Prada
Bonpoint	Fendi	Lancôme	Printemps
Boucheron	Ferrari	Lange & Söhne	Ralph Lauren
Breguet	Francesco Smalto	Lanvin	Repetto
Breitling	Fred Joaillier	La Samaritaine	Richard Mille
Bulgari	Girard-Perregaux	Le Bon Marché	Robert Clergerie
Burberry	Givenchy	Lenôtre	Robert Wan
Cacharel	Goyard	Les Galeries Lafayette	Rolux
Cartier	Gucci	Loewe	Saint Laurent
Céline	Guerlain	Longchamp	Selfridges
Cerrutti 1881	Guy Laroche	Louis Vuitton	Shiseido
Chanel	Harrods	Marc Jacobs	Swarovski
Chaumet	Harry Winston	March Lab	Thierry Mugler
Chloé	Hediard	Mariage Frères	Vacheron Constantin
Chopard	Hermès	Mauboussin	Van Cleef & Arpels
Christian Lacroix	Hôtel George V	Mellerio dit Mellers	Vranken Pommery
Christian Louboutin	Hôtel Ritz	Michael Kors	Zadig & Voltaire
Christofle	Hugo Boss	Montblanc	Zenith
Courbet	Isabel Marant	Nespresso	Zolotas
Courrèges	IWC	Nina Ricci	

Sup de Luxe thanks all the brands that have contributed to its success over the past 31 years.

PARTNERSHIPS

Sup de Luxe is partner with many entities such as:



LE FIGARO



HH
FONDATION DE LA
HAUTE HORLOGERIE



LE CERCLE
DU LUXE

LE SOMMET
DU LUXE ET DE
LA CREATION



LES PLACES
D'OR



Comité français de la couleur



ABC-luxe
La veille stratégique au service des décideurs du luxe



LES CONSEILLERS DU COMMERCE
EXTERIEUR DE LA FRANCE



COMITE MONTAIGNE



UFBJOP
Le monde mérite notre savoir-faire



FIRST LUXE
mag
IT'S ALL ABOUT LUXURY



L'ÉCOLE
des Arts Joailliers
Avec le soutien de Van Cleef & Arpels



WATCHES & WONDERS
GENEVA



WHO'S WHO
IN FRANCE



LUXE MAGAZINE
FOR AN EXCLUSIVE LIFE



COMITÉ
CHAMPS-ÉLYSÉES



Creative Academy



Do IT IN PARIS



union des
fabricants unifab
POUR LA PROTECTION INTERNATIONALE DE LA PROPRIÉTÉ INTELLECTUELLE



Imprim Luxe



Fédération Française
de la Tannerie Mégisserie



CONFERENCES

Grands Témoins*

Figures of luxury, communication and culture, they are the great witnesses of the Luxury Brand Marketing and International Management MBA program second year, among others in 2020 .

Chantal ROOS, President Roos Parfums

Géraldine DOBEY, General Director Fouquet's Paris | Groupe Barriere

Jean-Jacques SALAUN, General Director Inditex

Chantal THOMASS, Fashion Designer

Guillaume de SEYNES, General Director Hermès International, President John Lobb, President Comité Colbert

Eric DECAILLY, Luxury Real Estate Expert

Maria SOLIMÈNE, Communications and Marketing Director Bell & Ross

Marc ANDRÉ KAMEL, Senior Partner Cabinet Bain & Company, Inc.

Alain QUILLET, President Comité Montaigne

Pascal RAVESSOUD, Director Fondation de la Haute Horlogerie

Lydie CASTAGNET, Brand Strategy & Experience VP, DS Automobiles

Aurore DOMONT, President Medias Figaro

Angélique DURAND-SASTRE, Fashion Director Chanel France

Delphine SARFATI-SOBREIRA, General Director Unifab

Jean-Sébastien GERONDEAU, Director France Mont Blanc

Hervé DUPERRET, Director Lido

Pauline LAIGNEAU, Founder Gemmyo

Nicolas BOS, President & Creative Director VCA

Valérie PELTIER, International eCommerce & Online Experience Senior Manager Cartier

Anne DELLIÈRE, Marketing Director Richemont

Laurent GROSGOGÉAT, Executive Vice President Cerruti

Georges PAPALEXIS, CEO Zolotas

Richard MILLE, Founder Richard Mille Watches

Francis KURKDJIAN, Founder Parfums Francis Kurkdjian

Philippe AUGIER, Mayor of Deauville

Manuel MALLEN, Founder and CEO Courbet Joaillerie

David BAVEREZ, Author of Paris Pekin Express and Chine-Europe : le grand tournant

Bruno PERL, Retail Director Chanel

Sophie GARRIC, Managing Director France Jaeger-LeCoultre

Alain MARTY, CEO and founder March Lab

Isabelle GUICHOT, CEO Maje | SMCP Group

*Guest Speakers



BACHELOR LUXE

Business Careers

The **Bachelor Luxury - Business Careers** is the training program that meets the needs of luxury brands by training business profiles, adapted to the challenges of today and tomorrow.

This program combines rigorous academic teaching of the fundamentals of business with technical disciplines in the luxury goods trade. It also gives importance to the transmission of know-how, artistic culture, art of living, behavioral techniques, multicultural awareness, etc.

The **Bachelor Luxury** constitutes three years of professional, general and sector-based training with numerous internships and professional meetings.

It is the only business training program to offer such a professional environment.

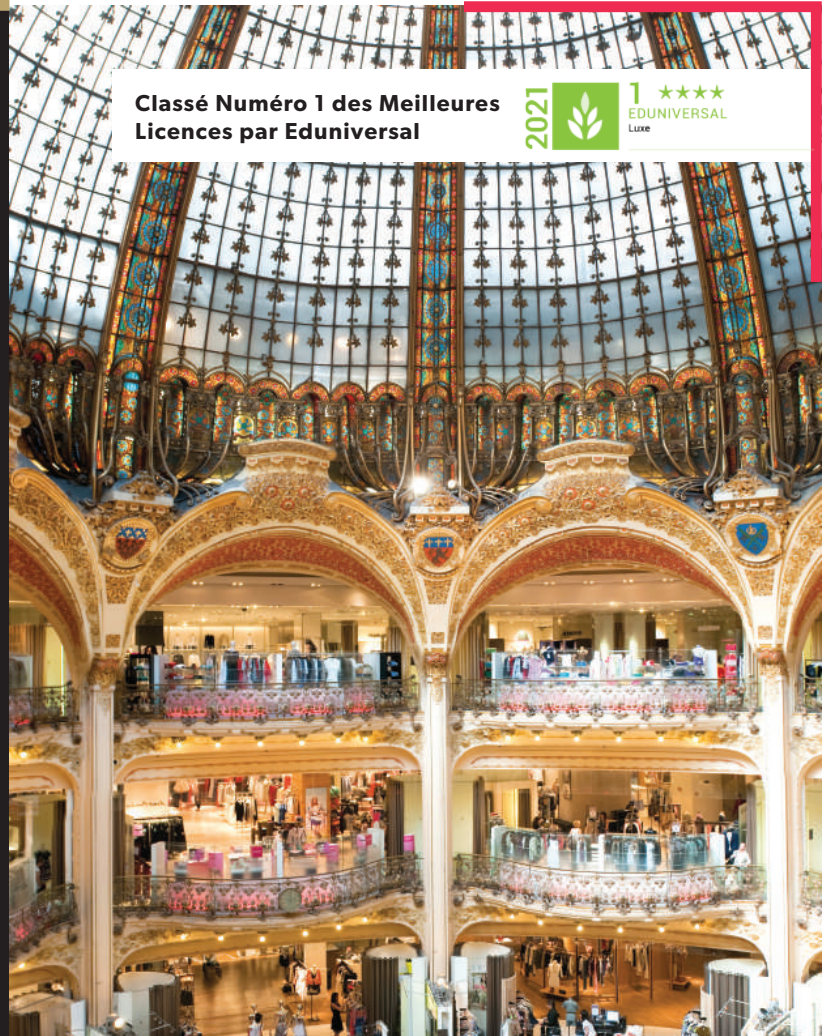
Objectives of the program:

- Contribute to the marketing and promotional strategy.
- Design and manage marketing and promotional actions.
- Develop content and choose promotional materials.

The Bachelor of Luxury is a state-recognized title, level 6*.

success rate: 100%
Satisfaction rate: 4,8/5

This program delivers the title of Marketing and Promotion Manager, certified level 6, Code NSF 312p, published in the JO of 24/04/2020, delivered by Formatives.



Classé Numéro 1 des Meilleures
Licences par Eduniversal

2021



1 ★★★★★
EDUNIVERSAL
Luxe

LANGUAGE

French

FORMAT

Initial training
Internship each
year

INTAKE

September

DURATION

3 years

ADMISSION

Accessible in first or second
year on file, post-Bac exam
(all series) and interview.

EVALUATION

Continuous, partial,
and oral internship
presentation

PRICE

9,700 €/year

More information: see program brochure or website

PROGRAM

1st year

Discovery and understanding of the luxury sector

- General culture of luxury - the sectors
- Luxury clients
- Fundamentals of sales and customer relations
- Communication skills
- Introduction to marketing
- Luxury marketing
- International development of luxury brands
- Introduction to law
- Contemporary etiquette/savoir vivre
- LV1 English - English for luxury
- LV2 Chinese
- Office automation
- Methodology and writing games
- Professional integration workshop
- Professional writing

11 weeks of internship to discover the sales profession and the business world.

2nd year

Discovering and understanding the trade professions in the luxury sector

- Geopolitics
- Luxury and digital
- Intercultural and customer sociology
- Visual merchandising
- CRM
- E-reputation
- Marketing of the customer experience
- Creativity and evolution of trends in the luxury sector
- Luxury brand law
- Accounting
- Office automation
- LV1 English - English for Luxury
- LV2 Chinese
- Recruitment and skills assessment
- Introduction to management and business management
- Professional integration workshop
- Elective courses of your choice
 - Food & beverage
 - Mode/couture/accessoires

8 weeks of internship «Discovering the business world» in France or abroad.

3rd year

Understanding of the commercial and marketing strategies of luxury brands

- Atelier insertion professionnelle
- Professional integration workshop
- LV1 : English - Toeic preparation
- LV2 : Chinese
- Visual Merchandising
- Retail & Purchasing
- Management of a profit center
- Strategic/operational marketing
- Communication strategy/ Hackathon
- Employment Law
- Sector-specific elective courses
- Introduction to Human Resources Management
- Digital communication
- Introduction to Photoshop/ Illustrator
- Elective sectoral courses of your choice :
 - Perfumes & Cosmetics
 - Watchmaking & Jewelry

3 to 6 months of final internship in France or abroad.

The program will consist of theoretical courses and internships each year.
The diploma can be obtained by VAE.

MBA

Luxury Brand Marketing and International Management

The MBA Luxury Brand Marketing and International Management program has been ranked number 1 for 30 years and is recognized as the best training for and by the industry. It is a comprehensive program designed by professionals and working specialists. Some courses may be in English.

Assignments and cases from companies allow students to put into practice the knowledge acquired during the courses. Students come from all over the world to attend the program: about 20 nationalities are generally represented.

This state-recognized Level 7 program is registered in the Répertoire National des Certifications Professionnelles (RNCP 32218).

Objectives :

1st year - Fundamentals

Master the essential tools for understanding marketing and business in the luxury brands and houses sector.

Semester 1 in class - Semester 2 in internship
60 ECTS credits

2nd year - Professionnalisation

Evening classes: from 6:30 to 9:30 pm and some Saturdays

This schedule allows future laureates to pursue their professional activity or to complete one or more internships in companies.

60 ECTS credits

Successful rate: 100%
Satisfaction rate: 4,6/5

LANGUAGE

French

DURATION

1 or 2 years

ADMISSION

A 3 or 4-year bachelor's degree
Preselection and interview

FORMAT

Initial formation

Courses and internships for the first year

In evening classes and Saturdays in the second year (work-study possible)

INTAKE

September / October

EVALUATION

Continuous, partial, and DMP

PRICE

16 000 € /an*

* For details of our rates, please refer to our website www.supdeluxe.com

PROGRAM

1st year

- General Culture of Luxury
- Fundamentals of Marketing
- Communication of luxury brands
- Fundamentals of Business
- Operations Management
- Team Management
- Personal Development
- English language
- Video internship report

3 to 6 month internship, in France or abroad

2nd year

- STRATEGY
 - Geopolitics / geostrategy
 - Competitive strategies in the luxury industry
 - Identity and Communication
 - Trend analysis and creativity management
- MARKETING & COMMUNICATION
 - Marketing
 - Specificities of the communication in the luxury industry
 - Digital
 - Management & Administration
 - Distribution and Logistics
 - International Trade
 - Sales & Marketing
 - Management /Finance
 - Legal
 - Ethics and Governance
- GENERAL CULTURE
 - Luxury history
- COACHING
 - Professional life and personal development

Internship or job by day

DESIGN MANAGEMENT*

PROJECT

By Sup de Luxe



Framed by its professors and lecturers and its network of professionals, Sup de Luxe launched the DMP by Sup de Luxe at the start of the 2016 academic year. Today, companies in the sector expect their employees to be able to adapt and understand their environment and customer expectations. Design Management Project by Sup de Luxe prepares and trains future managers for these new challenges. This transversal and professionalizing module provides the keys to learning to work in project mode, in the new conditions encountered by managers and companies today.

The main objectives:

- Apprendre à piloter un projet
- Learn how to manage a project
- Become familiar with the new innovative methods
- Work in a professional and professional and demanding way
- Develop team building

A varied and «innovation» oriented pedagogy:

- Lectures
- Group Codesign workshops for situational exercises
- Meetings with professionals

*Design Management is a global process of organization of the company. It takes place during the second year

The program will consist of theoretical courses, lectures, and internship(s).
The diploma can be obtained by VAE.

MSc GLOBAL

Luxury Brand Management

This program fully in english, was created to meet the needs of brands in their international development, based on local recruitment, to find resources with a local culture but also a culture of French luxury and art of living.

It is a "Global" Luxury program, training students in General Management and for all activities that are necessary to be successful in this field: Business Policy, Control and Financial matters, but also Logistics and Supply Chain, to train candidates to become, in the medium and long run, general managers of Luxury subsidiaries in major strategic countries.

A special emphasis on a close and productive relationship with the luxury industry in general and the major firms of the sector.

This three semesters program provides a global and comprehensive approach to the luxury sector. Students will be prepared to become country managers or marketing development managers, as well as support managers, in key areas. But they will learn to have the flexibility to start their career in sales, marketing and merchandising jobs.

All teaching methods, including pro-active and internet systems will be used, but the majority of the courses will be based on the business case method. An in-depth analysis of a real business situation (a team project presented to a luxury company) will conclude the program.

Success rate: 100%
Satisfaction rate: 5/5

This program is labelled MSc by the
Conférence des Grandes Ecoles.



LANGUAGE

English

INTAKE

November
and April

FORMAT

Full time
Class and
Internship

DURATION

3 semesters

ADMISSION

Graduated students (BBA, MBAs, Masters)
or young professionals with 4 years experience minimum
Preselection and interview

EVALUATION

Continuous, partial
and dissertation (BBC:
Brand business case)

PRICE

28,000€*

* For details of our rates, please refer to our website www.supdeluxe.com

P R O G R A M

A program which prepares students for management jobs through in-depth study of production, logistics and control, with an emphasis on financial strategies and global management. There is also a comprehensive training in marketing and brand

management, with a special emphasis on social media; and a special focus on retailing, merchandising and online selling. This program prepares students with the skills needed for a successful luxury career.

<p>In depth expertise in business management</p> <ul style="list-style-type: none"> • Accounting control, reporting and budgeting • Corporate financial management • Global international strategy • Global business policy 	<p>Manufacturing, supply chain and procurement. Logistics</p> <ul style="list-style-type: none"> • Worldwide procurement sources • Quality management • Logistics, supply chain and planning processes
<p>Luxury marketing management</p> <ul style="list-style-type: none"> • Consumer analysis, consumer behavior and market research • Product policy and management • Brand management • International distribution systems • Communication and advertising • Social networks and digital marketing 	<p>Luxury legal issues</p> <ul style="list-style-type: none"> • Brand registration and intellectual property • Consumer analysis, consumer behavior and market research
<p>Luxury retailing and merchandising</p> <ul style="list-style-type: none"> • Basic retailing economics and management • Store location and concept development • Merchandising and visual merchandising 	<p>Sectorial analysis</p> <ul style="list-style-type: none"> • Perfumes and cosmetics • Jewellery and watches • Fashion management • Wine and spirits • Hospitality management • The challenges of the Chinese market • Opportunities in other energy markets • BRICS Market position
<p>Management of creation</p> <ul style="list-style-type: none"> • Art management and specificities • Design management and managing the creative team • Introduction to product design and communication design 	<p>Brand Business Case by Sup de Luxe</p> <ul style="list-style-type: none"> • Coaching of students in their objective to develop a Brand or a distribution concept conceived as a Business Plan to be used for Pitches for investors or potential stakeholders. • The teaching will be a combination of classes on principles of “Brand Creation” and “International distribution” concepts and individual coaching and advise. <p>The “Brand Business Creation” (BBC) which will be your major accomplishment of this academic year. The BBC will encompass all the learnings acquired during this year in the fields of Marketing, Branding, Digital Development, Communication, International Development and Finance. You will be required to choose a BBC project that you will develop individually or in a group of two students.</p>

The program will consist of theoretical courses, lectures and internships or jobs. The methods of evaluation are : continuous, partial and dissertation (BBC: Brand business case).

MSc Fashion & Luxury Management

The link between Sup de Luxe and its network of companies aims to ensure a perfect fusion between management, art, craft and science, which is the essence of fashion.

Our MSc Fashion & Luxury Business offers you industry-tailor made management courses, specialized courses in fashion management, field projects.

At the end of the program, you will:

- Be able to demonstrate original creative thinking and autonomy in conducting strategic projects responding to the changing needs of the fashion industry
- Be equipped with tools and methods to cope with existing and emerging technologies within the fashion industry
- Have a deep understanding of brand strategy in this sector

Fashion is a dynamic, constantly changing and fast-growing segment of the luxury industry.

Delivered entirely in English, the MSc Fashion and Luxury business is designed for students wishing to specialize and undertake in-depth study to prepare for the constantly evolving demands of the fashion and accessories industries.

Satisfaction rate : 5/5

This program is labelled MSc by the
Conférence des Grandes Ecoles.



LANGUAGE

English

INTAKE

October

FORMAT

Full time
Class and
Internship

DURATION

First year in 1 year
Second year in 3
semesters

ADMISSION

A 3 or 4-year bachelor's degree
Preselection and interview

PRICE

17,000€/year*

EVALUATION

Continuous, partial
and dissertation

* For details of our rates, please refer to our website www.supdeluxe.com.

*A unique program
adapted to the evolution
of the sector*

PROGRAM

1st year

This first year program is developed in partnership with EDC Paris Business School

SEMESTER 1

Ethics, corporate social responsibility and sustainability
Entrepreneurship ecosystem
Corporate finance
Strategic management
Management information system and Project Management
Self-development
French as a foreign language

SEMESTER 2

Business development
Human Resources Management
Entrepreneurial Finance and Accounting Management
Supply chain and logistics
Big Data and knowledge management
Business English
Career Development Workshops

The program will consist of theoretical courses, lectures and internship or job.
The evaluation methods are: continuous assessment, mid-term exams and thesis.

2nd year (3 semesters)

Understanding Global landscape of the luxury industry
Mastering Business Models in Fashion & Luxury Business
Managing legal & regulatory issues in the luxury business
Understanding Sociology & history of fashion
Defining Fashion & Luxury Branding strategy
Managing Corporate Finance & Performance in the Fashion and Luxury industry
Managing Digital Marketing & E-commerce in the Fashion business
French as a foreign language
Personal & Career development
CV & Cover letter writing
Research methods
Designing Fashion and luxury marketing strategies
Mastering specificities of the (luxury) fashion product
Managing communication & key events in the fashion business
Managing a Fashion point of sales in a multichannel perspective
Managing Purchasing & supply chain in the fashion business

MSc Food & Wine *International Management*

The MSc Food & Wine International Management is designed to enable you to apprehend, understand and master the specific universe of the gourmet food industry and its current evolutions.

This program combines gastronomic and oenological know-how with sales, marketing, communication and global distribution techniques and is a key player in higher education.

« *Defend the image of France but know the taste of foreigners* » Florence and Daniel Cathiard, owners of Chateau Smith Haut Laffite

The Msc Food & Wine International Management course is designed to :

- Transmit all the necessary skills to future professionals in the marketing, sales and distribution of these high-end products in France and abroad.
- To constitute a pool of young executives and entrepreneurs for the food industry, gastronomy, wines and spirits, but also the hotel and restaurant business.

« *This program is a fundamental idea and an absolute necessity* » Thierry Desseauve Wine journalist

Wine, Food the French gastronomy constitute an ever-changing ecosystem, a fragmented industry, a complex yet fascinating one. To gain an understanding of the product and the marketplace it's necessary to have solid technical bases, but also to be able to develop an holistic vision of management (Finance, Marketing, Supply Chain, Strategy...).



LANGUAGE

English

INTAKE

October

FORMAT

Full time

DURATION

1 or 2 year(s)

ADMISSION

A 3 or 4-year bachelor's degree
Preselection and interview

EVALUATION

Continuous, partial
and dissertation

PRICE

17,000€/year*

* For details of our rates, please refer to our website www.supdeluxe.com.



*A program adapted to the evolution
of food and beverage distribution
and consumption patterns.*

PROGRAM

1st year

This first year program is developed in partnership with EDC Paris Business School

SEMESTER 1

- Ethics, corporate social responsibility and sustainability
- Entrepreneurship ecosystem
- Corporate finance
- Strategic management
- Management information system and Project Management
- Self-development
- French as a foreign language

SEMESTER 2

- Business development
- Human Resources Management
- Entrepreneurial Finance and Accounting Management
- Supply chain and logistics
- Big Data and knowledge management
- Business English
- Career Development Workshops

2nd year (3 semesters)

SEMESTER 3

- Understanding Global landscape of the luxury industry
- Mastering Business Models within the Fine Food & Wine industry
- Legal and regulatory issues in the Food & Wine industry
- A cultural and historical approach of Food & Wine businesses
- Food & Wine luxury / Gastronomic branding strategy
- Corporate Finance & Performance in the Food & Wine industry
- Digital Marketing & e-business in the Food & Wine business
- French as a foreign language (FLE)
- Personal and career development

SEMESTER 4

- Research methods
- Designing a Food & Wine Marketing strategies
- Introduction to Viticulture, Oenologie, and sensory analysis
- Managing Purchasing & Supply Chain in Food & Wine business
- Food & Wine tourism marketing
- International Development for Food & Wine companies
- Leveraging interactions between Food & Wine and hospitality management
- Luxury Retail Management for Food & Wine companies
- French as a foreign language (FLE)
- Personal & Career Development

The program will consist of theoretical courses, lectures and internship or job.
The evaluation methods are: continuous assessment, mid-term exams and thesis.

MBA ONLINE

Luxury Management in the Digital Age

This program full english and online was created to train young international managers in the luxury business and innovate in a world that faces the contradictions and challenges of globalization and digitization.

The overall goal is to train professionals so that they can provide a vision of change and adaptation to the new socio-economic environment within the luxury sector.

This program is designed for managers, professionals, and executives :

- who wish to join the luxury sector by giving them a global vision of the sector and its new challenges.
- of the luxury sector who wish to acquire a new vision of management oriented towards the digital environment of business.

It endeavours to offer companies of this sector an added value for their : innovation, international vision, management in social networks, knowledge of the keys to digital marketing and e-commerce and understanding of the characteristics of the luxury sector.

Benefits of the distance learning:

- Study while working
- Access and benefit from the best teachers of the luxury industry
- Collaborate and interact with students from all over the world

Success rate: 100%
Satisfaction rate : 5/5



LANGUAGE

English

INTAKE

November
and April

FORMAT

Online
Live classes
available on replay

DURATION

1 year

ADMISSION

Graduate students (Bachelor, MBAs, Masters) or
professionals with 3 years experience minimum
Preselection and interview

EVALUATION

Continuous and
annual project

PRICE

10,500€

P R O G R A M

New consumers of Luxury

Once Creators, they became Brands: a Contemporary history of Luxury Brands
- The industrial revolution: perfume, cosmetics and accessories - The great shift of the Luxury Industry, the 90s - Who are the new consumers of Luxury ? - Intercultural Management

Developing a Luxury Brand: Branding & Identity

Brand management equity, Brand Image
- Brand stretching and Brand alliance
- Luxury brand management specific challenges

Experiential Marketing

Designing customer journey, Brand Ambassadors - Sensorial Marketing, Immersive Marketing, Theatralization, digitalization of the retail Brick&Mortar
- Omnichannel customer journey, digital experiences

Managing a luxury company

The Financial Guideline: Operating Costs and Profits - Price Positioning Strategy

Launching a Luxury Brand in the Digital World I

Understanding the importance of social networks : web-marketing, communication, e-commerce, new retail

Distribution Strategies : the right mix between Channels

Understanding the importance of inter-cultural contexts and local specificities - Evolution of distribution modes: selective distribution, retail, distribution, e-commerce...

Luxury legal issues

Laws & specific legal regulations applicable to the luxury sector

Talent development & Management

Change Management - Leader's toolbox - Recruiting & developing people - Conflict handling - Reaching agreement

Launching a Luxury Brand in the Digital World II

CRM - Internet monitoring and business intelligence - Uses case & sectorial analysis

Considering the new Sustainable and Social Responsibility issues of the Luxury industry

From Sustainable Development to Corporate Social Responsibility - Specifics of sustainability related to the luxury industry - New luxury consumer and new luxury marketplaces

Final Business project

A B O U T T H E C A M P U S



Your campus is nestled in the Pont de Flandre Park. It has a 120-meter long decorative pond, spanned by a wrought iron bridge, and 5,000 m² of landscaped green spaces, decorated with stylish street furniture.

5 SCHOOLS

This campus hosts the 5 schools of the Planeta France group.

8000 M² ON 5 FLOORS

8000 m² with bright, friendly, dynamic and connected spaces.

LUXURY BRANDS ESTABLISH THEMSELVES...

- Pantin: the Hermès workshops, the Odiot goldsmiths, and the Bourjois cosmetics factory, belonging to Chanel.
- Cartier, in Pré Saint-Gervais
- Creation of Chanel's 19M at Porte d'Aubervilliers