



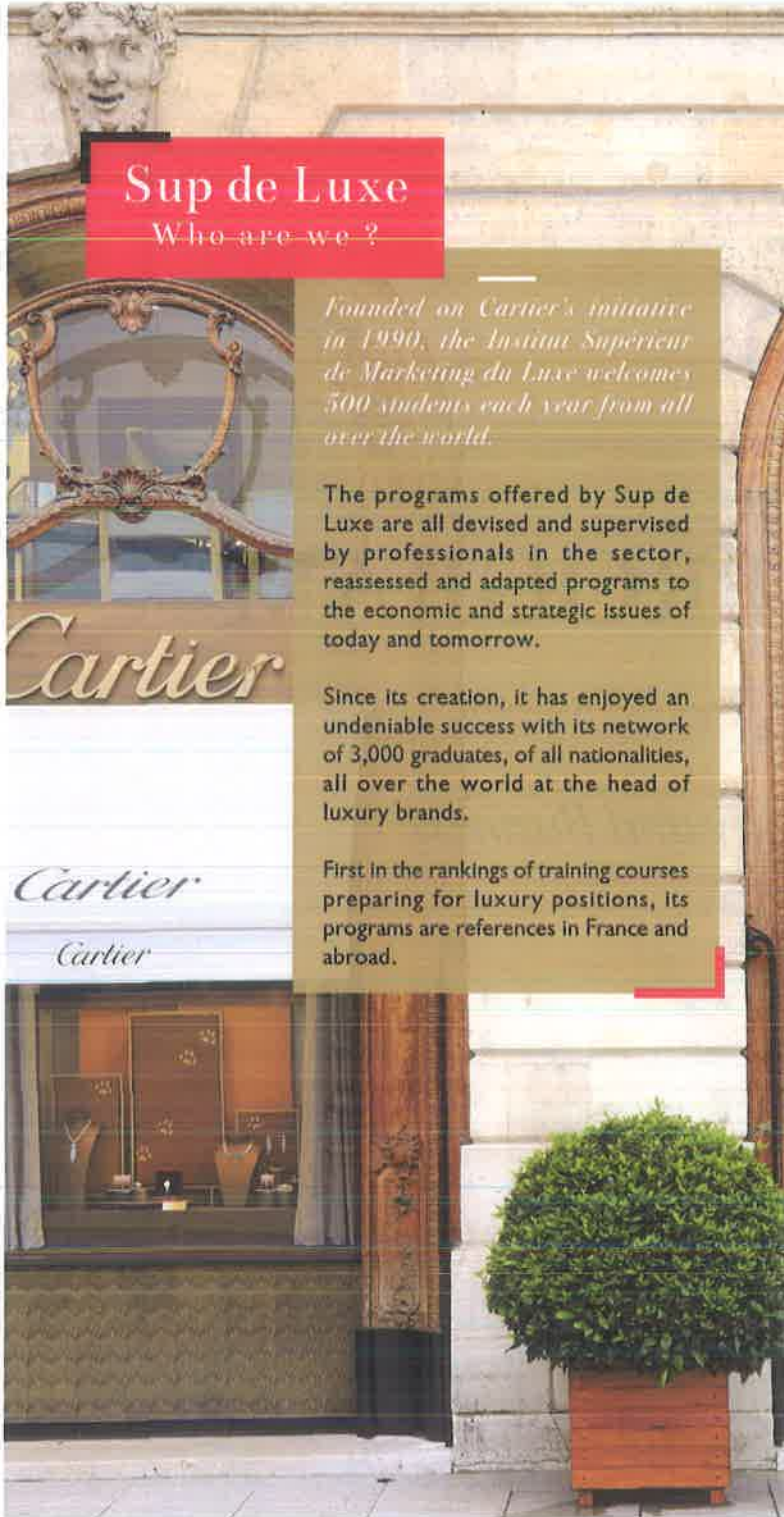
SUMMER PROGRAM



Luxury Creativity and Business



Chaire *Cartier*



Sup de Luxe Who are we ?

Founded on Cartier's initiative in 1990, the Institut Supérieur de Marketing du Luxe welcomes 500 students each year from all over the world.

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

Since its creation, it has enjoyed an undeniable success with its network of 3,000 graduates, of all nationalities, all over the world at the head of luxury brands.

First in the rankings of training courses preparing for luxury positions, its programs are references in France and abroad.

PRESENTATION

The SUMMER PROGRAM is a 5 day program based around those following themes and challenges:

- THE EVOLVING STRATEGY OF THE BRAND IN THE LUXURY SECTOR.
- CREATIVITY: A MAJOR CHALLENGE IN THE EVOLUTION AND SUSTAINABILITY OF LUXURY BRANDS & BUSINESSES

«To create is the essence of the luxury sector»

The challenge is how to combine creation and management in a luxury house as in all types of companies.

As competition intensifies and the risk of trivializing the offer becomes more and more real, the brand is no longer the only factor that can make a difference. An essential asset of creation is its faculty to make the vital differentiation by projecting itself into an original imaginary territory. It is a strategic tool of primary importance in the growth policy of any company and especially in luxury. During an intensive week of courses, meetings and workshops with the stakeholders of these professions, future managers are made aware of the role of creation, and they discover the challenges, methods, benefits and pitfalls of creative management.

OBJECTIVES & OUTCOMES

- To sensitize future managers to the major role of creation in luxury brands
- To convey the understanding and knowledge of the luxury industry and its business
- To discover and integrate the challenges, methods, benefits and possible pitfalls of creativity management
- To instill in the participants the desire and passion of a changing sector that generated \$270M in sales in 2019, accounting for a 5% increase.

PROGRAM

PROGRAM DESIGN*

- | 20H COURSES/ LECTURES
- | 1 OR 2 CREATION WORKSHOPS
I.E: JEWELLERY OR
LEATHERWORK
- | VISIT OF A LUXURY BOUTIQUE
- | PRIVATE VISIT AND GUIDED
TOUR OF A MUSEUM OR
FOUNDATION DEDICATED TO
CREATION, EXCEPTIONAL PIECES
OR PRIVATE COLLECTIONS

The program is structured around courses/conferences led by professionals of the sector, creativity workshops, visits to iconic sites, shops, luxury landmarks, foundations, etc...

Throughout their stay, students benefit from a tailor-made schedule, allowing them to combine learning and the discovery of Paris, the capital of luxury.

*A detailed planning of courses & activities will be provided to the participants upon their registration.

TOPICS COVERED

- | THE FUNDAMENTALS OF THE
LUXURY SECTOR: HISTORY
AND BRANDS
- | THE ECONOMIC WEIGHT
OF THE SECTOR/LUXURY
BUSINESS
- | MARKETING TECHNIQUES,
MERCHANDISING, DIGITAL
COMMUNICATION SPECIFIC
TO THE LUXURY SECTOR
- | MANAGING THE CREATION
PROCESS
- | THE NEW 'LUXURIES'



Admission

Admission requirements:

- Bachelor Level 3 or 4
- English Level B2 (Language certificate TOEFL/ IELTS requested)

Application deadline : May 1st 2020

The course is worth 10 ECTS credits.

ASSESSMENT METHOD

At the end of the program, you will give an individual or a group presentation of a project related to the problematic of eration and creativity based on the conferences given, the visits and workshops proposed, and on your own research.

The final mark will include

- The presentation of the project
- Active class participation
- Workshops

For any further information on the Summer program please contact:

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NB: The opening of the program is conditional on the number of people enrolled and is at the sole discretion of the school.



DURATION

5 days

DATES

6-12 July 2020

TUITION FEES

2 700 €

for a 20 ppl group min

FORMAT

Classes and visits