



SHORT
PROGRAMMES
&
CONTINUING
EDUCATION

STATE-APPROVED PRIVATE HIGHER EDUCATION INSTITUTION

Chaire *Cartier*
since 1990



EDITORIAL

“LUXURY, A PASSION, PROFESSION & NETWORK”

“Everyone wants to exist, everyone wants to last. When you are inspired by a taste for luxury, you choose solidity that withstands changing currents and the test of time. In the midst of civilizational changes, the biggest names in luxury are exploring new paths and new dynamics are emerging: promotion of cultural heritage, reassertion of identity, quests for meaning, support for clients.

Luxury’s role is to re-enchant a disenchanting modern world. This is what attracts the sector’s new recruits, young people and millennials, to this new and enchanting dimension of existence.

To create an element of surprise and amazement while respecting the brand’s identity and history. The idea of luxury is a fashionable one, but what is it at its core? Luxury is what remains when trends have come and gone. Because luxury is, above all, culture, taste and curiosity.

The codes, posture, and semantics are all paramount to those who wish to find their place in this universe. You will need a vision, a firm position, a lot of personality, freedom and digital agility. You will have to be a magician, able to conjure up the “wonders of appearances”.

Finally, you will need to know and master the initiatives of leading brands in terms of overall economic, societal and environmental performance.”



Thibaut de La Rivière
Director of Sup de Luxe



*Boutique Cartier
Place Vendôme*

SHORT PROGRAMMES AND CONTINUING EDUCATION



Sup de Luxe, a specialist in training courses specific to the luxury industry, recognised by brands and luxury "maisons" for over 30 years, draws on its expertise and know-how to create certificate and short programmes.

Founded by Cartier in 1990 as the Institut Supérieur de Marketing du Luxe and affiliated with EDC Business School, Sup de Luxe is the first institute in the world to be created and managed by luxury industry professionals.

With a highly successful track record since its founding, Sup de Luxe welcomes over 500 students from across the globe every year. It benefits from a network of over 3,500 alumni from around the world, many of whom hold top positions at luxury brands.

All of the programmes offered by Sup de Luxe are developed in close cooperation with industry professionals. They are continually reassessed and tailored to the economic and strategic challenges of today and tomorrow.

Ranked number 1 for training courses specific to the luxury industry, its programmes set the benchmark in France and internationally.

SUP DE LUXE'S MAIN AIMS ARE TO:

Work closely with brands to train a pool of young managers for all luxury careers

Promote the values of the luxury industry by managing and enhancing Sup de Luxe Lab, an observatory and research and study centre focusing on the global luxury industry. The latest publication in 2019: "Le Triomphe du luxe cool", D.Cuvillier, éditions Maxima.

Provide broader general knowledge of the luxury sector by regularly publishing studies such as the Poiray case, the supply chain and others.

OBJECTIVES

These programmes are designed for students or professionals looking to gain in-depth knowledge of the luxury sector in order to:

- Further develop your knowledge
- Boost your career in the luxury industry
- Train specialists in the luxury industry of today and tomorrow

All of our instructors come from the world of academia, research and also have significant experience working for luxury brands.

TEACHING METHODS

These courses allow you to further develop your knowledge of the luxury industry while maintaining your professional activity.

- Course period: July for short programmes, autumn and spring every year for continuing education programmes.

LEARNING AND ASSESSMENT METHODS

The programmes are primarily based on courses and study cases. Depending on the programme, an individual or group project must be presented at the end of the course.

NETWORK

SUP DE LUXE WOULD LIKE TO THANK THE BRANDS WHO HAVE CONTRIBUTED TO ITS SUCCESS FOR 32 YEARS.

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	Rolex
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	

PARTNERSHIPS

SUP DE LUXE IS A PARTNER OF MANY ENTITIES SUCH AS :





SUMMER TRIP

short programme

DURATION

5 days
in July

OVERVIEW

The Summer Trip is a five-day programme based on the following topics and challenges:

- Evolving brand strategy in the luxury sector
- Creativity, a major challenge for the continuity and sustainability of luxury brands and companies

The challenge is to successfully combine creativity and management at a luxury brand, as for any type of company. Amid growing competition and the increasingly significant risk of commoditisation, brands are no longer the only factor that makes a difference. An important aspect of creation is its ability to provide vital differentiation by transporting us to a one-of-a-kind imaginary territory. It is a key strategic tool in the growth plan of any company and especially within the luxury industry. Future managers learn about the role of creation through an intensive week of courses, workshops and talks, all led by industry insiders. They explore the challenges, methods, advantages and pitfalls of creative management.

Courses are taught entirely in English.

OBJECTIVES

- Introduce future managers to the major role creation plays in luxury brands
- Provide participants with an understanding and knowledge of the luxury industry and careers
- Explore and understand the challenges, methods, benefits and potential pitfalls of creativity management
- Introduce participants to an exciting and changing industry, which generated \$270M in turnover in 2019, representing a 5% increase

LEARNING AND ASSESSMENT METHODS

The programme comprises courses and conferences by industry professionals, creative workshops and visits to iconic sites (boutiques, luxury landmarks, foundations, etc.). Throughout their stay in Paris, students benefit from a tailored schedule, giving them the opportunity to combine learning with exploring the capital of luxury.

At the end of the programme, students will present an individual or group project related to the topic of creation and creativity, drawing on the talks, visits and workshops offered, as well as on their own research.

TEACHING METHODS

Programme organisation:

- 20 hours of courses/talks
- 1 or 2 creative workshops e.g. jewellery or leather working
- Luxury boutique visit
- Private guided tour of a museum of foundation devoted to creation, exceptional pieces or private collections

Courses are held on the La Défense campus (EDC Paris Business School, 74-80 rue Roque de Fillol, 92800 Puteaux).

UPON SUCCESSFUL COMPLETION OF THE PROGRAMME

This programme allows students to obtain a total of 5 ECTS* credits.

COURSE PROGRAMME

Topics covered:

- Fundamentals of the luxury sector: history and brands
- The economic weight of the luxury sector and business
- Marketing, merchandising, digital communication techniques specific to the luxury sector
- Creative process management
- The new luxury

5
ECTS*

*ECTS European Credits Transfer System

ADMISSIONS

Requirement

- Three or four years of higher education
- B2 English level (TOEFL/ IELTS language certificate requested)

Financing

- Courses, workshops and visits: € 1,700

5 KEY TOPICS	duration	Luxury Creativity and Business Program	Speaker
MONDAY 17th JULY Luxury and its intercultural dimensions Welcoming speech from Sup de Luxe Director, Mr Thibaut de la Rivière	4 H 15 8h30 9h00 - 13h15	Welcoming breakfast at Sup de Luxe, EDC Puteaux Course / The international stakes of brands that claim a local anchoring (Management & Marketing). + Serious Game ICI	M Dalonneau Day 1
	2 H 15h00- 17h00	Visit : Luxury Mall La Samaritaine (LVMH) 19 rue de La Monnaie	M Dalonneau Day 1
TUESDAY 18th JULY Selling Luxury	4 H 15 9h- 13h15	Course / Building trust and closing a sale + Serious Game 108	M Dalonneau Day 2
	1H30 15h00- 16h30	Visit : Courbet, Lab grown diamonds company Place Vendôme 7, Place Vendome	M Dalonneau Day 2
WEDNESDAY 19th JULY New business models, new players	4 H 15 9h- 13h	Course / Luxury and new luxuries, leaders and outsiders, the major shifts & the future challenges of luxury	M Dalonneau Day 3
	2 H 15h00- 17h00	Visit : Visit of Dior flagship and Dior Gallery avenue Montaigne	C Champeyrol Day3
THURSDAY 20th JULY Creativity : the process at the core of the luxury brands' strategies	9h- 13h15	Course : Understanding the process of individual and collective creativity and what it means for luxury brands	C Champeyrol Day 4
	2 H 15h00- 17h00	Visit : Trends spotting Galeries Lafayette Champs Elysées 60 Avenue des Champs-Elysées and CARTIER (Richemont) newly reopened iconic shop, rue de la Paix	C Champeyrol Day 4
FRIDAY 21th JULY The power of trends and creativity	3h 8h30- 11h30	Course : Roots and Horizons of Luxury. Decoding trends and discovering new talents	C Champeyrol Day 5
Closing speech from Sup de Luxe Director, Mr Thibaut de la Riviere	5h 13h00- 18h00	Ecole des Art Joailliers Van Cleef & Arpels, workshop : Japanese Urushi lacquer practice 2h.Guided tour of the temporary exhibition*.Videos presentations. Certification ceremony.Buffet with tea/ coffee with mignardises	C Champeyrol Day 5 31 rue Danielle Casanova

* 1 team work (2 students per team) : build a short video of 2 minutes of the key takeaways of your Luxury Summer Trip

- Guided tour of the temporary exhibition "Engraved Stones: Cameos, intaglios and rings from the Guy Ladrière collection" 1h, followed by a presentation of the history of Place Vendôme and a tour of the exhibition heritage of the Van Cleef & Arpels boutique on diamonds 1h

SUP DE LUXE : 2 speakers sharing their expertise and experience



Catherine CHAMPEYROL

<https://www.linkedin.com/in/catherinechampeyrol/>

Born in 1965, graduated from EDHEC Business School in 1987. After 20 years of work for international textile industries, european start-ups and a trendforecasting agency, with a solid management experience she founds in 2009 BEAUTEMPS (www.beautemps.com) a consulting agency dedicated to innovation and to the teams' creative process. She supports managers and their teams to promote operational creativity, to facilitate innovation's dynamics, and to carry out business models' transformation. She works for luxury brands such as Chanel, Van Cleef & Arpels, Plaza Athénée... Since 2017 with a team of 21 partners she develops JEUXDENJEUX (www.jeuxdenjeux.com) to boost the collective intelligence with powerful and playful decks of cards. As a painter, she goes by the name of Cacham and she exhibits her artworks in Paris, London, Macau. (www.cacham.fr)



Michel DALONNEAU

<https://www.linkedin.com/in/micheldalonneau/>

Born in 1964, graduated from ESCP Europe in 1987
Speaks Russian (degree of Russian for business (Paris Chamber of Commerce) in 1987), English, Japanese (spent 4 years in Japan) and Spanish
Spent 20 years in the luxury sector, in charge of the marketing & international development of luxury brands (among them Daum (based in Singapore and in France), S.T. Dupont and Lalique)
Now accompanies brands, including luxury ones, on their management of all their intercultural challenges, among others in relationship to creativity
Teaches at Sup de Luxe since 2003 courses in link with marketing, creativity, retailing and intercultural matters
In 2018, co-wrote with Catherine Champeyrol the ICI game (Intercultural Creativity Interaction), dedicated to helping multicultural teams to better manage their challenges



A few « luxury hot places » you can visit during your stay in Paris :

Fondation Cartier

Fondation Louis Vuitton

Musée de la Marine

Le 19 M

Le Bon Marché

And so many more places upon your center of interests...

Have a great discovery time with Sup de Luxe in Paris!

www.supdeluxe.com