



LUXURY

Brand & Retail
Management

executive • program



INSTITUT SUPÉRIEUR DE MARKETING DU LUXE



جامعة دبي
UNIVERSITY of DUBAI
مركز التطوير التنفيذي
Center for Executive Development

Welcome

Vidya Nandagopal | Executive Education Director, University of Dubai

Michel Guten | President, Institut Supérieur de Marketing du Luxe

Mónica Seabra Mendes | Program Director

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the future of most companies will increasingly depend on their ability to differentiate themselves, while creating value and emotions.

In the luxury field, customer-centric strategies and personalized attention are pushed to the limit.

All tangible and intangible elements of luxury products and services are based on creativity, innovation, beauty and exclusivity, in order to create exceptional experiences.

In recent years, the concept of luxury has been used by many industries as a competitive advantage. In the future, the use of this concept will be even more prevailing: any company, regardless of its sector, will find inspiration in and benefit from luxury management tools.

Always ahead in terms of innovation, the University of Dubai is very honored to present the Luxury Brand & Retail Management Executive Program, providing local and international executives with this unique opportunity, in one of the most prominent luxury cities in the world.

A very warm WELCOME to each one of YOU!



The Excellence of the University of Dubai

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Dubai has emerged as an international hub for business and commerce over the past two decades. Since its founding by Dubai Chamber in 1997, the University of Dubai has been moving ahead at a confident and sustainable pace to serve a growing business community as the quality education provider in Dubai.

The University of Dubai is determined to be a leading university in the UAE, following the American system of higher education and offering internationally accredited degree programs with emphasis on quality of teaching, research and service. UD is also committed to develop and educate the leaders who will make a difference in the business world of the future. The achievements of its alumni in different organizations and ranks of leadership are a reflection of this commitment.

In the heart of the University of Dubai, the Center of Executive Development (CED) provides Executive Education for those who are searching for excellence in their professional lives by acquiring competences and knowledge from a qualified faculty and prominent professionals that share their expertise and best business practices.



Leading the Future of Luxury Education

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Founded by Cartier 25 years ago, Institut Supérieur de Marketing du Luxe - Paris offers a unique MBA in Luxury Marketing Management, created and led by professionals from the luxury sector.

This renowned Program ranks number 1 among French Luxury Management Programs and is the top choice for students interested in working in the luxury field and in having a global business perspective and network.

Institut Supérieur de Marketing du Luxe has an international network of 1,700 graduates, representing more than 20 different nationalities, holding high-level positions in luxury companies throughout the world.

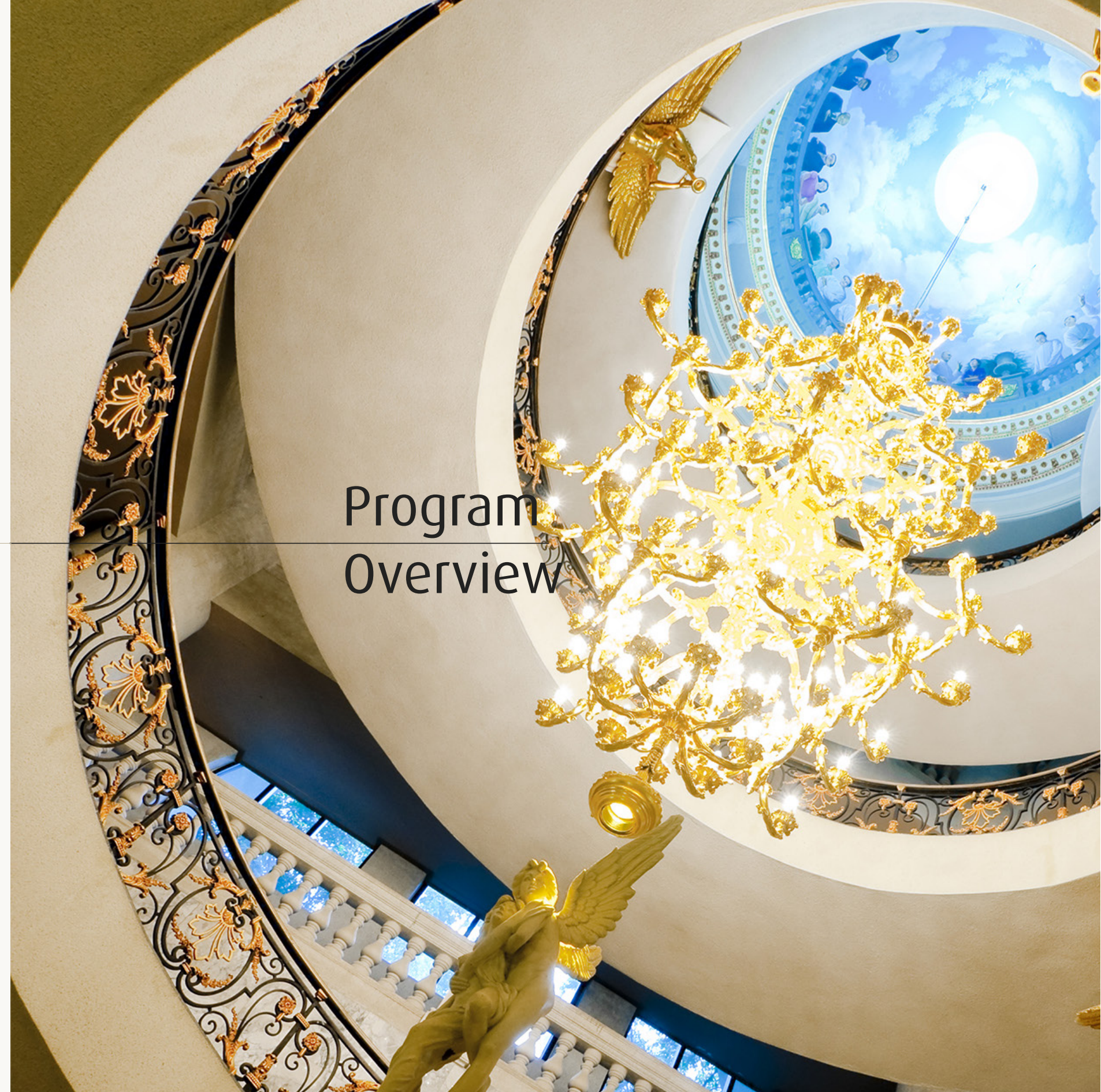
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The Program aims to be a reference in luxury brand & retail management education, introducing a world-class faculty and an innovative value proposition that will attract the best professionals, fostering a dynamic network of contacts and knowledge.

The 5-day Program is designed to offer executives a full immersion in the captivating luxury universe, through a global and contemporary perspective on its various specificities.

Participants will master the essence of luxury and will understand the behavior of luxury consumers. They will also acquire specific marketing and communication tools, while obtaining knowledge about distribution, retail and luxury service that they will be able to apply immediately.

Program Overview





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As the leading partner for luxury across the Middle East since 1955, we are proud to witness the development of new initiatives such as the “Luxury Brand & Retail Management” Program, a project developed with the support of the University of Dubai.

We believe in this region and in its youth that we trust is the most important asset and strength to build the future.

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Patrick Chalhoub
Chief Executive Officer
Chalhoub Group



Program Objectives

Structure

Luxury Brand & Retail Management Program is organized in 3 major modules:

Luxury Concept and Management

- Luxury Fundamentals
- World Luxury Market and its Geography of Growth
- Specificities of Luxury Management
- Luxury Financials
- Luxury Consumer's Behavior

Marketing and Communication Particularities

- Product & Brand Management
- Luxury Distribution and Selective Retailing
- Retail Management
- Luxury Communication
- Digital Networks
- Digital Sales

Industry Focus

- Jewelry & Watches
- Fashion & Accessories
- Visits to Luxury Brands
- Industry Guest Speakers

Methodology

The Program has a balanced combination of academic, practical and interactive sessions. A hands-on approach with case studies and sector analysis will allow participants to acquire the fundamentals of managing some of the most important aspects of the luxury industry.

Distinguished industry guest speakers from different luxury sectors will also enrich the Program by sharing their experiences and best practices.

Guided visits to luxury brands will be a memorable experience and will provide an insider's view of the exclusive luxury universe.

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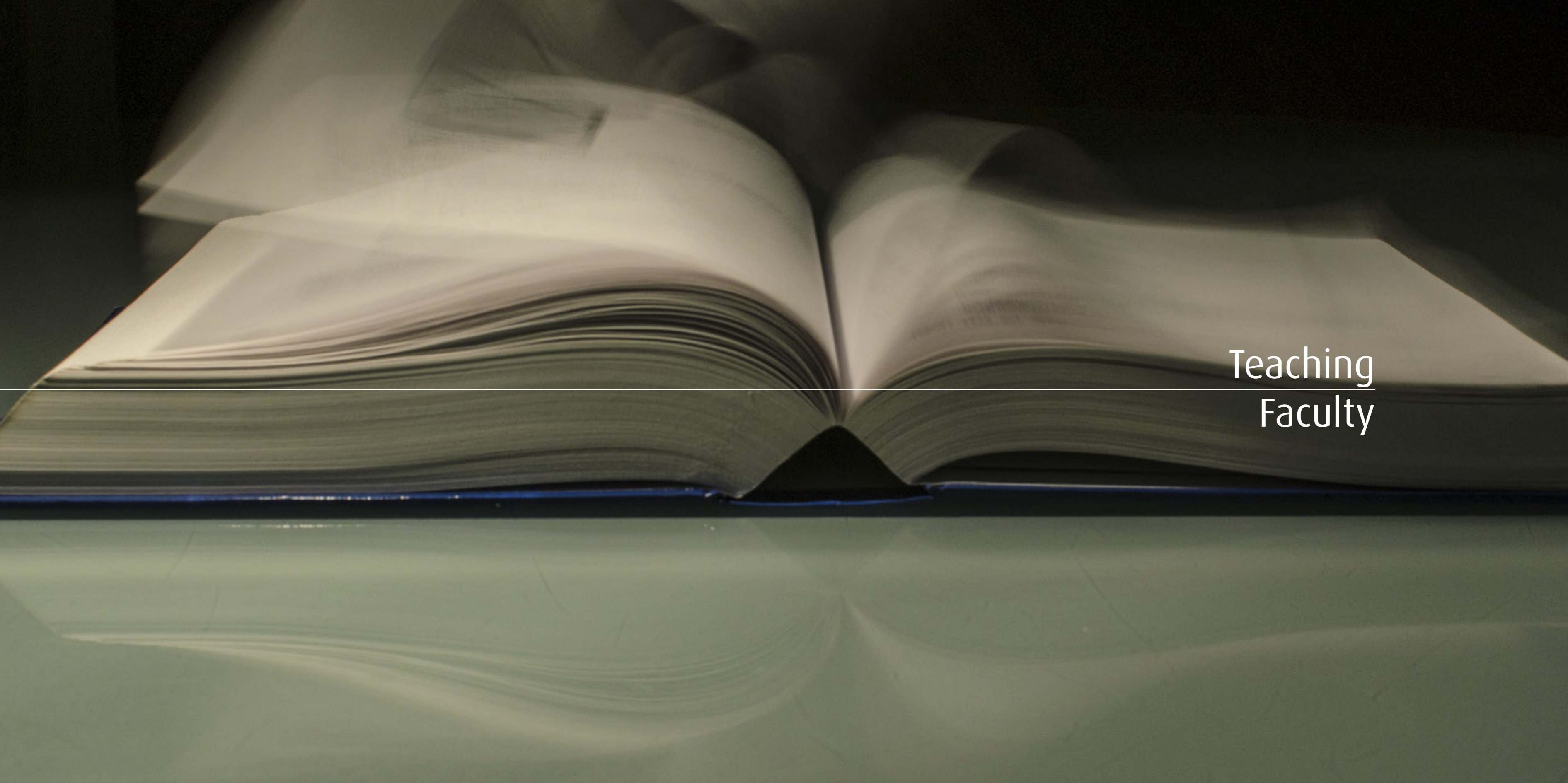
Professionals working in the luxury field, who are looking to expand their knowledge;

Professionals from all industries aiming to work in the luxury field or wishing to acquire knowledge and skills that will allow them to add value to the products and services they manage;

In order to gain the maximum benefit from this 5-day Program, participants should have, at least, 5 years of professional experience.

A photograph of a champagne bottle chilling in a silver bucket on a tray in a hotel room. The bucket is filled with ice and a white towel is draped over the side. The background shows a bed with a patterned coverlet and a lamp, creating a warm and luxurious atmosphere.

Who
Should
Attend



Teaching
Faculty

Mónica Seabra Mendes

MA, Sorbonne University



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Mónica holds a Master in Luxury, Fashion and Art Management from Sorbonne University in Paris, and a Bachelor degree in Business Communication and Marketing.

She started her career in the press department of Guy Laroche “Haute Couture Maison”, in Paris, later holding distinguished positions in PR, Communication and Marketing in L’Oréal Group in Portugal.

She was Marketing Director of the Japanese cosmetic brand Shiseido and worked for the French group Clarins where she was Marketing Director and Consultant for the Iberian market.

In 2011 Mónica created an Executive Program in Marketing Management of Luxury Products and Services at the Catholic University of Lisbon, which she has led ever since.

She also created and leads an Executive Program in Luxury Brand Management in Miami, USA, supported by Institut Supérieur de Marketing du Luxe, Paris. She is partner of Affluencial – a platform dedicated to luxury management consultancy and training.



Michel Chevalier

Ph.D., Harvard Business School

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Michel Chevalier is one of the most prestigious experts in the luxury industry.

He graduated from HEC and has an MBA and Doctorate from Harvard University. After working for Boston Consulting Group, he became the President of Johnson Wax Venezuela and later the President of Paco Rabanne perfumes & Chairman of Paco Rabanne fashion (Paris).

From there, he moved to Tokyo and Hong Kong as Executive Vice President of Bluebell Asia Group. For the past 10 years, he has been a consultant and associate of EIM in Paris and Shanghai, as well as a professor in France's most renowned business schools such as INSEAD, ESSEC, and HEC.

He is also invited professor at recognized International Institutions such as Università Cattolica di Milano, Seoul Luxury Business Institute, Sup de Luxe Paris, The Zurich University and guest speaker at luxury conferences all over the world.

He is co-author of several best sellers books on luxury, such as Luxury Brand Management, Luxury in China and Luxury Retail Management. In 2015, he will launch his second book dedicated to China's luxury.

P

Pierre is an international expert of luxury brand management, HNWI and affluent consumer behavior and selective retailing. He is strategic advisor and independent director for prestigious multinational luxury firms and dynamic Chinese enterprises.

He is also commissioner of shopping-mall special committee of China Commerce Federation and editor member of "China Retail Research". He worked several years in the research center of luxury industry in ESSEC, Paris.

He is full time faculty in marketing department at School of Management of Fudan University in Shanghai, visiting professor of marketing at LVMH Chair in ESSEC Paris and he is teaching "Fashion and Luxury Brand Management" in EMBA Program and Executive Training Program with Bocconi SDA in School of Management of Fudan University and in MasterCard Luxury Program in ESSEC Asian Center in Singapore.

He published numbers of articles about luxury business and Chinese luxury consumers' studies in professional and academic journals, He is the author of two books, "Elite China, Chinese Luxury Consumers" and "Luxury in China, Market Opportunities and Potentials" jointly written with Michel Chevalier. Professor LU is frequent speaker in several industry forums all over the world.

Pierre Xiao Lu

Ph.D., ESSEC Business School






An Exciting Experience

Inspiring.
Engaging.
Enriching.

The Luxury Brand & Retail Management Program will be in and of itself a true luxury experience.

Participants will establish direct contact with personalities from the luxury industry, will have the opportunity to experience very exclusive visits to luxury brands and will also have the privilege of establishing meaningful networks that will prove beneficial for years to come.

Despite its busy timetable, there will be moments of relaxation and fun in one of the most vibrant, exciting and important luxury cities in the world.



General Information

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Dates:

From the 1st to the 5th of November, 2015

Location:

The Program will be held at a 5-star Hotel in downtown Dubai (to be announced)

Language:

The Program and the academic materials will be in English

Executive Program Certificate:

On completion of the 5-day Program, a Luxury Brand & Retail Management Certificate will be given to the participants.

Application Deadline:

October 2nd, 2015

For further Information and application please contact:

mail: ced@ud.ac.ae

Phone: +971 4 221 1187



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