Content Overview

- **Understanding the Fundamentals of Luxury Goods**
  - Environmental scan of today’s evolving and emerging luxury world
  - Provide skills to evolve in the innovation-driven and polyculture environment of global luxury companies and holdings
  - Provide theoretical and applied understanding of the broad topics current topics and theories in the luxury industry such as:
    - Communication
    - Organizational culture
    - Ethics (including corporate social responsibility)

- **The state of the luxury market and economy**
  - Outlook of the global luxury market main trends
  - Get understanding and perspective of other markets and the region, including regional evolution and trends
  - Acquire knowledge of other markets, what luxury brands have done in the region and how are they operating and positioned

- **Strategic Consumer Insights in the Luxury Retail Markets**
  - Segmentation in the Global luxury market
  - How the consumer is mapped and differences between countries, and sub-regions within countries
  - Examples of different strategies to reach different consumers

- **Leveraging Branding for Long-Term Growth**
  - How the value of a brand is defined and built, where does it come from and how it impacts the business
  - Fundamentals of creating a luxury brand identity and its purpose
  - A particular focus will be given to “Independent Luxury Brands”

- **Managing Brands, Identity & Experience in the Luxury Retail Market**
  - Strategies to position brand identity in luxury retail
  - Understand the brand identity concept and how it is used in retail, see examples of things that could improve or damage a luxury brand identity, so they can connect those to their activities

- **Effective Com Strategies in the Luxury Retail Markets**
  - How communication (PR, print, etc.) is managed in the region, different strategies to reach current customers and potentials according to brand identity, consumer segment or type, purchase power, etc.
• e-Commerce and Omni Channel in the Luxury Retail Market
  o Why have luxury brands been slow at embracing the internet revolution and particularly e-commerce and omni retail
  o The state of e-commerce in the luxury industry in 2015 - e-commerce business models
  o Defining omni retail: from off-line to On-line and from E-commerce to M commerce and S commerce
  o Opportunities and challenges of omni retail for luxury brands
  o Best practices

• Strategic Distribution for the Luxury Retail Market
  o Understanding international distribution disruptions:
    • Travel retail, grey market, sales by nationality, sharing economy.
  o From wholesale to retail
  o Retail business models
  o From geographic licensing to product licensing
  o About collaborations and distribution partnerships

• Social Media Branding & Digital Marketing
  o From traditional print media to digital media advertising
  o Most successful social media platforms for luxury /fashion brands
  o Understand why and how luxury and fashion brands are becoming their own media: how to create relevant digital content?
  o Role of social media influencers, from bloggers to vloggers
  o How to leverage on brand social community, off-line and on-line
  o How to create an omni digital strategy?

• Pricing Strategies for Luxury Retailing
  o Understanding the dream margin concept, is price an issue? Value for money?
  o Understanding international pricing issues, currency fluctuations, impact of internet on prices transparency and consumer empowerment
  o Reviewing the headaches of international luxury pricing adjustments for headquarters and local subsidiaries
  o From the traditional cost + luxury pricing strategy to the Apple prices strategy

• In-Store Customer Experience
  o Evolving facets of luxury consumer experience
  o Impact of digital revolution and technology on luxury consumers’ expectations in terms of experience
  o The three facets of a luxury in-store experience: the right brain, the left brain and the convenience
  o Best and worse practices
• Retail Service and In-Store Ceremony
  o How has the meaning of luxury service evolved over the years
  o Cultural foundations of luxury service and mapping by cultural origin
  o Retail service gaps in the luxury service industry
  o VIC’s & VIP’s, CRM & loyalty programs
  o The art of luxury service
  o Selling techniques & role plays
• Assess Potential and Ignite Talent in the Retail Industry
  o Skills required in retail, from the sales floor to the management of retail operations
  o Leadership and entrepreneurial skills are key at all levels
  o How to assess and develop leadership skills
  o Managing, motivating, retaining staff in luxury retailing
  o Best and worse practices
• Luxury Retail Real Estate – Fundamentals
  o Understand the concept of real estate development
  o Know the factors influencing Luxury Real Estate development
  o Understand the process of development: planning, drawing, approvals, construction, zoning, compliances and marketing
  o Tenancy Mix, Leasing, Fit Outs and Contracting Process
  o Discussion on the luxury retail development of Bal Harbour Shops vs Design District vs Brickell City Centre in Miami
• Luxury Retail Real Estate Environment
  o The luxury real estate market with regards to the world’s retail development
  o Realize the main drivers of growth
  o Key players and the challenges being faced
  o Forecasting the future in luxury retail real estate
• Business KPIs & Strategic Decisions in Luxury Retailing
  o Introduction to Business Metrics and KPI’s
  o Showcase examples of KPI’s in use in Retail
  o What is big data and its impact in retail
  o The progression of business metrics to business intelligence
  o How to use business intelligence as a forecasting tool to make strategic decisions
  o Guided collaborative exercise on data evaluation
• Financial Planning and Controlling (P&L)
  o How to use finance as a control mechanism
  o We shall discuss the use of financial analysis from a CEO (macro view) to the Finance Manager (micro view)
  o How to read and interpret financial data
  o Understand Cash Flow, Balance Sheet and Profit & Loss
• **Sales Campaigns and KPI Driven Actions**
  - How to dissect and interpret sales data
  - How to design sales campaigns, whose impact can be measured
  - This class will be a lead in to the Business KPI’s class and will involve a collaborative exercise to understand the topic better

• **The Design and Marketing of Luxury Products**
  - How to look at the world around us with the lens of Design
  - The Elements and Principles of Design
  - Design in the world of luxury – design approaches in automobiles, jewelry, watches, couture etc.
  - Design and Innovation in the Luxury world
  - We shall do a collaborative exercise in Design and also touch upon Design Thinking

• **Leadership & Entrepreneurship**
  - Introduce Personality Traits and Leadership styles
  - Discuss the ecosystem of entrepreneurship
  - Participants will be introduced to the basics like Ideation, Company Formation, Funding, Scalability and the complexities of decision making, forecasting, conflict management and team building
  - Understand the skill sets required to be successful entrepreneur
  - The top 10 challenges of Entrepreneurship
  - Examples of recent success stores in premium retail as well as luxury retail
  - Develop lateral thinking, complex vision and flexible leadership capacities
  - Learn to develop luxury strategies around changes and kinetics
  - Understand the use of professional tolls such as marketing approaches and accurate media planning