




**ESSEC**  
BUSINESS SCHOOL



# IMMERSIVE EXPERIENCE IN THE LUXURY SECTOR

| PROGRAM                                   | WHEN  | WHERE       | WHO                 | LANGUAGE OF INSTRUCTION   | ECTS/US CREDITS      | APPLICATION DEADLINE | FEES                    |
|---|---|-------------|---------------------|---|----------------------|----------------------|-------------------------|
| Immersive Experience in the Luxury Sector | 16 <sup>th</sup> – 27 <sup>th</sup> June 2025 | Paris Cergy | University students |  English | 8 ECTS/ 4 US Credits | 15/04/2025           | 4300€ including housing |

## COURSE OUTLINE

The Luxury Experience Summer Program is designed for students eager to blend the study of Luxury Management Principles with the cultivation of cultural experiences, preparing them for the luxury industry. The first week focuses on core modules and classes covering Luxury Management Foundations.

The second week centers around a luxury immersive experience, helping students unlock and develop the skills to launch their career and thrive in the luxury sector. This includes cultural experiences and soft skills training, such as business etiquette, personal grooming and styling, and presentation skills, to unlock students' potential.

## LEARNING GOALS

- Understand the essentials of luxury and its unique business models.
- Define the ever-evolving and discerning luxury consumers.
- Gain knowledge about brand management and the art of luxury branding.
- Foster self-awareness and a deeper understanding of luxury values to enhance participants' professional impact.
- Develop crucial qualities and management skills to thrive in the luxury sector.





## COURSE DESCRIPTION

### **PART I – LUXURY MANAGEMENT FOUNDATIONS:**

An engaging and exciting introduction to the luxury management world.

This course offers a balanced mix of field trips, workshops, and team challenges.

Five three-hour sessions train participants on:

- Understanding Luxury - What is Luxury? Conceptual Foundations and key dimensions of luxury business.
- Luxury Business Model - Introduction to the evolving luxury landscape and unique luxury model.
- Luxury Brand Identity – Understand Luxury Brand Identity Prism and how it works.
- Luxury Consumers - Connecting with the global luxury consumer and the new generation of cultural consumers.
- Communicating Luxury - Luxury brands communicate their heritages and values over offerings. Learn the dos and don'ts of luxury brand communication strategy.

### **PART II - LUXURY IMMERSIVE EXPERIENCE:**

Five three-hour sessions aim to build important life skills for future success. These courses are tailored to develop students' skills and mindset through a deep immersion in luxury principles and values. Soft skill training includes but is not limited to, presentation skills, luxury hospitality mindset, personal styling, and personality styles & careers.

#### **Presentation Skills**

Mastering Presentation Skills is essential for working in the luxury industry. Learn techniques to communicate with confidence and clarity, and explore the impact of body language in delivering effective presentations.

#### **Luxury Hospitality Mindset**

Luxury hospitality contributes to an indulgently memorable experience. The course unfolds key elements that shape luxury world: Impeccable service and unwavering commitment to every small detail.

#### **Personal Styling**

Establishing a polished personal style is your first step to success in the luxury industry. Understand how your style impacts your confidence, self-expression, and personal image. Learn how style, silhouette and attitude cultivate a persona that enhances your career.

#### **Personality Styles & Career**

The primary goal of this course is to assist students in preparing for professional life in the luxury sector. Becoming more self-aware and discovering your preferred ways of leveraging your acquired abilities and competencies is a key factor for achieving future success.