



Luxury Brand Management

June 15th to 27th, 2015 or July 6th to 18th

Experience a 2 week absolute immersion into the French Luxury World and explore its unsuspected dimension! You will have the opportunity to go behind the scenes and meet the essentials of the luxury brands. Enjoy a Summer Academy in Paris by combining the fun of the most festive and sun shining season in the capital of Luxury to the high level academic program about marketing of luxury.

OVERVIEW

- > **1 topic per week:**
 - Haute Gastronomy
 - Fashion & Design
- > **34 contact hours**
- > **19 hours** of business tours
- > **2 day-trip** excursion:
week-end at Deauville,
the Parisian Riviera!
- > Debates and conferences
- > **7.5 ECTS + Course certificate**

HIGHLIGHTS

Courses:

- > Food & Wine market economics
- > Luxury Retail management
- > Fashion & Haute-Couture
- > Design, and tableware Industry
- > Creativity & innovation management
- > Communication
- > Cross-culture and luxury

Visits:

- > Fauchon / Hédiard / Lavinia
- > Louis Vuitton concept stores
- > Avenue Montaigne boutiques
- > The triangle d'Or visit
- > Château de Versailles
- > Baccarat Museum

Events:

- > Dinner at "Wine-by-one" restaurant ,
a French wine bar
- > The PSB Gala dinner event (only in June)

EXCLUSIVE PACKAGE

- > Airport pick up
- > 2 weeks metro pass
- > Housing in a *** hotel in-inner Paris
- > Museum entrance tickets & travel for
excursions (excepted food & drinks)
- > Class field trips and evening events
- > Access to our new Cluster Campus,
online library and school facilities

Excluding: insurance, personal expenses, daily meals and drinks.

CONTACT

Call: +33 155 25 69 48
email: admissions@psbedu.com
59, rue Nationale - 75013 Paris - FRANCE

Program subject to change and requires a minimum of 12 students.

In partnership with ESG Management School





PROGRAM

Day - 1: Welcome to Paris - Airport pick up

PART 1 - THE FRENCH LIFESTYLE

Day 1: Introduction to Luxury

Morning: The luxury, a concept deeply rooted in our civilizations. The Haute Gastronomie, mirror of the society.

Noon: Potluck - bring a dish from your home country to be shared with your classmates and enable them to discover your culture through food.

Afternoon: Free time.

Day 2: The Fine French Gourmet grocery

Morning: The French fine grocery market, its trends and perspectives.

Afternoon: The Champaign, a French bubbling treasure + The French Etiquette.

Evening: Wine by One – an unique concept enabling each visitor to discover his own taste through wine tasting by the glass.

A complete wine experience including a wine bar, a wine store and a wine club.

Day 3: The luxury brand concepts

Morning: Brand identity, consumer behavior and counterfeiting.

Afternoon: Visit of the famous grocery La Grande Épicerie – Artisanal Cheese Diary Marie, and Quatrehomme – MOF (Best Worker in France).

Day 4: Design & Tableware

Morning: History, know-how, trends of the tableware.

Afternoon: Guided visit of the Baccarat Museum.

Day 5/6: Week-end in Deauville/Trouville

A river separates these two disparate cities. Right bank: Trouville, a fishing village with its cobbled streets, artisans and fishing boats. Left bank: Deauville, its straight streets, its luxury shops and hype entertainment as far as your eyes can see. With its race course, harbor, international film festival, marinas, conference center, villas, Grand Casino and sumptuous hotels, Deauville is known as the "Queen of the Norman beaches" and one of the most prestigious seaside resorts in France and is often referred to as the Parisian Riviera.

Day 7: Day off

PRACTICAL INFORMATION

Rates: 3.000€

3.900€ with accommodation

Apply at www.psbedu.com/short-programs

Application before May 15th, 2015 for session 1,

Before June 6th, 2015 for session 2

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PART 2 - FASHION & HAUTE-COUTURE

Day 8: Versailles, the cradle of Fashion

Morning: Strategy & Management: How Louis XIV used Fashion to rule France – Rose Bertin, Marie-Antoinette's Minister of Fashion.

Afternoon: Visit of Versailles Castle. Visit the State Apartments, the incredible Hall of Mirrors, and then explore Versailles Gardens.

Day 9: The luxury fashion boutiques

Morning: A challenge behind the velvet rope.

Afternoon: The Parisian "Triangle d'Or" (Gold Triangle) Champs-Élysées/ Av. Montaigne / Rue François 1^{er}.

Day 10: Luxury retail

Morning: From the small boutique to the flagship and the concept store.

Afternoon: Visit of Parisian concept stores.

Day 11: Luxury communication

Morning: Communication strategy and luxury brands – Advertising campaigns.

Afternoon: Free-time.

Evening: Gala Dinner with PSB students (only in June).

Day 12: Intercultural issues in luxury

Morning: Intercultural management models in the world of luxury.

Afternoon: Project preparation.

Day 13: Conclusion

Morning: Project rehearsal.

Afternoon: Oral defence – Presentation of a final project.

Late Afternoon: Graduation ceremony.

Day 14: Transfer to the Airport

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