

LUXURY EUROPEAN LEARNING TOUR



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Prada, Ferragamo, Gucci, Ferrari, Bulgari... Italy is the number one exporter of luxury goods. The biggest names in Italian fashion, leather goods, design, eyewear, food & wine, have generated high growth for worldwide sales in recent years.

Day 1

The Art of branding in Luxury Goods

- What are the main challenges of Luxury Brand Management?
- Why is strategic thinking in the premium and Luxury Goods marketplace pivotal?
- How to learn from success and failure in formulating, building, and sustaining branding decisions

Luxury Goods Management in Food & Wine

- How to build a luxury experience in the Food & Wine sector?

Food & Wine Tasting Experience: An evening event in cooperation with Barolo Wine Museum (Castle tour, wine tasting and dinner) or Gobino Homemade Chocolate

Day 2

Strategic Design

- How to combine business skills with creative thought: when the creative mind meets the analytical intelligence?

Company visit: Giugiaro Design or Alessi Museum



Spain is renowned for its leadership in the hospitality industry. Spanish restaurants are regularly awarded by the annual list of the World's 50 Best Restaurants: El Celler de Can Roca is in first position and 7 Spanish restaurants appear in the top 50.

Day 3

Deloitte survey on Spanish Tourism Industry, reasons for success: Deloitte's Tourism and Hotel Market Outlook provides insights and analysis of the trends and issues in the tourism and hotel sectors

Company visit (Eurostars Madrid tower): Eurostars Hotels chosen as an innovative environment.

Social event: Dinner in a well known Spanish restaurant with the presence of renowned chef



Paris, one of the most visited capitals in the world, embodies French "art-de-vivre". The exceptional "made in France" know-how behind French luxury goods makes them rare and exclusive. Luxury goods industry has an intense economic, cultural and political influence in France.

Day 4



Presentation & analysis of iconic French brands such as Cartier, Hermès, Dior, Chanel, YSL
Analysis of the luxury goods industry through an ethnomarketing approach

Luxury retail safari

Through in-store observation, participants will explore the following questions: which kind of luxury concept does each store convey? Why? What target market(s) and cultural impact: French-buyer or foreign- buyer focused store? Do you think that it could work for your market? Why and how?



Social event: French etiquette on the river Seine (cruise dinner)

Day 5

Luxury retail safari

Report to a jury of experts

