

LUXURY EUROPEAN LEARNING TOUR



TORINO

MADRID

PARIS



TURIN

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



MADRID

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

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

