

Luxury means creativity and excellence.

In all its dedicated fields - jewelry, watch making, fashion and accessories, perfumes, beauty products, hospitality, wine and spirits and services, lifestyle, luxury is linked to perfection.

Define luxury is subjective, it is generally considered as luxurious all that is elegant, sophisticated and expensive. The spectrum of luxury brands ranges from world-famous brands to more confidential handcraft "Houses". Thus, clients of luxury products and services are concerned by both quality and high standards of processing.

EIML Paris offers a five-year higher education program from Bachelor to Master's level specialized in Luxury Marketing. Created in collaboration with the major economic players in the luxury sector, the program provided at EIML Paris trains managers to be and is particularly suited to those seeking a career with high responsibilities in various sectors:

Retail and Purchasing : Raw material Buyer, Merchandiser, Products Manager, Retail Operator...

Marketing : Digital marketing manager, Product Manager, Marketing Survey Consultant, E-marketing Projects Manager, Category Manager...

Communication : Press and Media Officer, Event Communication Manager, Public Relations Officer, Media planner...

COURSES

In Paris, the world capital of the luxury industry, you will realize that luxury is above all a unique art of know-how, the products and services of which require a deep knowledge of quality.

Thanks to our programs, your skills and competencies in the understanding of the specificities, codes and language of this industry will increase.

The summer session is divided into several modules that can be attended independently:

- Luxury, Codes and Market Overview
- Luxury, Fashion and Accessories
- Luxury, Fragrance and Cosmetic
- Luxury, Watches and Jewelry
- Luxury, Hospitality Management and Gastronomy

The program covers areas such as Introduction to History of Luxury Products, Brand Management, Consumer Behavior, International Luxury Markets and Retailing.

Companies and boutique visits are a unique opportunity to see in practice issues learnt in classes and meet with professionals.

LANGUAGE OF INSTRUCTION : Courses are taught in English

DURATION

30 contact hours per session of which (full program) :

- 25 teaching hours
- 3 hours dedicated to company visits/conferences
- 2 hours dedicated to cultural visits
- +5 hours dedicated to individual work



REQUIREMENTS

Candidates' profiles can be very diverse. The most important is to care for luxury aesthetics, perfection, be creative, have a taste for communication, possess analytical skills for patterns and trends, and be sensitive to the arts and letters.

Candidates have to show 2 years of successful higher education or having earned a bachelor degree or an equivalent.

For non-native speakers, English proficiency proof document is needed (English tests or a recommendation letter from your current school).

CERTIFICATION

A certificate is given upon completion of all assignments such as multiple-choice questionnaire, group work, case studies.

Active class participation and company visits are mandatory.

Students can earn 2 to 10 ECTS (European credits) for the courses taken during the summer session.

PERSPECTIVES

These summer modules provide excellent support for those who plan a career in the luxury industry by acquiring fundamentals in the luxury business.

In addition, students can transfer up to 10 credits to their home institution (if the home institution allows them to transfer their credits).

TUITION FEES

Administration fees : 30€ non refundable

Tuition fees for one summer module : 750€

Fees decrease when applying for more than one module

2 summer modules : 1350€

3 summer modules : 1750€

4 summer modules : 2000€

The entire program : 2250€

APPLICATION DEADLINE

APRIL 30th, 2024

Studying and living in France will make the difference to better discover and grasp the distinctive French way of life.



ESTIMATED LIVING EXPENSES IN PARIS

- A weekly transportation Navigo Pass : around 30€
- One month public transportation Navigo Pass : around 85€
- A meal at a fast-food restaurant : 8€
- A meal at a local restaurant : from 10 to 20€
- A cinema ticket, student rate : 8€
- An entrance to a museum : 5-20€
- A coffee : 3€
- A baguette : 1€
- A croissant : 1€
- A walk along the Seine... Free

DISCOVERING PARIS DURING SUMMER

<http://www.parisinfo.com/>

In Paris you will find countless spots to grasp the French way of life...

When not in class, you will enjoy café and restaurants throughout the city, experience the culinary art of French culture with fine wine and food places, explore French artistic and architectural heritage with visits to world-class museums like the Louvre, The Musée d'Orsay and The Centre Pompidou, and monuments like the Arc de Triomphe, The Eiffel Tower and Notre-Dame Cathedral.



FOR SUBLIME SHOPPING

Several locations in Paris are dedicated to fashion and design.

The Avenue Montaigne, based in the "golden triangle" in the 8th district, where you find the most beautiful boutiques of high fashion's biggest names : Chanel, Louis Vuitton, Gucci, Armani, Dior, Prada, Nina Ricci, Fendi, Celine, Jimmy Choo, Max, Chloé...

The Street **Faubourg Saint Honoré** that cuts across the 8th district east to west. Like Avenue Montaigne it holds prestigious boutiques : Gucci, Prada, Lanvin, Cartier, La Perla, Chanel, Hermès, Valentino, Lancôme, Yves Saint Laurent, Boucheron, Dolce&Gabbana...

Place Vendôme is home to numerous renowned jewelers :

Boucheron, Chaumet, Mauboussin, Van Cleef and Arpels, Cartier, Chanel, Dior...

Recently, luxury brands have started setting up boutiques in **Saint Germain des Prés** and brands such as Armani, Louis Vuitton, have joined Yves Saint Laurent on the **Place Saint Sulpice**.

LUXURY CODES AND MARKET OVERVIEW

WEEK 1 - FROM JUNE 17TH TO JUNE 21ST 2024

- ▶ Key markets and key market players
- ▶ Consumer behavior and trends
- ▶ Luxury codes
- ▶ Brand management in luxury
- ▶ Distribution in Europe and travel retail

LUXURY, FASHION AND ACCESSORIES INDUSTRY

WEEK 2 - FROM JUNE 24TH TO JUNE 28TH 2024

- ▶ French dress code & French etiquette
- ▶ Fashion mood board creation and collectionning
- ▶ Merchandising strategies
- ▶ Brand management in fashion
- ▶ Fashion marketing in France and EU
- ▶ Fashion and French designers

LUXURY, FRAGRANCE AND COSMETIC INDUSTRY

WEEK 3 - FROM JULY 1ST TO JULY 5TH 2024

- ▶ Perfume stores tour
- ▶ History of iconic French perfumes
- ▶ Brand management in cosmetics
- ▶ Cosmetics and perfume market EU
- ▶ French sales ceremonial
- ▶ Create your own perfume
- ▶ Customer experience / CRM in luxury

LUXURY, WATCHES AND JEWELRY INDUSTRY

WEEK 4 - FROM JULY 8TH TO JULY 12TH 2024

- ▶ Jewelry and timepieces market FR/EU
- ▶ Brand management in jewelry and timepieces
- ▶ History of jewelry and timepieces
- ▶ Jewelry and gemmology
- ▶ Workshops

LUXURY HOSPITALITY MANAGEMENT AND GASTRONOMY

WEEK 5 - FROM JULY 15TH TO JULY 19TH 2024

- ▶ Hospitality brand management
- ▶ History of French haute gastronomy
- ▶ Wine tasting
- ▶ Lifestyle and design

DAILY ASSISTANCE AND HELP DURING YOUR STAY IN PARIS

The International Relations Office will be your main contact and will guide you before and during your stay in Paris.

CONTACT US

Élodie DUGAUTHIER - edugauthier@reseau-ges.fr
+33 1 85 56 82 76

Amélie CHAPALAIN - achapalain2@reseau-ges.fr
+33 1 70 83 41 99