

*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.

## 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 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 30<sup>th</sup>, 2026

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



## ESTIMATED LIVING EXPENSES IN PARIS

A weekly transportation Navigo Pass : around 35 €  
One month public transportation Navigo Pass : around 90€  
A meal at a fast-food restaurant : 15 €  
A meal at a local restaurant : from 20 to 30 €  
A cinema ticket, student rate : 10 €  
An entrance to a museum : 5-30€  
A coffee : 5 €  
A baguette : 1,50 €  
A croissant : 2€

## 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 cafés 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 8<sup>th</sup> 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 8<sup>th</sup> 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**.

**MODULE 1 - LUXURY CODES AND MARKET OVERVIEW**

FROM JUNE 8TH TO JUNE 12TH 2026

- Key markets and key market players
- Consumer behavior and trends
- Luxury codes
- Brand management in luxury
- Distribution in Europe and travel retail
- French dress code & French etiquette

**MODULE 2 - LUXURY, FASHION AND ACCESSORIES INDUSTRY**

FROM JUNE 15TH TO JUNE 19TH 2026

- Fashion mood board creation and collectionning
- Merchandising strategies
- Brand management in fashion
- Fashion marketing in France and EU
- Fashion and French designers

**MODULE 3 - LUXURY, FRAGRANCE AND COSMETICS INDUSTRY**

FROM JUNE 22ND TO JUNE 26TH 2026

- 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

**MODULE 4 - LUXURY, WATCHES AND JEWELRY INDUSTRY**

FROM JUNE 29TH TO JULY 3RD 2026

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

**MODULE 5 - LUXURY HOSPITALITY MANAGEMENT AND GASTRONOMY**

FROM JULY 6TH TO JULY 10TH 2026

- 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**

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