

THE BUSINESS OF LUXURY

**NICE CAMPUS,
JUNE 26TH - JULY 7TH 2023**



The French Riviera: home of ultimate brands 

Have you ever wondered why the South of France is famous for its savoir-faire in luxury management, or why its traditional heritage hosts most of the world-class fragrances?

EDHEC Business School offers a Summer Programme for master or upper undergraduate students to take a **6 ECTS** (3 international credits) course in the luxury field at a very iconic and historical location: the French Riviera. During a 2-week period students of The Business of Luxury programme will have the opportunity to engage and collaborate with each other on the EDHEC Nice campus and gain a good understanding of the luxury sector and its specificities in a location where famous brands originate from.

LUXURY MANAGEMENT

🕒18H

The luxury industry is a major aspect of the French economy.

The course will provide students with a cultural, historical and economic overview of the industry and will introduce them to the specificities of a luxury strategy, with a focus on the customer experience in stores.

PERFUME MARKETING AND VALUE CHAIN

🕒12H

The Fragrances & Cosmetics sector is one of France's industry flagships.

Upon completion of this course, participants will be able to better apprehend the evolution of this industry towards more sustainability, and develop a pertinent offering on the market. One day will be dedicated to visiting the Grasse fragrance ecosystem.

LUXURY SERVICES AND HOSPITALITY MANAGEMENT

🕒12H

The delivery of luxury services and experiences is booming — much of which is driven by hospitality.

This course gives students the keys to understanding, creating and managing value in the luxury services sector, with a focus on the luxury hospitality sector. One day will be dedicated to visiting the Monaco Luxury ecosystem.

KEY CASE STUDIES:

- Le Martinez Hotel by Hyatt
- Chopard & Hermès
- Monte Carlo Société des Bains de Mer

KEY COMPANY VISITS:

- Lancôme Domaine de la Rose, fragrance house in Grasse
- GlobeAir, Private Jet Charter company in Monaco
- Château de Crémat, vineyard in Nice



Prs. **Marie-Cecile Cervellon** & **Marie-Catherine Mars**,
Programme Directors of *The Business of Luxury* summer programme



ELIGIBILITY:
Master or upper undergraduate students



DEADLINE & HOW TO APPLY:
Submit your [application file](#) by **May 15th 2023** and submit it to [iro.coordinators@edhec.edu](mailto:iro coordinators@edhec.edu)



PRACTICAL INFORMATION:
Please refer to our [Practical Information online leaflet](#)

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Business School in Europe,
Financial Times 2022

EDHEC.EDU