

## Introduction to Luxury Management

@ ISC Paris Business School

Introduction to Luxury Marketing Aug 26 – Sept 6 2013

Date	Morning	Afternoon
Sunday 25	<i>Arrival</i>	
Monday 26	08:15: <i>Departure from the hotel</i> 09:00: <i>Welcome Breakfast</i> 09:30 - 12:30: <i>Introduction to Luxury</i> Michel Chevalier	14:30 – 16:30: <i>Boat Ride on the Seine River</i>
Tuesday 27	09:30 - 12:30: <i>Luxury Travel</i> Michel Goetschmann	13:30 – 16:30: <i>Managing Luxury Goods</i> Michel Chevalier
Wednesday 28	9:30: <i>Departure from the hotel</i> 10:30 - 12:30: <i>Hidden Hotel</i>	14:00 – 17:00: <i>Seven Hotel + Fouquet's</i>
Thursday 29	9:30: <i>Departure from the hotel</i> 10:30 - 12:30: <i>The New Values of Luxury</i> Annette Bonnet- Devred	14:30: <i>Visit to Paris Artistic Flagship Stores: Vuitton, Guerlain, Hermès &amp; Ralph Lauren</i> Annette Bonnet- Devred
Friday 30	09:30 - 12:30: <i>Luxury and Versailles</i> Annette Bonnet- Devred	13:30 – 16:30: <i>Intercultural Management</i> Morene Ach
Saturday 31	09:00 <i>Departure from Saint-Michel fountain (RER B station: Saint Michel)</i> <i>Château de Versailles: Dive into the life of the Court, understand a key player in the French tourism industry</i>	
Sunday 1	<b>FREE DAY</b>	
Monday 2	09:30 - 12:30: <i>International Luxury Advertising</i> Isabelle Lazarus	14:00 – 18:00: <i>The Wine Industry + Wine Tasting</i> Guillaume Puzo
Tuesday 3	09:30 - 12:30: <i>International Luxury Advertising</i> Isabelle Lazarus	14:00: <i>Visit to Van Cleef &amp; Arpels workshop &amp; Place Vendôme Jewelry World</i> Annette Bonnet- Devred
Wednesday 4	09:30 - 12:30: <i>Counterfeit in the Luxury Field</i> Catherine Girard	15:00 – 17:00: <i>Luxury Visit to Baccarat</i> Catherine Girard
Thursday 5	9:00: <i>Departure from the hotel</i> 10:00 - 11:30: <i>Guided visit of Orsay Museum</i>	13:30 – 16:30: <i>Branding Products</i> Morene Ach
Friday 6	09:30 - 12:30: <i>An overview of Haute Couture</i> Annette Bonnet- Devred	14:00 – 17:00: <i>Guided Visit to Coco Chanel's apartment</i> Annette Bonnet- Devred
Saturday 7	<i>Departure</i>	