

## Study Trip Agenda

MEIJI UNIVERSITY

@ ISC Paris Business School

Introduction to Luxury Marketing Aug 23 – Sept 7 2014

<b>ISC Paris contact in charge</b>		
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Date	Morning	Afternoon
Sunday 24	<b>Arrival</b>	
Monday 25	08:15: <i>Departure from the hotel</i> 09:00: <b>Welcome Breakfast</b> 09:30 - 12:30: <i>Introduction to Luxury</i> Michel Chevalier	14:30 – 16:30: <b>Boat Ride on the Seine River</b>
Tuesday 26	09:30 - 12:30: <i>Luxury Travel</i> Michel Goetschmann	13:30 – 16:30: <i>Managing Luxury Goods</i> Michel Chevalier
Wednesday 27	9:30: <i>Departure from the hotel</i> 10:30 - 12:30: <b>Hidden Hotel</b>	14:00 – 17:00: <b>Seven Hotel + Fouquet's</b>
Thursday 28	9:30: <i>Departure from the hotel</i> 10:30 - 12:30: <i>The New Values of Luxury</i> Annette Bonnet- Devred	14:30: <b>Visit to Paris Artistic Flagship Stores: Vuitton, Guerlain, Hermès &amp; Ralph Lauren</b> Annette Bonnet- Devred
Friday 29	09:30 - 12:30: <i>Luxury and Versailles</i> Annette Bonnet- Devred	13:30 – 16:30: <i>Intercultural Management</i> Morene Ach
Saturday 30	09:00 <i>Departure from Saint-Michel fountain (RER B station: Saint Michel)</i> <b>Château de Versailles: Dive into the life of the Court, understand a key player in the French tourism industry</b>	
Sunday 31	<b>FREE DAY</b>	
Monday 1	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 2	09:30 - 12:30: <i>International Luxury Advertising</i> Isabelle Lazarus	14:00: <b>Visit to Van Cleef &amp; Arpels workshop &amp; Place Vendôme Jewelry World</b> Annette Bonnet- Devred
Wednesday 3	09:30 - 12:30: <i>Counterfeit in the Luxury Field</i> Catherine Girard	15:00 – 17:00: <b>Luxury Visit to Baccarat</b> Catherine Girard
Thursday 4	9:00: <i>Departure from the hotel</i> 10:00 - 11:30: <b>Guided visit of Orsay Museum</b>	13:30 – 16:30: <i>Branding Products</i> Morene Ach
Friday 5	09:30 - 12:30: <i>An overview of Haute Couture</i> Annette Bonnet- Devred	14:00 – 17:00: <b>Guided Visit to Coco Chanel's apartment</b> Annette Bonnet- Devred
Saturday 6	<b>Departure</b>	