



# FASHION, DESIGN AND LUXURY INDUSTRY MANAGEMENT

## 2020 Business Summer School

Taught entirely in English, this course is designed to provide participants with the essential international outlook and management competencies, in order to acquire an expert understanding of business and management.

In addition to the academic course, Excelia group organizes visits to local, regional and national companies, where participants will discover different business models and meet entrepreneurs. Participants will also have the opportunity to spend 2 days in Paris and a week in Florence, Italy, where company visits will be combined with cultural activities.

Participants who successfully complete the course will be awarded 3 ECTS credits per week.

**3 INDEPENDENT WEEKS  
FROM JULY, 7TH TO JULY,  
24TH 2020  
12 HOURS OF TUITION  
PER WEEK + VISITS**

**FEES: 2,850 €\* / 3 WEEKS  
OR  
950€/WEEK**

**ALL FEES AND  
ACCOMODATION INCLUDED**

\*THE PRICE DOES NOT INCLUDE THE FLIGHT  
FROM PARIS TO FLORENCE, ITALY  
10% OFF FOR UNIVERSITY PARTNERS

**COMPANY VISITS TO  
YVES SAINT-LAURENT,  
FRAGONARD...**

**FOR BACHELOR AND MASTER  
LEVEL STUDENTS  
MINIMUM AGE : 18**

## **EXCELIA GROUP**

La Rochelle, France  
[www.esc-larochelle.fr/en](http://www.esc-larochelle.fr/en)

[belhajm@excelia-group.com](mailto:belhajm@excelia-group.com)  
Tel : +33 5 46 51 77 90  
[legendreg@excelia-group.com](mailto:legendreg@excelia-group.com)  
Tel : +33 5 16 19 77 73

## AN EXCEPTIONAL LOCATION

La Rochelle, famous for its history and architecture, offers a friendly and supportive environment. The city is a leader with its sunshine, seaside tourism and nautical sports activities. The city is also renowned for its local gastronomy and its proximity to famous destinations such as the île de Ré, the île d'Oléron, Loire castles, and Cognac vineyard.

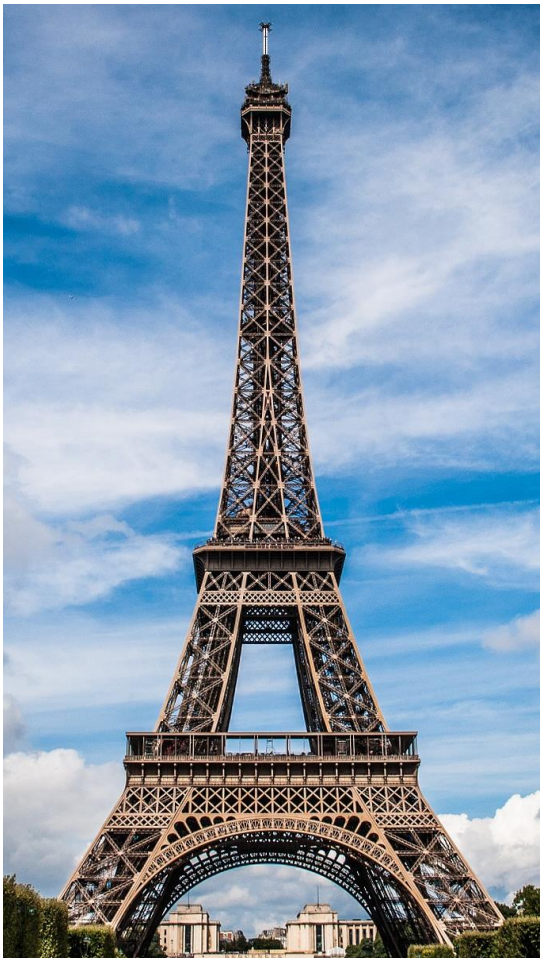
## COURSE OBJECTIVE: FASHION, DESIGN AND LUXURY INDUSTRY MANAGEMENT

The *Fashion, Design and Luxury management* path focuses on luxury and fashion brands. In order to fully understand the specificities of the luxury and fashion industry and its management, participants will explore the main advances and developments in the various luxury sectors.

Participants will acquire an advanced understanding of the new global dimension of this industry, as well as the socio-cultural and context-related impacts on the branding of products in this sector. The growth of the luxury industry in fast growing economies is generating many questions on how luxury brands and large luxury groups can reorganize and restructure in order to improve both their social and environment performance in a world facing increasing inequality and ethical issues.

This year, you will have the unique opportunity to enjoy this Summer School course in both La Rochelle, France (7<sup>th</sup> – 18<sup>th</sup> July 2020) and Florence, Italy (19<sup>th</sup> July – 24<sup>th</sup> July 2020)!

## WHAT IS INCLUDED IN OUR SUMMER SCHOOL



- ✓ **Accommodation:** single room in a student residence (check in July, 6<sup>th</sup> afternoon and check out July 24<sup>th</sup> before noon, in shared rooms during study trips and in Florence)
- ✓ **12 hours** of business and management modules per week in an AACSB accredited institution
- ✓ **Register to the whole program or just the week(s) you like!**
- ✓ **2 hours of French** language lessons per week
- ✓ **Cultural excursions** with an English-speaking guide
- ✓ **2 days in Paris**
- ✓ **6 days in Florence, Italy**
- ✓ **Attendance certificate**
- ✓ **Transcript**
- ✓ **9 ECTS** in total for the three weeks

# TENTATIVE SCHEDULE

## **WEEK 1 (July, 7<sup>th</sup> to July, 10<sup>th</sup>): Fundamentals of Luxury Business and Brand Management**

Monday 6 <sup>th</sup>	Tuesday 7 <sup>th</sup>	Wednesday 8 <sup>th</sup>	Thursday 9 <sup>th</sup>	Friday 10 <sup>th</sup>	Saturday 11 <sup>th</sup> and Sunday 12 <sup>th</sup>
<b><u>In the afternoon :</u></b> Arrival and check-in	<b><u>9 :00 – 12 :00 am</u></b> Welcome speech and La Rochelle tour <b><u>1:30 – 4:45 pm</u></b> French classes	<b><u>9 :00 – 12 :15 am and 1:30 – 3:30 pm</u></b> Fundamentals of Luxury Business and Brand Management	<b><u>9 :00 – 12 :15 am and 1:30 – 3:30 pm</u></b> Fundamentals of Luxury Business and Brand Management	<b><u>9 :00 – 12 :00 am</u></b> Company visit <b><u>2:00 – 4:00 pm</u></b> Free time	<i>Free time or end of program</i>

## **WEEK 2 (July, 13<sup>th</sup> to July, 18<sup>th</sup>): Luxury innovation and stability**

Monday 13 <sup>th</sup>	Tuesday 14 <sup>th</sup>	Wednesday 15 <sup>th</sup>	Thursday 16 <sup>th</sup>	Friday 17 <sup>th</sup>	Saturday 18 <sup>th</sup>	Sunday 19 <sup>th</sup>
<b><u>9 :00 – 12 :15 am</u></b> French classes <b><u>2:00 – 4:00 pm</u></b> Company visit	<b><u>9 :00 – 12 :30 am and 2:00 – 5:15 pm</u></b> Luxury innovation and sustainability	<b><u>9 :00 – 12 :15 am and 1:30 – 3:30 pm</u></b> Luxury innovation and sustainability	<b><u>9 :00 – 12 :00 am</u></b> Company visit <b><u>2:00 – 4:00 pm</u></b> Ré island visit	<b><u>Study trip to Paris</u></b>	<b><u>AM</u></b> Study trip to Paris <b><u>PM</u></b> Travel to Florence, Italy	<i>Free time or end of program</i>

## **WEEK 3 (July, 20<sup>th</sup> to July, 24<sup>th</sup>): New trends in the Fashion, Design and Luxury industry** ***In Florence, Italy***

Monday 20 <sup>th</sup>	Tuesday 21 <sup>st</sup>	Wednesday 22 <sup>nd</sup>	Thursday 23 <sup>th</sup>	Friday 24 <sup>th</sup>
<b><u>8:00 – 12:00 am</u></b> New trends in the Fashion, Design and Luxury Industry <b><u>2:00 – 4:00 pm</u></b> Company visit	<b><u>8:30 – 12:00 am</u></b> New trends in the Fashion, Design and Luxury Industry <b><u>2:00 – 4:00 pm</u></b> Company visit	<b><u>8:30 – 12:00 am</u></b> New trends in the Fashion, Design and Luxury Industry <b><u>2:00 – 4:00 pm</u></b> Company visit	<b><u>9 :00 – 12 :00 am</u></b> Project work <b><u>PM</u></b> Company visit	End of program and check out before noon



