



**PARIS  
SCHOOL  
OF LUXURY**

MARKETING COMMUNICATION MANAGEMENT  
LUXURY FASHION BEAUTY

# PARIS SCHOOL OF LUXURY



## TALENT ACCELERATOR

**THE FIRST SCHOOL ESTABLISHED BY  
LUXURY, FASHION & BEAUTY PROFESSIONALS**

Paris School of Luxury offers a 5-year curriculum,  
divided into two cycles:

### **A 3-YEAR BACHELOR'S PROGRAMME**

- 1st, 2nd and 3rd Year - Bachelor's Programme in:

**Luxury Communication Management**

(State-recognised Level 6)

### **A 3-SEMESTER MBA PROGRAMME IN:**

**Digital Luxury Marketing**

(State-recognised Level 7)

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# A SCHOOL ESTABLISHED BY PROFESSIONALS



## **MARIE-LAURE DUBUISSON** **GLOBAL COMMUNICATIONS AND MARKETING** **DIRECTOR LONGCHAMP**

“A Communications Manager must skillfully tailor the message they want to get across according to each media platform. As a result of the current digital world and influence marketing, their job is constantly evolving. In order to effectively anticipate these transformations, I support the open-mindedness and pragmatism of the programmes offered by Paris School of Luxury.”



## **CHARLOTTE BOUVIER** **MARKETING AND DIGITAL DIRECTOR AT UNDIZ**

“I came to have some consumer insight. At the end I had real answers to questions I asked myself about the brand Undiz. One of the students’ presentations made me consider a question I wouldn’t have thought of myself!”



## **NICOLAS ANDRE** **DATA PLANNING DIRECTOR AT EPSILON**

“Gen Z is an urgent priority for brands and yet it remains unknown to them. As this generation is radically different and it is changing the rules of the marketing game, the LAB’Z, created by EPSILON and Paris School of Luxury, allows brands to work directly with 150 talented Gen Zers, trained in data and marketing. In five days, these minds 100% Z, sprint and crack Gen Z issues presented by the challenging brands.”



## **MAXIMILIEN URSO** **CEO OF CRESUS**

“We were really pleased to take part in the Sprint challenge. The students gave us some valuable insights into the secondary global market, through the prism of Gen Z, and they suggested different social media strategies to target their peers. The quality of their work was so impressive that we decided to extend our collaboration with two students who created the first posts and the TikTok strategy, which allowed us to become one of the first brands in our sector to use this social media platform.”

# PROFESSIONAL ADVISORY BOARD

In order to closely follow the challenges confronting the companies in the luxury, fashion and beauty sectors (fashion houses, brands, groups, agencies, industries, artisans), and to ensure an unflinchingly modern pedagogical approach, its capacity to reflect business changes and its commitment to innovation, Paris School of Luxury gathers a unique Professional Advisory Board. Composed of about twenty professionals who represent the key industries linked to the school, this board

provides their expertise while guiding the curriculum and the pedagogical approach. Its members are required to lead masterclasses, to share their experience and vision of the luxury, fashion and beauty worlds, as well as to present case studies for the SPRINT challenge (cf. page 16). Not to mention the recruitment of interns, work-study trainees and young graduates, which is the main reason behind the selection of this exceptional board.

## LUXURY & FASHION

### Louis Vuitton

Agnès Vissoud – Digital Experience & Performance Director

### Berluti

Matthieu Percet – Worldwide Client Development & E-Commerce Director

### Lacoste

Sandrine Conseiller – Marketing & Branding Director

### Prada

Jean-David Lavrut – Flagship Director

### L'Exception

Regis Pennel – Founder

### Longchamp

Marie-Laure Dubuisson – Global Communications and Marketing Director

### Gemmyo

Charif Debs – CEO & Co-Founder

### Petrossian

Armen Petrossian – Founder

### Luxury Tech Fund

Céline Lippi – Co-Founder & Managing Partner

## BEAUTY

### Cosmetic Executive Women France

Laurence Moulin – Executive Director

### NYX (Groupe L'Oréal)

Laurent Font – Digital Social Manager

### Firnenich

Bérangère Magarinos-Ruchat – Vice president - Global Head of Sustainability

## MEDIA S

### Condé Nast France

Yves Bougon – CEO

### Figaro Média

Aurore Domont – President

## AGENCY

### Emakina

Manuel Diaz – President

### Mazarine

Paul Gruber – Executive Creative Director

### 1.618

Barbara Coignet – Founder

### IFOP

Stéphane Truchi – President of the Board

### PUBLICIS ETO

Nicolas André – Strategic Planning Director

## PUBLICIS MEDIA

Stéphanie Jolivot – Luxury Intelligence Director

### Kidz

Raphaëlle Bellanger & Anna Gardère Founders

## TOURISM

### Hyatt

Annette Bottichio – Regional Vice President Sales & Marketing (Europe)

### Le Lutetia

Bastien Lalane – Chief Concierge

### Louis Vuitton

Valérie Viscardi – Editorial Manager

### Crillon

Nidale Barret – Associate Director of Sales

### Ritz

Julie Hong – Sales Director

### Galleries Lafayette

Karine Lancot – Luxury Tourism Business Development Manager

## CULTURE

### Oxmo Puccino

Rapper

### Ariel Wizman

Journalist, DJ & entrepreneur

# A UNIQUE LUXURY PLATFORM

Since its creation in 2017, Paris School of Luxury has established itself in the Parisian luxury landscape, through highly specialised courses, as well as its media presence, events and the publishing of major works on this thriving sector.

Established since then in Nice as well, in 2021 Paris School of Luxury becomes a unique platform consisting of two complementary schools:

- Paris School of Luxury Business, a school dedicated to Marketing and Communication (Paris and Nice)
- Paris School of Luxury Creation, a school dedicated to careers in digital visual creativity in the luxury, fashion and beauty sectors (only in Paris)

The *Journal du Luxe* magazine, also part of MediaSchool, further strengthens the influence of Paris School of Luxury, highlighting its assets to flagship brands of the French luxury market.

Besides their management role in the school, the two co-founders of Paris School of Luxury, Pierre Kalaijian and Éric Briones, are in charge of senior management and the creation of the *Journal du Luxe* magazine respectively.

# PARIS SCHOOL OF LUXURY

PARIS  
LUXURY  
SUMMIT

JOURNAL  
DU LUXE

## 190 000

Members of the *Journal du Luxe* community

## 500

Students on 2 campuses: Paris and Nice

## 500

Corporate partners recruit our students for internships, work-study training programs, as well as temporary and permanent contracts.

## 100%

Of postgraduate students in work-study programs

## 98%

Of our alumni find a job within 6 months of graduation

## 50

Luxury, fashion or beauty brands, and leading advertising agencies, partner with us every year

## 30

Creative Weeks or Sprint challenges per year

# CAREERS IN THE LUXURY INDUSTRY

UNDERSTANDING NEW DIGITAL SECTORS BY TRAINING FOR A RAPIDLY CHANGING JOB MARKET.

## BACHELOR'S PROGRAMME IN LUXURY COMMUNICATION MANAGEMENT

The marketing and communications function responds to a real need for all types of business organisations, whether for-profit (commercial companies) or not (associations, institutions).

In fact, it allows them to illuminate and to make their identity and unique characteristics more noticeable; to position their product or service taking into account a specific target customer / user. Therefore contributing to the achievement of fundamental objectives, such as developing the reputation of the organisation with a target audience of customers / users; building your brand image; retaining and capturing new market segments and ensuring the economic growth of the organisation. Today it is clear that the most sought after profile in the digital market and communication sector, by all stakeholders (advertisers and agencies), is that of Project Manager.

Our programme addresses both the evolution of professions as well as that of the skills required by companies in a rapidly changing market.

- MARKETING & COMMUNICATIONS OFFICER
- EVENT PROJECT MANAGER
- DIGITAL PROJECT MANAGER
- MARKETING & COMMUNICATION CONSULTANT
- E-CRM PROJECT MANAGER
- SOCIAL MEDIA MANAGER
- COMMUNITY MANAGER
- E-COMMERCE MANAGER

## MBA IN DIGITAL LUXURY MARKETING

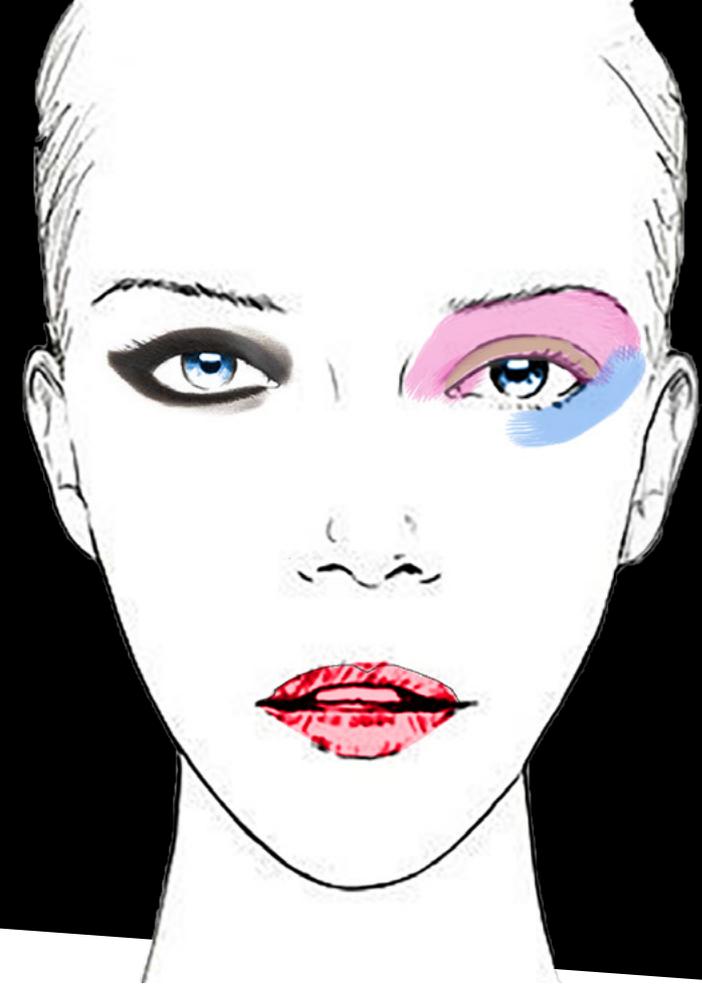
The manager of marketing and communication strategies is a key player in the success and development of a company, as they are responsible for matching its products or services with their market, as well as developing its influence and building brand awareness. This can be achieved by improving its visibility and clearly defining its identity, values and unique selling points.

Their activity may assume two types of working conditions:

Within a specialised firm – a strategy, communication, or marketing consulting agency, this manager is in charge of a portfolio of external clients.

Working for an advertiser, the manager oversees a dedicated department and is fully integrated into its client entity. Regardless of their activity sector, which could be local, national, international, whether or not for-profit; it could either be a public or a private company, an institution, an association or even a community.

- CHIEF MARKETING OFFICER
- OMNICHANNEL CLIENT RELATIONS DIRECTOR
- CHIEF DIGITAL OFFICER
- CHIEF TRANSFORMATION OFFICER
- CHIEF TRANSFORMATION OFFICER
- BRAND MANAGER
- MARKETING RESEARCH MANAGER





# THE MANAGEMENT TEAM



## **FRANCK PAPAZIAN**

**PRESIDENT MEDIASCHOOL**

Teaching methods need to be radically renewed due to, at least, three connected reasons: even more than their older peers, students are submerged in a society in constant acceleration; companies find it difficult to recruit millennials and Gen Zers, who wish to find some sense in their future professional careers; and the classical pedagogical approach has become obsolete.

In order to address this threefold challenge, MediaSchool, a talent accelerator for the last 15 years, has created Paris School of Luxury. Our ambition is to become the key partner of the luxury, fashion and beauty worlds, both in France and internationally.



## **PIERRE KALAIJIAN**

**DIRECTOR OF PARIS SCHOOL OF LUXURY AND  
CO-FOUNDER, FASHION PHOTOGRAPHER &  
CREATIVE DIRECTOR OF THE JOURNAL DU LUXE**

Immersed for over 10 years in the fields of haute-couture, luxury and fashion, but also in constant contact with the younger generations through higher education, I was able to witness how these two symbiotic worlds have evolved together.

Two key features stand out: skills and talent, with a common challenge: acceleration. Our answer: a convergence. Placing simultaneously companies, millennials and Gen Zers at the centre of the school's development. The result of this process is Paris School of Luxury, run by today's professionals for the professionals of tomorrow.

## INES DE LA FRESSANGE

PATRON OF PARIS SCHOOL OF LUXURY

*Chanel muse, fashion and jewellery designer, perfumer, businesswoman and brand ambassador, Ines de la Fressange embodies Parisian luxury.*

“I wanted to join Paris School of Luxury because it is a school that embodies the future of luxury. The luxury sector expresses itself because it is unique ; our students are just as unique and they possess strong beliefs. They reflect luxury and keep changing the beauty and fashion codes, reinventing them every day. They own this world now and are magnifying its influence. Our students will explore with us the new luxury domains. They will develop new creations and become unique talent who will stand out. Paris School of Luxury carries the values of Paris in its name, in the manner of the great fashion houses such as Dior, Chanel, Saint Laurent, among many other heritage brands. Paris lives and breathes luxury.”



© Alessandra d'Urso

## ÉRIC BRIONES

DIRECTOR OF STRATEGY AND EXTERNAL RELATIONS, MANAGING DIRECTOR OF THE JOURNAL DU LUXE

I have had the fortune to advise the most prestigious luxury, fashion and beauty brands for over 10 years, and to discuss their challenges in two books: *La Génération Y et le luxe* and *Luxe & Digital*. What struck me the most is their extraordinary desire for acceleration. An example? The creation in 2017 of the LVMH online shopping platform “24 Sèvres”, seemingly out of nowhere and just as successful as pure players such as Net à Porter, Farfetch and other Amazon-like sites. There is the same kind of acceleration in the beauty world, with the astounding results of the Estée Lauder group on the most complex target of the market, millennials, by snapping up the young gems “Becca Cosmetics” and “Too Faced”. The luxury, fashion and beauty sectors are equally addicted to acceleration and fresh talent; we must address this need.





PARIS SCHOOL OF LUXURY

BA

**A 3-YEAR  
BACHELOR'S  
PROGRAMME**  
IN LUXURY  
COMMUNICATION  
MANAGEMENT

A BA PROGRAMME, FULLY TAUGHT IN ENGLISH,  
ESTABLISHED BY LUXURY, FASHION & BEAUTY PROFESSIONALS  
(STATE-RECOGNISED DEGREE, RNCP LEVEL 6)

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# LUXURY COMMUNICATION MANAGEMENT

**3-YEAR**

BECOME A BUSINESS, MARKETING & COMMUNICATION PROFESSIONAL  
IN LUXURY, FASHION & BEAUTY

## A REVOLUTION IN THE WORLD OF LUXURY!

Historical fashion houses are experiencing a double-digit growth (Gucci, Hermès, Saint Laurent, etc). Large financial groups (Kering, LVMH) have become once again the big players of the stock markets, they are focusing their investments on digitalisation and recruiting a new generation of clients. Young entrepreneurs will not be overshadowed, as the most influential observers see Paris as the Silicon Valley of fashion.

Acutely aware of the potential of this new generation, LVMH and Kering keep developing initiatives to discover and help the best among them. This is an exceptionally promising context for any young talent, provided that they receive appropriate training, tailored to the profound transformations experienced by the fashion sector.

In order to break with its traditionally rigid image and extremely hierarchical organisation, the beauty sector is evolving. The selfie mega trend has profoundly impacted consumer

behaviour, while make-up has replaced cosmetic care in the customers' heart. New independent brands of the DNVB kind, are sending shockwaves across large companies when they aren't being bought for over a billion dollars by the latter.

As for the holy influence, it has shifted from glossy magazines to beauty bloggers and other specialised youtubbers. The need to recruit fresh talent becomes more urgent every day, provided that they have been trained to deal with the new challenges confronting the sector.

## WHO CAN JOIN THIS PROGRAMME?

- Any student who has obtained a high school diploma, interested in, and curious about, new technologies.
- English level: a minimum IELTS score of 5.5 overall (or equivalent). No French requirements.
- Any professional looking for training and / or a valuable experience.



# BBA

## ACQUIRE VALUABLE SKILLS

WHICH SKILLS WILL YOU ACQUIRE THROUGHOUT THE LUXURY MANAGEMENT PROGRAMME?

A 3-year programme of 1300 hours (excluding internships) fully taught in english, designed to meet Luxury Marketing and Communication challenges. This course will increase your employability within the Luxury, Fashion and Beauty sectors.

### 1. THE LUXURY, FASHION & BEAUTY ECOSYSTEM

After having acquired the economic and cultural basics of the luxury, fashion and beauty sectors, this module will provide you with the key tools to analyse a client entity and its environment, based on studies and marketing strategies informed by internal and external data capture. It will also be about learning how to monitor trends related to societal, technological and digital developments, which provide opportunities to a client entity. In addition, you will learn to carry out market research on a specific activity sector and complete a competitor benchmarking analysis as well. Not to mention the profiling of target customers / users of the client entity based on Big Data exploitation.

### 2. MARKETING & COMMUNICATION PLAN

This module will give you the keys to analyse an internal or external request related to marketing and communications. But also to take into account the limitations of a client entity, as well as carrying out additional research on its positioning, or that of a competing client entity. Finally, you will learn to do research and make an informed choice of solutions in order to provide relevant customer recommendations.

### 3. BRAND STRATEGY MANAGEMENT

This module will help you become an expert in organising, leading and managing the implementation of marketing and communication strategies. You will be able to manage the e-reputation and online community of a client entity, maximise its presence and visibility online, but also create and develop a customer / user community, manage this community as well as the brand image.

### 4. IMMERSIVE PROJECTS

- Creative weeks
- Sprint challenges
- Special weeks
- International seminars
- Internships

# AN IMMERSIVE PEDAGOGICAL APPROACH

100% PROJECT-ORIENTED AND AIMED TOWARDS EMPLOYMENT

## CREATIVE WEEKS

Hands-on learning! Once a month, our *Creative Weeks* immerse the students in the professional world through a creative business case study (always introduced by a luxury, fashion or beauty partner brand). In groups and competing against each other, you will have to create your own concept, communication strategy, packaging, new product launch, advertising or launching event, all in one week, before you present your ideas to the brand representative who set the challenge.

## SPRINT CHALLENGES

The school becomes an agency! You will have 2 weeks, or 2 intense *SPRINTS*, to solve a key challenge while immersed in a prestigious luxury, fashion or beauty brand. These *SPRINT* challenges also provide companies with an acceleration platform to understanding, harnessing and developing the new talents which Gen Zers have to offer. A compulsory generational synergy takes place: a *SPRINT* team is composed of 90% Master's students (1st and 2nd year) as well as 10% Bachelor's students.

## IMMERSIVE APPROACH

Pragmatic, as it was developed at the request of the professionals who established the school, but also aware of Gen Zers' expectations regarding innovative teaching, the pedagogical approach of the school combines a discovery of the luxury, fashion and beauty fundamentals as well as challenges and hands-on learning; experiences abroad and modern languages (25% of courses are taught in English as of the 1st year), company immersion and 360° knowledge (general, digital, careers and economic knowledge). If the 1st and 2nd years allow students to discover and explore the unique practices linked to the luxury, fashion and beauty industries, the 3rd, 4th and 5th years accelerate learning by reinforcing the implementation of the acquired knowledge.

## ACQUIRE SOFT SKILLS

- Leadership
- Teamwork
- Problem-solving
- Time management
- Interpersonal
- Adaptability
- Conflict resolution
- Creativity
- Critical thinking
- Emotional intelligence
- Negotiation
- Organizational
- Presentation
- Stress management
- Decision-making
- Self-motivation
- Active listening
- Know-how
- Intercultural management

# THEY CHALLENGED US

IN CREATIVE WEEKS,  
OR IN SPRINT CHALLENGES

**SNAPCHAT**  
**LACOSTE**  
**YSL**  
**UNDIZ**  
**PUBLICIS**  
**ARMANI**  
**CARTIER**  
**NETFLIX**  
**LONGCHAMP**  
**PRINTEMPS**  
**PRADA**  
**LVMH**  
**BIOThERM**  
**CITADIUM**  
**L'ORÉAL**  
**ALPINE**  
**NUXE**  
**JULES**  
**PIMKIE**

...





# DISCOVER

**1<sup>st</sup> YEAR**

BECOME A BUSINESS, MARKETING & COMMUNICATION PROFESSIONAL  
IN LUXURY, FASHION & BEAUTY

## **1. ONE OBJECTIVE: TO DISCOVER**

More than an objective, each year represents a key value. First comes the discovery: of the luxury, fashion and beauty industries, of the challenges they face and the new marketing and communication strategies, of team work, an international outlook and personal development.

## **2. MODERN LAN- GUAGES AND LUXURY**

Besides English, the French language is fundamental when working in the fashion and luxury sectors. As such, French lessons will be provided so that students can master this language. Students will also be able to choose a second language (either Chinese or Italian).

## **3. 50% PROFESSION- AL-LED CLASSES**

Our professional speakers are, by definition, immersed in the realities of the luxury, fashion and beauty sectors. They were chosen because of their pedagogical skills but also due to their willingness to share their experience. They also represent potential recruiters for our talent-to-be.

## **4. PERSONAL DEVELOPMENT**

In accordance with HR Directors specialised in our industries, the school provides, as of the first year, pedagogical modules dedicated to personal development: stress management, public speaking, team building, etc.

## **5. GENERAL KNOWLEDGE AND SPECIFIC CULTURE**

Expanding your general knowledge contributes to self-improvement; it can also become an important personal skill and a valuable asset to a company. As such, pop culture, fashion culture, film culture, the history of luxury, fashion and beauty, cultural visits, museum visits and digital culture are key components of our degrees.

## **6. TIME ABROAD: A WEEK IN LONDON**

OPTIONAL

Understanding the specifics of luxury, fashion and beauty made in London requires living this experience in situ. The first year concludes with a 360° experience in London. Company visits, luxury brands, fashion studios, trendy neighbourhoods, exhibitions and a masterclass.



# EXPLORE

## 2<sup>nd</sup> YEAR

BECOME A BUSINESS, MARKETING & COMMUNICATION PROFESSIONAL  
IN LUXURY, FASHION & BEAUTY

### 1. ONE OBJECTIVE: TO EXPLORE

After the discovery phase, the second year focuses on practical experience, as well as exploring the knowledge and concepts acquired during the first year. In other words, students are encouraged to delve into trends, to truly immerse themselves in the luxury, fashion and beauty worlds, while combining knowledge and practice.

### 4. POWERED BY:

The *Powered-By* label denotes classes introduced at the behest of an expert brand on the subject being taught. The *Journal du Luxe* magazine will be in charge of the communication & media classes, *Synthésio* of those linked to digital and data. Every year new participants, experts or brands, will sponsor specific courses.

### 2. MODERN LAN- GUAGES AND LUXURY

The French language is fundamental when working in the fashion and luxury sectors. As such, French lessons will be provided so that students can master this language. Students will also be able to choose a second language (either Chinese or Italian).

### 5. DIGITAL CULTURE II

In constant acceleration, the pace intensifies and so do the demands. After discovering the strategic tools, the second year focuses on practical experience, the methodology and the acquisition of target skills (development of an e-business website, using Instagram as a monitoring tool, etc.).

### 3. 80% PROFESSION- AL-LED CLASSES

In order to explore, you need tools. Increasing the number of teachers who are luxury, fashion or beauty professionals is to guarantee a relevant examination of these unique and fast-changing sectors. There is a professional commitment to deal with both real-life and current case studies.

### 6. TIME ABROAD: 10 DAYS IN NEW YORK

OPTIONAL

New York, the city of all superlatives, of great, of majestic, of fantasy and frenzy. From the new Bronx to trendy Brooklyn, through the vertigo of Manhattan, two weeks on the luxury, fashion and beauty trail at the heart of a global retail heaven.



# CREATE

## 3<sup>rd</sup> YEAR

BECOME A BUSINESS, MARKETING & COMMUNICATION PROFESSIONAL IN LUXURY, FASHION & BEAUTY

### 1. ONE OBJECTIVE: TO CREATE

After discovery and exploration, now is the time to create, to implement what you have learnt and to transform it. The key objective is no longer to discover new trends but to create a trend book, a concept, a brand, a product.

### 2. PROJECT WEEK

The creative dimension which inspires the third year, assumes here all its meaning. After the discovery, students take action. They create an event from A to Z: a cultural event linked to photography, a designer's show, a brand or start-up launch, the field of possibilities is wide open.

### 3. 80% PROFESSIONAL-LED CLASSES

In the third year, all courses are taught by professionals. During this home stretch of the Bachelor's degree, the key objective is to familiarise the student with business practices through concrete, real-life and valuable cases.

### 4. A 4-MONTH INTERNSHIP

A unique opportunity at this level of studies: a 4-month minimum immersive experience at the heart of luxury, fashion and beauty companies (brands, design workshops, shops, studios or start-ups).

The time has come to take the first steps towards a professional career by gaining some valuable work experience in these sectors.

### 5. DIGITAL CULTURE III

In constant acceleration, the pace intensifies and so do the demands. After discovering the strategic tools, the 3<sup>rd</sup> year focuses on practical experience, the methodology and the acquisition of target skills.

### 6. TIME ABROAD: FLORENCE AND MILAN

OPTIONAL

Another opportunity to develop the international spirit promoted by the school, this visit to Florence and Milan will take you behind the scenes of the luxury industry and the art of handcraft, as well as culture and luxury - the Italian way. This totally immersive experience will allow students to understand the unique features of the Italian culture.



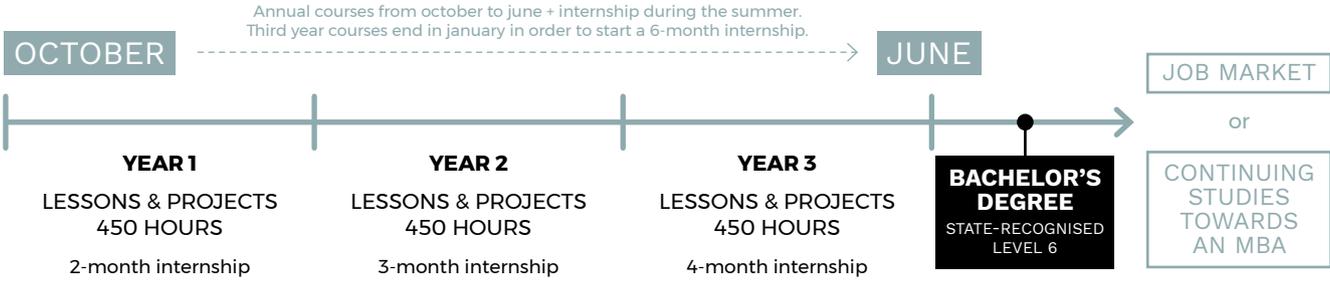
# OVERVIEW

## 10 KEY POINTS OF THE BACHELOR'S PROGRAMME

### IN LUXURY COMMUNICATION MANAGEMENT

- 1. A 3-year programme fully taught in English. No French requirements
- 2. A state-recognised degree (level 6 - RNCP 36877)
- 3. Join the first school established by luxury professionals & brands
- 4. Join the first Bachelor's Programme created by luxury industry experts
- 5. Study luxury, fashion & beauty in the Golden Triangle of Paris
- 6. Join a cohort of 500+ students from all over the world
- 7. Learn from luxury experts (80% professional-led classes)
- 8. An immersive pedagogical approach, 100% project-oriented
- 9. Acquire luxury marketing, digital communication, business & soft skills
- 10. Get the chance to complete 2 full-time internships in the luxury sector

### OUR BACHELOR'S PROGRAMME TIMELINE:





**PARIS SCHOOL OF LUXURY**

**MBA**

**A 3-SEMESTER  
MBA PROGRAMME  
IN DIGITAL LUXURY  
MARKETING**

AN MBA PROGRAMME FULLY TAUGHT IN ENGLISH,  
SPECIALISED IN MARKETING & DIGITAL COMMUNICATION  
IN LUXURY, FASHION & BEAUTY  
(STATE-RECOGNISED DEGREE, RNCP LEVEL 7)

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# DIGITAL LUXURY MARKETING

## 3-SEMESTER

AN 18-MONTH PROGRAMME DESIGNED TO ADDRESS THE NEW DIGITAL LUXURY TRANSFORMATION: OMNICHANNEL STRATEGIES, AI, BIG DATA, WEB3...

### WHY CHOOSE A POSTGRADUATE DEGREE SPECIALISED IN LUXURY 3.0?

Luxury 3.0 is the renaissance of luxury. New careers, new sectors, new client experiences, new opportunities. Be the first to join this revolution.

Omnichannel marketing, AI, Big Data, during the past few months these strategies have taken over the luxury industry.

The customer experience is being revamped, just as the meaning of luxury, as well as how to succeed, are being reinvented. Luxury houses are entering a new era and they are strategically targeting new generations, like yours.

Augmented reality, gamification, generative AI, NFTs, smart contracts, digital crafting, many new concepts are emerging.

Brands want to invest in these new sectors to establish their credentials and finally join the digital transformation.

Besides providing a real opportunity to join a job market that seeks this rare combination of skills (omnichannel strategies, Big Data and Web3), this two-year programme is your chance to take the reins and create the world of tomorrow.

### INTO THE METAVERSE

THE NEXT DIGITAL ERA WILL CHANGE EVERYTHING BY MATTHEW BALL



### WHO CAN JOIN THIS PROGRAMME?

- Any student who has obtained an undergraduate degree, interested in, and curious about, new technologies.
- Any professional looking for training and / or a valuable experience.
- English level: a minimum IELTS score of 6.0 overall (or equivalent). No French requirements



WHICH SKILLS WILL YOU ACQUIRE THROUGHOUT THE DIGITAL LUXURY MARKETING PROGRAMME?

A 900-hour programme designed to meet the challenges of the second digital transformation of luxury, fashion and beauty and to make you more competitive in the hunt for talent led by luxury brands and agencies. Discover the list of skills we target:

### **1. DATA & MARKET RESEARCH**

Carry out a strategic monitoring by defining the organisation and methods of collecting information and by targeting the relevant sources taking into account the issues at hand. To carry out a strategic monitoring on the activity sector of your client entity, in order to identify the trends and developments of its professional environment and foresee the possible effects.

### **4. DIGITAL STRATEGY**

By integrating it in a coherent, coordinated and complementary manner with the global development plan of your entity, you will manage its digital strategy by defining its terms of presence, visibility and online interaction with its customer / user community and by monitoring the effectiveness of the actions implemented.

### **2. STRATEGIC MARKETING**

In view of the massive and immediate nature of the information we have access to through the digitalisation of consumption practices, you will oversee a customer / user data acquisition, management and exploitation strategy, by determining which systems, tools, methods and channels to use, in compliance with applicable regulations.

### **5. NETWORKS & INFLUENCE**

By adopting an appropriate posture, vocabulary and mode of communication, in line with its values and positioning, you will represent your company internally and externally. In particular, in order to develop a network of strategic relationships that will bring opportunities for the brand.

### **3. OPERATIONAL MARKETING & COMMUNICATION**

By defining the methods and procedures to oversee your project portfolio, you will manage the operational implementation of marketing and communication plans, while evaluating the effectiveness and results of the actions undertaken, and by capitalising on the best practices identified.

### **5. SOFT SKILLS**

- Leadership
- Teamwork
- Problem-solving
- Time management
- Interpersonal
- Adaptability
- Conflict resolution
- Creativity
- Critical thinking
- Emotional intelligence
- Negotiation
- Organizational
- Presentation
- Stress management
- Decision-making
- Self-motivation
- Active listening
- Know-how
- Intercultural



# DIGITAL LUXURY MARKETING

## 6 REASONS WHY

6 REASONS TO JOIN THE MBA PROGRAMME  
IN DIGITAL LUXURY MARKETING

### 1. BECOME AN EXPERT IN LUXURY, FASHION & BEAUTY

Already experienced future professionals, fourth year students are aware of their strengths, but also of the skills they still need to develop.

Our 3 semester programme allows students to improve and strive for excellence in an immersive company experience. Experts workshops, Master Class, professional missions and experiences abroad complete the programme.

### 4. A TRIPLE EXPERTISE

Omnichannel strategies first, in order to understand this new digital era and, in particular, the new luxury standards. Big Data and AI next, to justify your strategic decisions in the post-digital era through objective, key insights.

### 2. INSIDE LUXURY WEEK

The school becomes a strategic creativity agency, mixing marketing intuition, data marketing or influence strategy. In partnership with market leading brands, these intensive weeks constitute the most unique feature of the school. (see next page)

### 5. A 6-MONTH INTERNSHIP

In-company immersion during your studies remains the best strategy to ensure future employment opportunities. This is why the third semester of the MBA includes a 6-month internship, followed by a presentation to a jury of an end-of-studies project.

### 3. EXPERTS WORKSHOPS

With key partners from the sector - Epsilon Publicis, Salesforce, Catchpoint and Mira (Metaverse) - experience workshops led by experts from well-known brands, boosting the acquisition of key skills.

### 6. GAMING & METAVERSE FASHION

With key partners from the sector, enjoy a fully immersive experience in the fascinating worlds of gaming and digital fashion. In partnership with DressX, become the master of the game and discover the role of a collection director 3.0.



## **AN IMMERSIVE PEDAGOGICAL APPROACH 100% PROJECT-ORIENTED**

Acquire fundamental skills through a unique learning process: inside luxury week, open weeks and real challenges presented by luxury, fashion & beauty brands. collaborate throughout your training with well-known specialised agencies.

### **1. DATA LAB GEN-Z WEEK**

An intensive week to master data management and strategic studies through data acquisition and exploitation, led by Publicis Epsilon, a data market leader.

### **3. METaverse & NFTs WEEK**

An intensive week dedicated to the Web3 transformation, to master 100% phygital marketing & communication strategies management. Led by Onepoint, a sector leader, to implement the digital transformation of one of their clients, a major luxury group.

### **2. OMNICHANNEL EQUITY WEEK**

A week dedicated to mastering omnichannel strategies, lead by Salmon Agency (HAVAS), to think outside the box, to develop creative strategies, to build a bright future together.

### **4. AI DESIGN BEAUTY WEEK**

An intensive week to master the strategic potential of Artificial Intelligence in the beauty sector, led by One point, a sector leader, to implement the digital transformation of one of their clients, a major luxury group.

### **5. THE OPEN WEEK PROJECT**

Every year, the MBA programme invites luxury brands and agencies to work with our students on a current business, marketing or communication project. As a result, brands such as L'Oréal, LVMH or Chanel, among others, request the expertise of our students every year. This week is dedicated to "surprise" projects brought by the school partner brands.

### **6. IMMERSIVE PROJECTS** (see next page)

- Luxury inside weeks
- Challenges
- Open week project
- Internships

## **THEY HAVE CHALLENGED OUR STUDENTS FOR THE PAST FIVE YEARS**

PRADA, LACOSTE, YSL, PUBLICIS, ARMANI, CARTIER, VALENTINO, LONGCHAMP, PRINTEMPS, BREITLING, AIGLE, FESTIVAL DE CANNES, CITADIUM, L'ORÉAL LUXE, ALPINE, NUXE, CHANEL, LVMH, RICHEMONT...





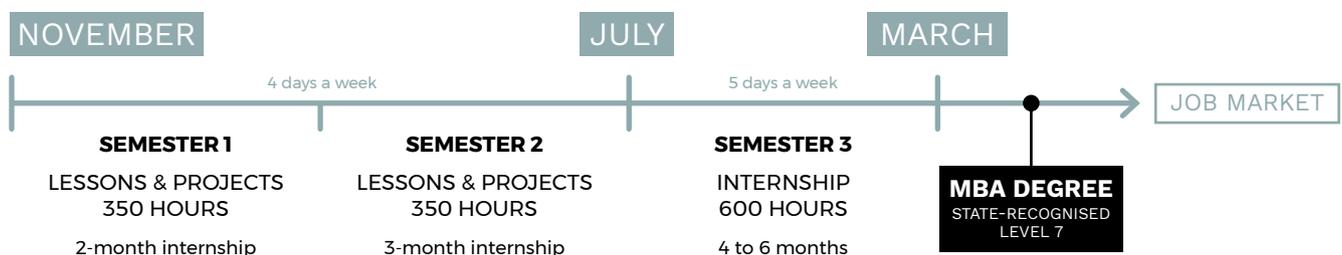
# OVERVIEW

## 10 KEY POINTS OF THE MBA PROGRAMME

### IN DIGITAL LUXURY MARKETING

1. An 18-month programme, fully taught in English. No French requirements
2. A state-recognised degree (Level 7 - RNCP 31916).
3. Join the first school established by luxury professionals & brands
4. Join the first MBA Programme specialized in luxury 3.0
5. Study luxury, fashion & beauty in the Golden Triangle of Paris
6. Join a cohort of 500+ students from all over the world
7. Learn from luxury experts
8. An immersive pedagogical approach 100% project-oriented
9. Acquire luxury marketing, digital communication, business & soft skills
10. An immersive 6-month internship in the heart of luxury

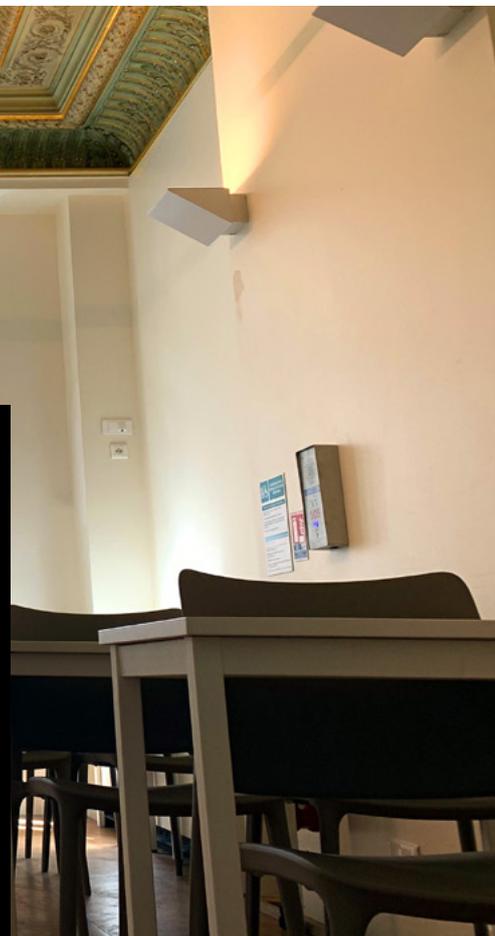
### OUR MBA PROGRAMME TIMELINE:



# STUDENT LIFE

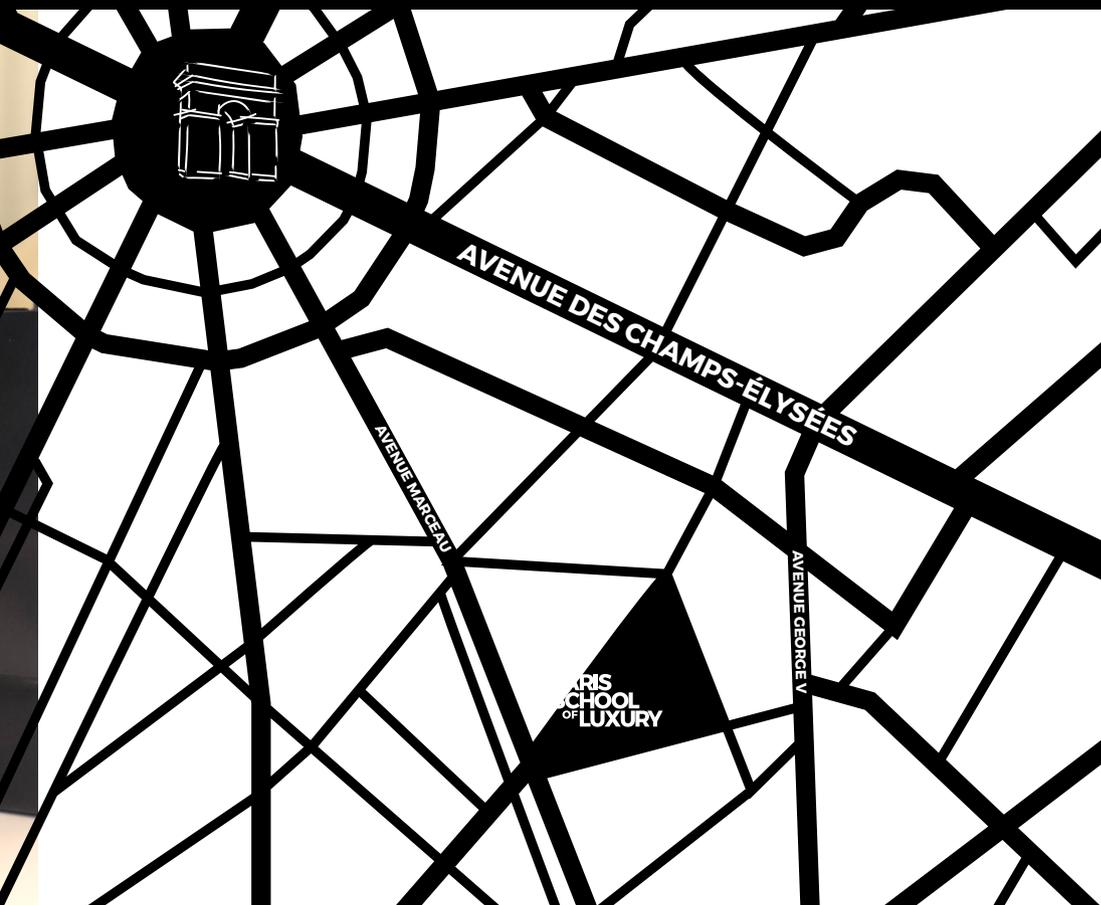
**A YEAR FULL  
OF EXPERIENCES**





# LUXURY, FASHION & BEAUTY

**AT THE HEART OF THE FRENCH CAPITAL**



# CONDITIONS OF ADMISSION

## **ADMISSIONS EXAMINATION**

Eligibility is granted after studying the application form (cf. page 33). Candidates declared eligible are called in for admission tests, both written and oral.

## **ADMISSION TESTS**

The objective of the admission tests is to select candidates based on their talents or personality, their interest in the industries for which the school trains and, potentially, their aptitude to become future operations managers.

This procedure is organised in two phases:

**THE 3 KS:** 3 multiple-choice questionnaires about knowledge:

- 1- General and economic knowledge.
- 2- Specific knowledge (luxury, fashion and beauty)
- 3- Knowledge of English

**THE INTERVIEW:** The objective of this individual 30-minute interview with one of the school managers, is to evaluate the potential and motivation of the candidate. Any candidate who achieves a total of at least 10 points in the tests will be declared admissible to Paris School of Luxury. Admission will be finalised upon presentation of the last degree obtained.

## **TUITION FEES**

Tuition fees cover all obligatory activities related to schooling (classes, internships, access to audiovisual or IT material, conferences, seminars, practical work, etc.).

## **ADDITIONAL FEES**

These fees, which are obligatory depending on the year of studies, cover the following additional services:

- Obligatory medical visit for initial enrolment (amount set every year by the SIUMPPS).
- Student Health Insurance (amount set by the CPAM)
- Seminars abroad.



**PERSONAL INFORMATION**

M  F

Surname: \_\_\_\_\_ Name: \_\_\_\_\_

Date of birth: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Mobile number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Nationality: \_\_\_\_\_

**PARENT OR LEGAL GUARDIAN**

Surname: \_\_\_\_\_ Name: \_\_\_\_\_

Phone number: \_\_\_\_\_ E-mail: \_\_\_\_\_

**PLEASE SELECT FROM THE LIST YOUR CURRENT YEAR OF STUDIES:**

High school  Undergraduate Programme  Postgraduate Programme

Other: \_\_\_\_\_

**FOREIGN LANGUAGES**

English:  Advanced  Intermediate  Beginner

Years of study: \_\_\_\_\_

Official level IELTS/TOEIC/TOEFL: \_\_\_\_\_

French:  Advanced  Intermediate  Beginner

Years of study: \_\_\_\_\_

Official level DELF/DALF: \_\_\_\_\_

Others (specify): \_\_\_\_\_

## CHOICE OF STUDIES

- BA 1st year                       BA 2nd year                       BA 3rd year
- MBA Programme

## DOCUMENTS TO SUBMIT

- A copy of your high-school diploma and / or last degree
- A copy of your last report card
- 2 ID photos
- A copy of your CV
- A cover letter
- A copy of an ID document

## HOW DID YOU LEARN ABOUT THE SCHOOL? *(Several options possible)*

- Student fair     Open Day     Internet     Word of mouth     Press

Others (specify): \_\_\_\_\_

**RESERVED FOR ADMINISTRATION** \_\_\_\_\_

Received on: \_\_\_\_\_ Interview on: \_\_\_\_\_

Interview analysis: \_\_\_\_\_

- Admitted                       Not admitted                       Waiting list





**PARIS  
SCHOOL  
OF LUXURY**

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