

A woman with long dark hair, wearing a strapless, textured purple gown, is shown from the waist up, floating underwater. She is looking upwards with her mouth slightly open, as if holding her breath. Her hands are raised near her face. The water is clear, and light rays filter down from the surface, creating a shimmering effect. The background is a deep blue-purple hue. The overall mood is ethereal and dreamlike.

decoding:
Luxury

How to redefine your brand for the Luxury market

Course Prospectus 2022

The Luxury market has always held a fascination for both businesses and consumers – especially for those who want to find a way to be more involved in it.

The main problem facing brands who want to reposition themselves as more luxurious is that Luxury is not about functionality. It is a 'given' that a Luxury item will work, and probably will work better or with a greater degree of refinement than any other similar product available. If you think about 'high performance super cars', such as Lamborghini or Bentley, their reputations would be trashed if they continually broke down or failed to go faster than any other car. No High Net Worth owner wants to call roadside assistance!

However, Luxury is not that simple. Real Luxury requires a deep emotional connection with the consumer, and that's why it's hard to redefine brands so that they can have a reasonable chance of success in that market. Buying a Luxury item is not a rational decision based on costs and tangible benefits. It is more difficult than that. You have to earn your place in the consumer's heart – and that takes time and real attention to detail.

The appeal of Luxury of course is the glamour, and the opportunity to increase your brand's profile amongst some of the world's richest individuals. When you capture their attention you will start to see a transformation in your business – both financially and reputationally.

If you can unlock the unique promise that your brand offers, and express it in a way that is fascinating, engaging and authentic, you could be on the way to finding the doorway into the Luxury world – and that's a great place to be.

The global luxury personal goods market was worth \$280billion dollars in 2019 and has almost doubled in value over the last 10 years*

*source: Statista 2020

Why this course is for you

- If you want to reposition your brand as a more luxurious brand, this course is for you.
- If you want to explore ways to gain entry to the Luxury market, through brand extension or creation, this course is for you..
- If you are evaluating the opportunities presented by the Luxury market and want to understand the specific challenges of it, this course is for you.

This course will provide you with a really good understanding of what it means to be a Luxury brand, and how you can evolve your brand to be part of that.

You will have the chance to look at different ways of doing this, evaluate the specific needs and expectations of Luxury consumers, and understand what you will need to change or create in order to appeal to them.

The Luxury market is dominated by the major western brands, but some consumers are getting bored of them and are starting to look for more interesting and niche luxury brands. This is your opportunity so grab it!

Who is this for:

- Existing brand owners wishing to reposition their brands as Luxury
- Business owners wanting to understand the opportunities and challenges surrounding entry into the Luxury market

**Online
OR
Offline**

**18 hours
+ assignment**

What this course covers

The course has been developed to give a broad awareness of what it means to be a Luxury brand and how to achieve that.

What you'll learn:

- ✓ The foundation elements of Luxury and what they mean to business
- ✓ The changing definitions of Luxury and the opportunities that reveals
- ✓ The need for Sustainable Luxury to attract younger consumers
- ✓ The essential differences between Old Luxury brands and modern Luxury brands
- ✓ Why Storytelling is a key part of Luxury and how to tell better stories
- ✓ How Value is created in Luxury
- ✓ How to deliver the Luxury brand image and why attention to detail is so important
- ✓ The ten characteristics of a modern Luxury brand that you need to address

This course includes:

- Tutor guided online or offline learning
- 6 step by step modules
- Topic specific workbook for each module
- 6 audio books
- Introduction videos for each module
- Weekly newsletter with suggested reading and further research
- 24/7 access to online materials and recordings via personal dashboard

At the end of this course you will:

1. Understand what it means to be a Luxury brand
2. Have evaluated your own brand in the context of Luxury to see what needs to change to achieve your goals
3. Understand the options to be a more Sustainable Luxury brand of the future
4. Be clearer on what type of Luxury brand you want to be and the resources required
5. Know how you can bring a unique value and experience to your target customer
6. Understand the different ways to deliver your luxury brand image and story
7. Appreciate the need for detail and exceptional craftsmanship in delivering the Luxury brand promise

“ Any luxury too easily obtained is probably not a luxury at all.

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Choose the level that suits you best for your future:

Level 1: Single Course

This is the ideal choice for you if:

- You want to learn faster and in more depth through discussion
- You are serious about becoming part of the Luxury industry
- You want to attend weekly webinars with other students at no extra cost (only 30 students per session)
- You want to get a certificate of course completion
- You want the chance to submit your workbook activities to a tutor for comments
- You want to select individual topics to boost your knowledge in more detail

Level 2: Personalised Programme

- **Learn exactly what you need to achieve your goals with a personally designed programme that is just for you**
- In addition to all of the Level 1 benefits, this is the ideal choice for you if:
- You want to be guaranteed a place on each course or workshop in your Programme
- FREE one hour mentoring from our tutors for 1 year

Because everybody's different...

We all have a preferred 'learning style' whether that's reading, talking, reflecting or actively 'doing'. This can really influence how well you learn and how long you will retain the information.

With that in mind we have designed each of our courses to help you learn most effectively. With interactive webinars and access to expert tutors, our intention is to give you the personal 'Luxury Experience' whilst studying with us.

We have developed six special features that will enhance your learning experience:

1. Specific topic-based modules providing just the right amount of key information you'll need.
2. Applied learning using easy to understand workbooks, and weekly tasks and recommended reading to build your knowledge.
3. Free 12 months' access to your courses and any upgrades or updates to information as issued, with a low cost annual subscription thereafter to help you keep learning.
4. Free access to our WhatsApp Members group connecting you with others just like you.
5. Weekly group webinars led by qualified and experienced tutors to go through specific topics and encourage discussion and help with questions.
6. The opportunity to get feedback on workbook activities from our expert tutors.

You decide how to take advantage of the different resources available to you.

We're here to help and support you in achieving your goals in Luxury.

Making it CLEAR

We provide **Clarity** in the explanation of the topics and theories covered. We avoid using jargon, and explain clearly the different terms and ideas that you will learn about.

Our **E-learning platform** is easy to access through either mobile or desktop devices, so you can study wherever and whenever you like, and we handpick tutors who are **Experts** in Luxury teaching to run the webinars and support your learning **Experience**.

We help you to **Apply** your learning with topic specific workbooks and tasks to enhance your learning, and inspire your thinking and ideas development.

Our **Resources** are high quality, and carefully presented to make learning a pleasure, and take you into the world of Luxury.

“ The Luxury market is more difficult to enter because the expectations are that much higher.

In Luxury you are dealing with personal emotions – and those are priceless. We'll show you how to open the door into Luxury.

—
Helen Cooper

Founder of the Helen Cooper School of Luxury
and Author of 'Decoding Luxury'

Our customer support team are available to help you get the most out of your course, and to help with any questions or problems.

Please quote this course code when contacting us: **RBLM**



Hello there

Thanks for taking a look at this course prospectus. I do hope that you find it interesting and decide to work with our expert team as you learn how to develop your opportunity to get into the Luxury market

I originally qualified as a teacher, before moving into the commercial world, and have a deep passion for sharing knowledge and inspiring others to be amazing – whether that's in business, creating fabulous products, or supporting others through informed investment.

I am proud to have had an extremely successful career that so far has lasted over 35 years. I'm still involved in multi million dollar strategic projects and work with teams around the world in delivering truly excellent brands and product experiences.

I've worked at senior Executive levels with a number of well-known international premium and luxury consumer brands, such as Virgin, Yardley and The Royal Mint, and built or repositioned brands with huge success, sometimes even doubling their revenues within 1-2 years.

The reason for establishing the Helen Cooper School of Luxury and writing the Decoding Luxury course was to share my lifetime of experience and expertise, so that businesses like yours can achieve the same spectacular results. Once you have studied with us you can share your knowledge with your team so that the expertise becomes really embedded in your day to day activities – and you won't need to engage expensive consultants to help you!

Sustainability is a real passion of mine. In my opinion as luxury businesses we have a responsibility to provide the consumer with better choices, that in turn help them achieve their own goals to be more responsible in their purchases. Helping them to do better is the basis of real consumer loyalty.

Your learning experience is the most important thing to me. I use a down to earth communication style makes even difficult concepts easy to understand, by breaking them down into actionable bite-sized pieces of information. The tutors have been handpicked for their ability to help you learn effectively, and they will support you in the weekly seminars, providing assistance on your workbook exercises as required.

Knowing how your brand can become a leader in Sustainable Luxury will give you a much greater chance of achieving your goals. That's what we'll teach you in this course..

I look forward to helping you to find your future in Luxury.

Helen Cooper



- Board Executive
- Entrepreneur
- Inventor
- Teacher
- Advisor
- Mentor
- Wife
- Mother
- Daughter
- Sister
- Friend

Our Values & Manifesto

Respect • Equality of opportunity • Inclusivity • Ambition • Sustainability

We believe that...

1. Everyone should have the opportunity to achieve their ambitions if they are prepared to work hard, create exceptional quality, be patient, and take care of the world around them.
2. No one should be denied their dream or excluded from opportunities because of a lack of education, money, or confidence.
3. Cultural or gender bias, regional location and family background should not be used to hold an individual back if they want to achieve more for themselves and their families.
4. The power of the Community to help others achieve their life goals is a lifeforce. Sharing a lifetime of knowledge and skills is our way of contributing to the global community.
5. There is a need to 'democratise knowledge of the luxury market' helping craftsmen and producers to shift from being the 'server' to becoming the 'owner'. Our primary goal is to open up opportunities for entrepreneurs in communities across India to create luxury brands and build their own sustainable businesses.
6. The future of Luxury can only lie in sustainable manufacturing and ethical working practices. That's why we use the UN's 17 Sustainable Development Goals as a guide for our teaching.

Technical Requirements

In order to take this course you will need:

- A Current email account
- Access to a computer and the internet
- Access to PDF Reader software on your PC
- Access to a printer for downloading and completing workbooks
- Access to Zoom software for online seminars and coaching
- A WhatsApp account to allow you to join the Members only group



HELEN COOPER

School of Luxury

www.helencooperluxury.com

For more information please contact learn@helencooperluxury.com

Whilst every effort has been made to provide sufficient information for course students to acquire the specific skills required, the Helen Cooper School of Luxury cannot guarantee success. As with many things in life, success comes with hard work, determination, and a great concept – none of which are under our direct control.

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