

decoding: *Luxury*



How to become an Entrepreneur in Luxury

Course Prospectus 2022

The world of Luxury brands can appear to many as a foreign land for which we have no valid passport, created by the Elite for the Elite. And in some ways this is true, as 'Luxury' exists by maintaining the illusion of exclusivity, and creating an aspirational lifestyle that is not otherwise accessible.

The growth in the global Luxury sector during the past 15 years has been incredible, but this has been mainly driven by the huge multinational groups such as LVMH and Richemont rather than by developing local Luxury brands. Our ambition is to help entrepreneurs and manufacturers to create fabulous locally developed brands that can become more relevant and respected in their home market, and beyond. After all, much of the production for some of the best known brands takes place in India, using highly skilled artisans and locally sourced materials, even though many of the luxury brands deny this.

We are an Anglo-Indian company with a mission to breakdown, or 'decode', the Luxury brand world. We want to inspire a transformation of the luxury market, with a Mission to drive 'Sustainable Luxury: Made in India' as an opportunity for commercial growth. By providing the necessary practical knowledge and insights into how to develop and deliver brands that have the potential to grow in India and around the world, we can help you achieve your ambitions.

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

*source:
Statista 2020

Why this course is for you

For people who dream of being their own boss one day and becoming an entrepreneur one of the first things to do is to understand more about the market you want to be part of. The second thing is to understand what it means to be an entrepreneur, learning about the different skills required, and how to get started. Developing better self-awareness and having clarity on your own motivations will help keep entrepreneurs going even in tough times. This course covers the most important aspects through to business model choices that can be relevant in Luxury.

This course will help you gather the necessary facts about the market and how it works, using objective and straightforward information. It has been developed to provide ambitious entrepreneurs with not only the information on the global market, but also India's growing Luxury markets, and to show you the two key trends that are currently impacting Luxury.

Whilst the course is focused on the Luxury market – a unique feature of our courses – the content can be applied to any luxury consumer goods sector, so it doesn't matter if you are interested in developing jewellery, accessories, premium foods, beauty, fragrance, or alcohol. The tools, techniques and insights work across all sectors equally well.

If you are an entrepreneur, or simply dream of being one in the future, this course can help to get you started.

Who is this for:

- Aspiring entrepreneurs and graduates
- Employees wanting to become more entrepreneurial at work

Online
OR
Offline

21 hours
+ assignment

What this course covers

The course has been developed to give a initial base of essential information and skills that you will need when starting out on your journey as an entrepreneur.

What you'll learn:

- ✓ The structure and changes within the luxury market
- ✓ How an entrepreneur is different from a start-up specialist
- ✓ The ten key characteristics of an entrepreneur
- ✓ The six questions you need to ask before you leave your job
- ✓ The Business Models in Luxury
- ✓ How a Luxury product is defined
- ✓ Top tips on getting started including looking for investment

This course includes:

- Tutor guided online learning
- 7 step by step modules
- Topic specific workbook for each module
- 7 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. Have a better understanding of the global and Indian Luxury markets.
2. Learned about how the luxury market is structured so you can decide where you want to sit within it.
3. Have learned about the different Business Models and how they can work in Luxury
4. Understand the five key steps to getting started
5. Learned about your own strengths and weaknesses to build better teams to support you

“Entrepreneurship is living a few years of your life like most people won't so you can spend the rest of your life like most people can't.

ANON

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.

“ Being an entrepreneur takes a lot of courage and effort. You're going to need a positive mental attitude, confidence and focus, as well as enough knowledge to get started.

Our Foundation course will help you with all of this.

—
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: **BELX**



Hello there

Thanks for taking a look at this course prospectus. I do hope that you find it inspiring and decide to work with our expert team as you learn more about becoming an entrepreneur in Luxury.

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.

The reason for establishing the Helen Cooper School of Luxury and writing the Decoding Luxury course was to share a lifetime of experience and expertise, using proven tools and techniques that I have gathered throughout my career. 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, but I'm also an entrepreneur, so I personally understand the challenges of setting up your own business.

This, and the mentoring work that I still do for early stage entrepreneurs around the world, gives me a unique insight and is the basis of the content of the programme that I have developed. I know where entrepreneurs feel vulnerable in terms of knowledge and experience, but also understand that practical rather than academic information is essential in getting you up and running faster. This course will show you how to do that.

Your learning experience is the most important thing to me. My 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 real world Luxury experience and their ability to help you learn effectively. Their inspirational coaching style will support you in the weekly webinars and provide guidance on your assignments.

Whether you want to start your own venture or be more entrepreneurial within a company, knowing how to engage with people. Being aware of your own strengths, and understanding how finance works are important starting points.

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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