

decoding:
Luxury

Sector Induction – Super Premium Beauty

When you are looking to find your way into Luxury as a new employee, or even to try to gain a promotion with your current employer, you will no doubt have a preference for the sector that you choose to work in.

Whilst each of the key Luxury sectors will have similarities in how they position themselves as 'Luxury' there will be some differences between the sectors, for example in sales reporting. And analysis, the ceremonies involved in delivering the right experience for the customer, and even the language that is used.

That's why we have developed this series of sector specific courses to help you understand more about the sector that you are most interested in working in. For this course, you will be taught by tutors who have worked with premium beauty and fragrance brands, including Boots, Avon, and Yardley, and they will bring their significant experience in delivering super-premium beauty brands to life in this course that they have designed for you. By the end of this you will have a solid understanding of what it takes to be brilliant in Super-Premium Beauty as a career.

We also work with Brand Partners who have major clients in this sector, and they will provide real life case studies and challenges as 'Industry Simulation' exercises where you can demonstrate your creativity and understanding of Luxury. In many cases you'll also get to present your ideas and insights to the client too which is a great way to make a strong impression on a potential employer!

In the workshops you will cover topics that will include:

- The selling ceremonies and customer experience
- Analysis and KPIs used in reporting performance
- How the products are made (possibly with trips to a Brand Partner's premises)
- The sales channels for the sector (field trips are available at an additional cost)
- The language of the sector
- Industry Simulation exercise

Each sector specific course includes:

- Expert tutor-guided online learning
- 3 hour group workshop format
- Break-out team working sessions
- Group discussions
- A workbook
- End of course Certificate

Whilst every sector can be recognised as 'Luxury' the way in which they deliver that can be very different

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Designed to suit your needs

The Workshop format has been developed to provide a Foundation level of knowledge about the sector that you want to work in:

- A group discussion approach that develops a community of like-minded people
- Expert tutors and specialists in idea generation to guide your learning
- Workbooks and checklists to use during and after the workshop

Who is this for:

- New employees wanting to find their first role in the Luxury fashion retail sector
- Middle managers wanting to stand out to accelerate their career

Online or
Offline

12 hours

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
- Video supported internet access
- Access to Zoom software for online workshop and breakout group work



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School of Luxury

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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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