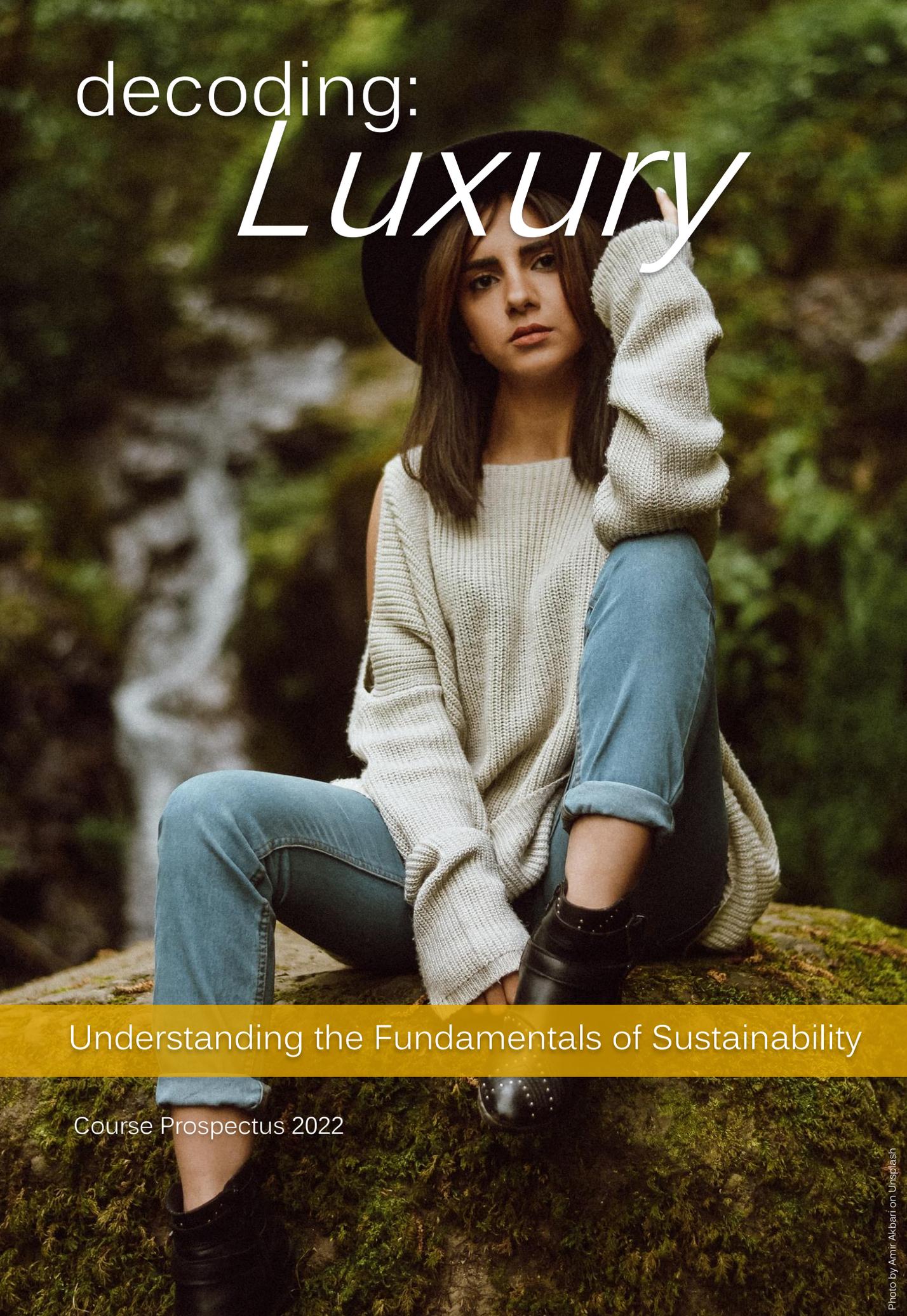


decoding: *Luxury*

A woman with long brown hair is sitting on a mossy rock in a forest. She is wearing a white, textured knit sweater with long sleeves and blue denim jeans. She is also wearing black boots. The background is a lush green forest with a waterfall visible in the distance.

Understanding the Fundamentals of Sustainability

Course Prospectus 2022

Sustainability is becoming the focus of consumers and nations alike, so why are many Luxury brands so slow to respond?

The need for Sustainable Luxury has never been greater, and the opportunity for this to be rallying call of luxury brands and goods producers in India is huge. Many of the larger and more established Luxury brands find it very hard to change their ways of working to incorporate the much-needed changes to what and how they produce their goods. That inevitably results in them resorting to short-term PR led 'launches' and use of innovation to give the impression that they are truly reforming their collections, although many are very small elements of the range.

One of the biggest challenges in Sustainability is the high production volumes, and whilst Luxury is certainly not even close to the manufacturing volumes of fast fashion, they do still produce a lot of products, many of which will go unsold and are either burned or sold off cheaply in outlets to avoid damaging the brand image.

To be truly Sustainable in business you have to be prepared to ask difficult questions about every single aspect of your operations. For example, why do clothing manufacturers still have to wrap their production in plastic bags that are never used again? Why does jewellery have to be shipped in tiny self sealing plastic pouches? Are exotic skins of crocodile and python really appropriate for modern Luxury consumers?

You are no longer driving your response to Sustainability, the consumer is. So you'd be wise not to disappoint them or they might just decide to buy a different brand..

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

- If you want to understand more about the basics of Sustainability, this course is for you.
- If you are looking for some ideas and inspiration on how your brand could respond better, this course is for you..
- If you are concerned about the need to avoid Greenwashing, this course is for you.

This course will provide you with a good foundation of understanding of Sustainability means, and how Luxury and Premium brands can respond effectively to the consumers' demands. It is a great way to quickly understand the issues so that you can start to come up with your own plan for the future.

You have to be realistic though. You will not be able to everything, unless you are starting up a new brand now in which case Sustainability can be baked into its DNA from the start. Also, you should consider the various options that are open to you and then implement them honestly and completely.

Sustainability is a journey that doesn't end, but now you can make a start.

Who is this for:

- Existing brand owners wishing to integrate Sustainability more
- Business owners wanting to understand the opportunities and challenges surrounding Sustainability initiatives

Online
OR
Offline

12 hours
+ assignment

What this course covers

The course has been developed to give a foundation level of knowledge about Sustainability and Luxury brands.

What you'll learn:

- ✓ The three main foundations of Sustainability and why they matter
- ✓ The shifts in consumer attitudes that brands need to be aware of
- ✓ How innovation and innovative thinking in Premium and Luxury brands can help customers be more Sustainable
- ✓ The definition of 'Greenwashing'
- ✓ How to spot Greenwashing in Luxury brands – and avoid being accused of it yourself!

This course includes:

- Tutor guided online or offline learning
- 4 step by step modules
- Topic specific workbook for each module
- 4 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 the basics of Sustainability and have some thoughts on how you can be more sustainable as a consumer
2. Understand how Luxury brands have currently responded and why they need to do better
3. Know the issues that matter to your consumers and how you could start to respond to them
4. Have been inspired by the different forms of innovation and innovative thinking being adopted by brands
5. Know what Greenwashing is, and have a checklist of things to look for from brands in future so you can spot it

“Demand quality, not just in the products you buy, but in the life of the person who made it.

ORSOLA DE CASTRO

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 planet wait for businesses to get their act together on climate change and Sustainability.

By understanding the basics you can start to work out what you CAN do – and then do it!

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: **UFS**



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 more about what makes a Luxury brand '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.

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 Luxury brands work will give you a fantastic insight into the mindset of the Luxury consumer as you start to think about how you or your brand could enter that market..

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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