



decoding:
Luxury

How to develop a Sustainable brand idea

Workshop Prospectus 2022

Idea Generation is both an art and a skill, and now with Sustainability being a major driver of new brands you need to think about many more factors when creating a concept.

Understanding the Luxury landscape and changes will get you part of the way, and having a strong foundation of knowledge about Sustainability will ensure that you include the elements that will make your new brand concept acceptable to the consumer. However you also need to know how to use and apply some useful techniques and approaches that can unlock levels of creativity that will surprise you.

This specialist workshop is hosted by sustainability and luxury brand experts and they will guide you throughout the 3 hours where you will learn a number of different ways to develop and explore new concepts that have the potential to be a sustainable luxury brand of the future. It's fun, fast, and full of practical tips that you can take from the session and continue to refine your ideas.

What does a great idea look like? How can you create something that is innovative and exciting for consumers? Even if you don't consider yourself to be 'creative' you will discover that you can also develop good ideas using the techniques you will learn.

In this workshop you will:

- The foundations of Sustainability for brands
- New opportunities emerging from the Luxury Shift
- Exploring different ways to generate ideas
- Developing early stage ideas
- Presentation of new concepts to the group

This course includes:

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

We're in the age of the idea. The organisation that can develop a culture of creativity and idea generation whilst being focused on sustainability will be the winners.

Kevin Roberts

Designed to suit your needs

The Workshop format has been developed to provide a Foundation level of knowledge about the importance of innovation and ideas generation that puts Sustainability at the heart of the process:

- A group discussion approach that develops a community of like-minded people
- Expert tutors and specialists in idea generation and sustainability to guide your learning
- Workbooks and checklists to use during and after the workshop
- Evening sessions to fit in with your other commitments or studies

Who is this for:

- Employees wanting to improve their idea generation at work
- Business owners wanting to improve the quality of ideas and innovation
- Individual wanting to learn techniques that improve their creative skills

**Online
or
Offline**

3 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



HELEN COOPER

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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