



decoding: *Luxury*

How to find your space in the Luxury market

Course Prospectus 2022

For many business owners looking ‘from the outside in’, the Luxury market is attractive if rather mysterious, being one that seems to operate with a different set rules – and if you don’t know the rules of the game how can you ever become a player?

Certainly Luxury is a glamorous market and the profit potential is higher than any other, but it can be a challenge to work out where your existing skills and resources can fit in. Finding someone in the business world who can provide you with that knowledge or reassurance is difficult, and all too often company owners with the ambition to get into Luxury try ideas and brands that just don’t quite hit the mark with an affluent audience to make the effort worthwhile.

Understanding the background and characteristics of the market is a good starting point, and sometimes someone with no previously knowledge can spot the best opportunities! Becoming familiar with the other brands that operate in your sector within the Luxury market can give you some clues, but you have to find your own identity and unique proposition if you want to attract loyal consumers long term.

Research is key. Whether that is done face to face with your target consumer groups, managed by yourself or through an agency, or via surveys and polls, the more information you can gather about the consumer up front the more likely you are to find a niche that suit your skills and resources and meets a need for the consumer.

Whilst business is all about risk and reward, you need to understand those risks and opportunities first!

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 have an ambition to take your business into the Luxury market, then this course is for you.
- If you want to elevate an existing brand so that it could be considered ‘Luxury’, this course is for you.
- If you are just thinking about where you could find your next phase of growth and want to look into the opportunities in Luxury, this course is for you.

We will give you the different tools and techniques, as well as practical guidance using our personal experience in Luxury, to help you make decisions confidently and understand your commercial opportunity.

From looking at the global and Indian Luxury markets where we will highlight areas that we believe have strong future potential, to analysing your current business as a Luxury player, we will show you the best way to find your space in the Luxury market.

New initiatives can cause serious disruption in existing businesses, so the more you are prepared for that and have a real understanding of why you want to make the move, the better you will manage the process.

Who is this for:

- Existing brand owners wishing to reposition a brand to be ‘Luxury’
- Business owners wanting to understand the Luxury market for future expansion

**Online
or
Offline**

**12 hours
+ assignment**

What this course covers

The course has been developed to give a base of essential tools and techniques that will help you evaluate your potential for growth in Luxury.

What you'll learn:

- ✓ The structure and features of the global and Indian Luxury markets
- ✓ The 6 key categories driving growth in Luxury Personal Goods in India
- ✓ A structured approach to gathering market intelligence that becomes a living resource
- ✓ Three amazing ways to explore your business's niche in Luxury – without you having to spend anything
- ✓ Ways to use market research to develop better insights and create your own ongoing surveys

This course includes:

- Tutor guided online 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. Have determined whether Luxury has the potential for you and your business.
2. Identified a specific niche that suits your existing resources and skills.
3. Learn about the different types of data and market research techniques to gather it.
4. Understand the growth areas in India's Luxury market that you could exploit.
5. Get closer to your target consumer and understand their needs and wants from Luxury brands.
6. Made a decision on whether to pursue the move into Luxury or not.

Only those who will
risk going too far
can possibly find
out how far one
can go

T.S. ELIOT

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 and your business**
- 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.

“When you want to move out of your comfort zone you need to be sure of your reasons for doing so.

This course will teach you the techniques and ways of deciding whether it's a good idea before you take the plunge.

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: **FSLM**

MEET HELEN



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 identifying where your business could fit in 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.

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, as well as being an entrepreneur myself.

Whenever I've had to evaluate a new market or sector to develop a brand for I always start with a clear and pragmatic analysis of the existing resources and skills available to me. I've found that if you can grow without having to seriously disrupt your usual operations you are more likely to succeed. Using my experience I have gathered together a few tried and tested techniques that I always rely on when deciding how and why to enter a market. This practical knowledge is so helpful – and more importantly – fast and easy to learn and apply, that I wanted to share it with other businesses, and that's why I have developed this course, so you can avoid making costly mistakes and create better business opportunities.

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.

We'll show you how to decide where and how you can enter the Luxury market so that you can achieve your goals.

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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