

decoding: *Luxury*



How to create a modern Luxury brand

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.

Why this course is for you

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

Luxury is a market that is built on emotion, and the best way to build and communicate that emotion is through storytelling. Whilst many other brands use this technique, they do not rely so heavily on it. But telling a good story requires careful thought and practice, because the brand is not the centre of the story; the customer is. By making them the hero you make your brand come to life through them and that's when it is powerful.

We teach you how to create your own brand story and to tell it well, but also how it is used as the basis for your essential brand foundations of Vision, Mission, Promise and Values. We share some easy ways to develop these so that you can move on to think about how you will ultimately deliver real value to your customers.

The value creators and the ways that we define a luxury brand are changing. Old Luxury is being challenged by New Luxury, and so we show you how to get ahead in the market and appeal to a new generation of luxury consumers who are searching for new 'Discovery' brands. We show you how to identify these consumers and understand their needs and motivations, not just as shoppers but in different ways too.

If you are interested in creating a luxury brand, this is the fastest and most practical, informative way to get a better understanding of what you need to know to build something extraordinary.

Who is this for:

- Aspiring entrepreneurs and postgraduates wanting to start own brand
- Employees wanting to understand how luxury brands are created

Online
OR
Offline

21 hours
+ assignment

What this course covers

The course has been developed to give a base of essential information and skills that you will need when creating a luxury brand.

What you'll learn:

- ✓ How to write a compelling brand story
- ✓ How to create the foundations for a Luxury brand
- ✓ How to target your customer and know what the new Luxury customer needs
- ✓ How to develop insightful customer personas
- ✓ The Luxury Value creators you need to develop
- ✓ How to develop a multi-sensory Luxury brand identity
- ✓ The different criteria used to define luxury in Old Luxury and New Luxury brands

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. Defined your luxury brand's foundations
2. Developed your priorities for the Value Creators required by your brand that persuade customers to buy from you
3. The identity and pain points of your target customers
4. How the customer can become a collector and an investor in your brand
5. The New and Old Luxury criteria that will allow you to create a relevant and high value brand
6. The way to create a superb brand identity that stands out for all the right reasons

Wealth doesn't necessarily translate to buying the most expensive thing in the market. Now we're starting to see customers look for what's different in the market.

ELIZABETH LIAU

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.

“When you build a Luxury brand on strong foundations you create a brand heritage that can last for generations.

This course will teach you the essential techniques and show you how to attract your target consumer.

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: **CMLB**



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 creating a Luxury brand.

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.

I have lost count of the number of brands that I've created or repositioned during my career, and each of them have been successful in reaching a new customer with a compelling proposition. Naturally I've made mistakes just like anyone else, and I've learned from them. However, what I do know is that I often wished for some practical rather than academic help along the way, as theories can't help you as much as real life knowledge. That's why I have brought those lessons together with my lifetime of experience into this course, so you can avoid making the same mistakes and create better brands faster.

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.

The two biggest reasons for businesses failing are a lack of strategic planning and branding that does not reflect Luxury expectations. We'll show you how to position your brand as 'Luxury' 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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