

A woman with long blonde hair, wearing a crown and a black and gold sequined dress, is sitting in a red tufted chair. She is looking thoughtfully to the side with her hand near her chin. The background is a grand, ornate room with chandeliers and arched windows.

decoding: *Luxury*

How to develop Storytelling as a Luxury brand

Workshop Prospectus 2022

ABOUT THIS WORKSHOP

A simple truth about Luxury brands is that they all have a story to tell.

Whether it is the background history of the Founder brought to life over the years with a gradual building of legends (and some myths) that add to the allure of the brand they created, or a new chapter in the Story developed by new ideas and innovation. Luxury is all about Stories.

Luxury is also never a rational decision to purchase. It is bound up with deep emotional feelings and a sense of who you are as an individual. That means that the brand story has to connect with you, reflect your interests, dreams, and Values, and ultimately persuade you that they are the right choice.

Indian culture is full of amazing stories that can provide inspiration for the ideas and themes that you will want to create for your brand. Don't lose sight of your heritage; simply contemporise it!

So If you are involved in a brand that is currently positioned as 'Luxury' or would like to reposition a brand to become part of the Luxury market, the first thing you need to get right is your storytelling. Even as an individual, if you are looking to develop a career in Luxury your own personal story needs to position you as a special brand.

This workshop will help you to start writing better brand stories that connect with your target consumers.

In this workshop you will learn:

- The history of Storytelling and Indian culture
- Why Luxury brands need storytelling
- Using the SHARE method to develop your themes
- How to write a compelling Brand Story
- Case studies in Luxury brand storytelling

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

A great story is true. Not necessarily because it's factual but because it's consistent and authentic

Seth Godin

Designed to suit your needs

The Workshop format has been developed to provide a Foundation level of knowledge about the different ways to improve your brand storytelling::

- A group discussion approach that develops a community of like-minded people
- Expert tutors and specialists in storytelling 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:

- Businesses and brand managers wanting to develop better Brand Stories
- Entrepreneurs creating their brand myths of the future
- Individual wanting to create their own personal brand story

**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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