

decoding: *Luxury*

How to develop a Luxury brand and product strategy

Course Prospectus 2022

To anyone looking from the 'outside in' at the Luxury market, it can often be a bit of a mystery why some brands are considered 'Luxury' whilst others that look very similar are not 'Luxury'.

What is the special 'magic' that Luxury brands seem to have that attracts consumers to them? It's an important question to ask – and to understand – for any business wanting to find their way into the Luxury market. If they slightly misjudge your consumer or fail to deliver the level of difference and innovation in the products they offer, their venture is likely to fail.

A product and innovation strategy will drive the perception of a brand, effectively helping to define what a brand will be famous for, but the Luxury consumer is not driven by functionality. Emotion is the main driver in their decision to purchase from a brand, which is why it is often said that Luxury brands don't have competitors but lovers, and the consumer can switch their affections to a brand that appeals more strongly to them. The brand's goal is to marry them for life!

The sales channel shift in Luxury is certainly creating challenges for luxury brands. The emotional connection with a brand has been associated for years with the face to face offline retail environment, with highly trained staff who use the selling ceremonies to engage with the customer on a personal level. However, if the customer now chooses to buy online, especially in tier 2 cities where branded offline retail stores might not exist, brands need to think carefully about how that personal connection can be achieved.

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

This course has been designed to help existing brand and business owners to reposition an existing brand to be perceived as more luxurious by consumers, and to highlight the specific areas that need to be considered carefully.

If you are thinking about, or have already decided, to expand into the Luxury market, we will help you understand the nuances of products and innovation in Luxury, guiding you to the best strategic option for your needs, and give you a deeper and better understanding of who your consumer is likely to be.

We ask questions of your decisions on sales channels, help you develop the selling ceremonies that are a fundamental part of the Luxury customer journey, and work with you to determine the pricing strategies that suit you best.

As with all of our courses, this has been designed to teach you the skills and underlying knowledge that will help you and your teams achieve the goals that you have set for your business, and the 1-2-1 support that you receive throughout is more like a personal consultancy that's available to you when you need it.

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

18 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:

- ✓ The different consumer types who will impact your brand's growth and success
- ✓ The four innovation strategies in Luxury
- ✓ The profile and expectations of the Luxury customer
- ✓ How to develop a marketing plan that connects with your target consumer at different stages in their Journey with you
- ✓ How to select and manage the right sales channels for your brand
- ✓ The role of products and brand architecture
- ✓ The Golden Rule of pricing

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 product and innovation strategy
2. Understood how the different consumer types will 'adopt' your innovation
3. Have a better approach to assessing the right sales channels for your brand
4. Decided on your pricing strategy
5. Created a clearly targeted consumer persona using a better knowledge of the HNW customer needs
6. Developed a structured and well-focused marketing plan that reaches your target consumers

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 develop a Luxury brand you need to be innovative to stand out.

This course will teach you the essential strategic and operational thinking 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: **DLBP**



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 modern 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.

The two biggest reasons for brands failing are a lack of strategic planning and products that don't 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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