

decoding:
Luxury

Get ready for a career in Luxury

When you are looking to find your way into Luxury as a new employee, or even to try to gain a promotion with your current employer, you will need to feel confident in your own understanding of what Luxury is and how you will best fit into it.

That's why we have developed this unique Programme.

In partnership with India's leading recruitment group for the premium and Luxury brands in India, we have created a comprehensive selection of important training courses that will take you from 'Zero to Hero' in just 10 weeks. From gaining a clear understanding about what Luxury actually IS, to knowing how to choose that all important first employer, and developing your own personal brand so that you look like you belong in the Luxury market, we will give you the knowledge and confidence to pursue your goal of finding the perfect role in Luxury.

We also have sector Inductions where our experts in each of the three areas will give you a thorough grounding of how that sector works, the language used, and the selling ceremonies that are vital to providing the customer with the essential 'Luxury Experience'. You choose the one that is the one that you want to work in.

And to round it off, you will have 1-2-1 expert career guidance from our placement partners, helping you understand the 8 factors that a future employer will be looking for from their new recruits. At the end of the whole Programme, if you have successfully passed all of the 5 courses you will be offered a guaranteed job interview with a brand that suits your ambitions.

That's right, in just 10 weeks you could be in front of a future employer and about to begin your new career in Luxury. Not an internship but a permanent job with a good salary to get you started on the right track.

No other School can offer you this.

The Programme includes:

- Expert tutor-guided online learning
- Interactive lessons and workshops
- Practical tips and advice
- Group discussions
- A workbook for each course
- End of course Certificate

Designed to suit your needs

If you want to start a career in Luxury you don't want to 'wait in line'. We help you kickstart your career with a dedicated team of experts that will get you 'Market Ready, Sector Ready, and Job Ready.'

- A group discussion approach that helps you learn and start building your network
- Expert tutors and specialists in Luxury and careers in Luxury

Who is this for:

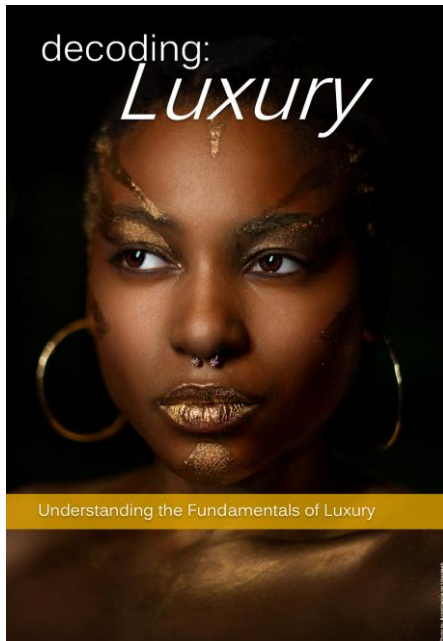
- New employees wanting to find their first role in a specific Luxury sector
- Middle managers wanting to stand out to accelerate their career

Online or
Offline

I don't believe that the objective of higher education is a short internship that has no job at the end. That's why we have created this unique Programme!

Helen Cooper

Part 1: UNDERSTANDING THE FUNDAMENTALS OF LUXURY



Course ref. code: UFLX

Delivery of classes:

Available Online across India

Offline classes available in Mumbai only

Total duration: 10 hours + workbook exercises

Number of modules: 5

Certificate on completion: Yes

Maximum number students per group: 10

Course overview:

The Luxury market has always held a fascination for both businesses and consumers – especially for those who want to find a way to be more involved in it.

However, many people are not really clear about what Luxury actually IS. It's a tricky question because Luxury is something that is experienced and felt not simply owned. The extraordinary attention to detail will give a clue as to why Luxury brands can commend such a high price, but that isn't the only reason.

Luxury is also constantly evolving, bringing new innovation and ideas to consumers who have the disposable income to try them out without worrying about the cost of not liking the item or service itself. The definition of Luxury is also changing, which opens up new opportunities for businesses and new entrepreneurs, but adds further to the confusion.

Clearly there needs to be an induction into the world of Luxury for those who are not familiar with it, so let us be your guides and show you how you can spot the reasons why Hermès is a Luxury brand, whilst H&M is not!

Reasons why this course is for you

- If you want to reposition your brand as a more luxurious brand, this course is for you.
- If you want to understand more about how Luxury is defined and delivered, this course is for you..
- If you are evaluating the opportunities presented by the Luxury market and want to understand the specific challenges of it, this course is for you.

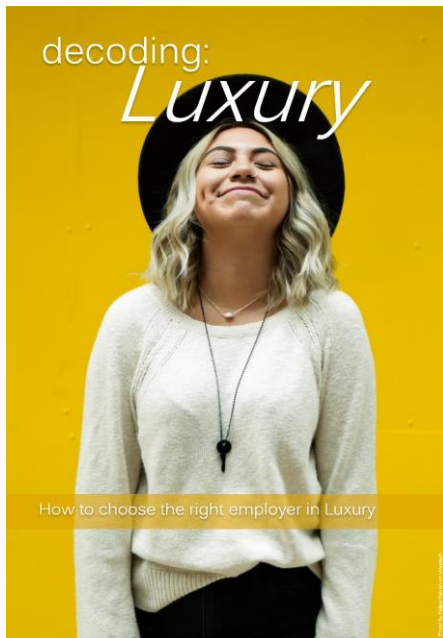
At the end of this course you will:

1. Understand what it means to be a Luxury brand
2. Know more about the unique value and experience that Luxury brings to the customer
3. Understand the sensory differences between Luxury brands and Premium and Mass ones
4. Appreciate the need for detail and exceptional craftsmanship in delivering the Luxury brand promise
5. Appreciate the need for innovation and for Luxury brands to be leading edge in order to continue to evolve Luxury and attract the consumers
6. Know how to tell a great brand story that engages with the consumer

This course includes:

- Tutor led seminars (1 per module)
- Topic specific workbook for each module
- Suggested reading lists and further research
- Course introduction audio book
- 5 modules with step by step information
- Audio books x 5 (1 per module)
- 24/7 access to online materials
- Membership of WhatsApp group

Part 2: HOW TO CHOOSE THE RIGHT EMPLOYER IN LUXURY



Course ref. code: CREL

Delivery of classes:

Available Online across India

Offline classes available in Mumbai only

Total duration: 6 hours + assignment

Number of modules: 3

Certificate on completion: Yes

Maximum number students per group: 10

Course overview:

The power of the potential employee has never been stronger in a market that is growing with insufficient high quality and knowledgeable candidates to fill the roles.

Now there is no need to grab at any opportunity that comes your way, which is important as and one of the main causes of personal stress is an incompatibility with a workplace or cultural values of an Employer. The Gen Z and younger Millennials candidates are making their decisions about which firm to work in on a different set of criteria than used by previous generations.

This course shows you why an alignment with personal Values is critical. A commitment to sustainability and fairness in working and operational practices is now a standard benchmark for the more eco-conscious generation. An opportunity to benefit from training and development to allow an individual to grow their potential into lasting careers is expected.

When you're wanting to start a career in Luxury, selecting the first step and the first employer is a vital decision.

Reasons why this course is for you

- If you are starting to look at where you will begin your career in Luxury, this is the course for you.
- If you want to be more self aware of the things that really matter to you, this is the course for you.
- If you want to know how you can research potential employers in more detail before applying, this is the course for you.

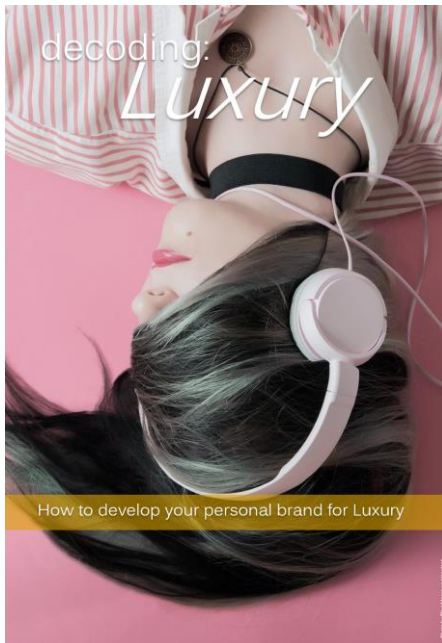
At the end of this course you will:

1. Have defined your own Values using a four step process
2. Have found out how to identify the 'Brand Speak' from the Reality about a company
3. Have learned about the wider Luxury ecosystem and identified a place for you in it
4. Understand the different levels of involvement and potential for skills growth in western and Indian luxury brands
5. Have a comprehensive, easy to use template to complete thorough research

This course includes:

- Tutor led seminars (1 per module)
- Topic specific workbook for each module
- Suggested reading lists and further research
- Course introduction audio book
- 3 modules with step by step information
- Audio books x 3 (1 per module)
- 24/7 access to online materials
- Membership of WhatsApp group

Part 3: HOW TO DEVELOP YOUR PERSONAL BRAND FOR LUXURY



Course ref. code: DPBL

Delivery of classes:

Available Online across India

Offline classes available in Mumbai only

Total duration: 4 hours + assignment

Number of modules: 2

Certificate on completion: Yes

Maximum number students per group: 10

Course overview:

Luxury is an incredibly image conscious market, and so it's important that if you want to find a career in it you have to look and sound like you belong there.

That doesn't mean buying Luxury goods yourself, but in reality YOU are the Luxury items that an employer is hoping to attract, so you need to 'package' yourself to have a chance of being seriously considered for a role.

That doesn't mean making you into someone that you aren't though. That kind of artificial persona will soon be found out and you will be viewed as dishonest or even worse, untrustworthy. Your personal brand has to reflect who you are – your better self. Authenticity and personality are key to finding out how you can be yourself. You need to be memorable and to stand out from the crowd, but still blend in seamlessly to the world you want to enter. It's a tricky balance, which is why we have dedicated a course to the subject.

From your hair to your clothes, and your personal grooming to the way you speak, you need to know what is expected of you, and then find a way to become the best candidate for the job.

Reasons why this course is for you

- If you have an ambition to start a career in Luxury, then this course is for you.
- If you are struggling to define your own personal brand and identity, this course is for you.
- If you are wanting to find out how you can reflect your own style but stay within the acceptable rules of appearance in Luxury, this course is for you.

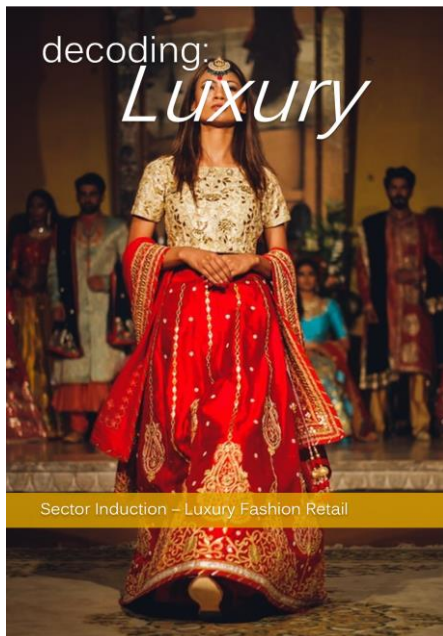
At the end of this course you will:

1. Have defined your own brand identity and understand what is driving that in you
2. Identified the personality traits that you display and understand whether they are positive or negative
3. Have better self-awareness of how you currently look and the message that sends out
4. Have learned about the simple things you can do to improve your image without spending a fortune
5. Know the habits and 'public social face' to be avoided

This course includes:

- Tutor led seminars (1 per module)
- Topic specific workbook for each module
- Suggested reading lists and further research
- Course introduction audio book
- 2 modules with step by step information
- Audio books x 2 (1 per module)
- 24/7 access to online materials
- Membership of WhatsApp group

Part 4a: UNDERSTANDING THE LUXURY FASHION RETAIL SECTOR



Course ref. code: ULFR

Delivery of classes:

Available Online across India

Offline classes available in Mumbai only

Total duration: 12 hours + industry simulation exercise

Number of modules: 4

Certificate on completion: Yes

Maximum number students per group: 10

Only available with 'Understanding the Fundamentals of Luxury' course or as part of the 'Get ready for a career in Luxury' programme

Course overview:

When you are looking to find your way into Luxury as a new employee, or even to try to gain a promotion with your current employer, you will no doubt have a preference for the sector that you choose to work in.

Whilst each of the key Luxury sectors will have similarities in how they position themselves as 'Luxury' there will be some differences between the sectors, for example in sales reporting. And analysis, the ceremonies involved in delivering the right experience for the customer, and even the language that is used.

That's why we have developed this series of sector specific courses to help you understand more about the sector that you are most interested in working in. The modules in this course are in a workshop format.

For this course, you will be taught by tutors who have worked with top Luxury retailers, including Gucci, and they will bring their significant experience in delivering 'hard' and 'soft' luxury and premium brands to life in this course that they have designed for you. By the end of this you will have a solid understanding of what it takes to be brilliant in Luxury Fashion Retail as a career.

Each element of this course is taught in a workshop, interactive style that helps you really understand more about what this sector is all about.

Reasons why this course is for you

- If you have an ambition to start a career in Luxury Fashion Retail, then this course is for you.
- If you want to switch into Luxury Fashion Retail from another sector, this course is for you.

At the end of this course you will:

- Understand the selling ceremonies and customer experience of Luxury Fashion Retail
- Know basic analysis and KPIs used in reporting performance in the sector
- Understand and appreciate how the products are made
- Appreciate the different sales channels for the sector (field trips available at additional cost)
- Learn the language of the sector, with definitions of important words
- Complete an Industry Simulation exercise with a Luxury brand

This course includes:

- Tutor led seminars (1 per module)
- Topic specific workbook for each module
- Suggested reading lists and further research
- Course introduction audio book
- 4 modules with step by step information
- 24/7 access to online materials
- Membership of WhatsApp group

Part 4b: UNDERSTANDING THE SUPER PREMIUM BEAUTY SECTOR



Course ref. code: USPB

Delivery of classes:

Available Online across India

Offline classes available in Mumbai only

Total duration: 12 hours + industry simulation exercise

Number of modules: 4

Certificate on completion: Yes

Maximum number students per group: 10

Only available with 'Understanding the Fundamentals of Luxury' course or as part of the 'Get ready for a career in Luxury' programme

Course overview:

When you are looking to find your way into Luxury as a new employee, or even to try to gain a promotion with your current employer, you will no doubt have a preference for the sector that you choose to work in.

Whilst each of the key Luxury sectors will have similarities in how they position themselves as 'Luxury' there will be some differences between the sectors, for example in sales reporting. And analysis, the ceremonies involved in delivering the right experience for the customer, and even the language that is used.

That's why we have developed this series of sector specific courses to help you understand more about the sector that you are most interested in working in. The modules in this course are in a workshop format.

For this course, you will be taught by tutors who have worked with Beauty brands, including Boots, Avon, Yardley, Wella, and Neal's Yard Remedies, and they will bring their significant experience in product innovation and development, branding, and consumer experience in this course that they have designed for you. By the end of this you will have a solid understanding of what it takes to be brilliant in Super Premium Beauty as a career.

Reasons why this course is for you

- If you have an ambition to start a career in Super Premium Beauty, then this course is for you.
- If you want to know more about how Super Premium Beauty works and how it responds to consumer needs, this course is for you
- If you want to switch into Super Premium Beauty from another sector, this course is for you.

At the end of this course you will:

- Understand the selling ceremonies and customer experience of Super Premium Beauty
- Know basic analysis and KPIs used in reporting performance in the sector
- Understand and appreciate how the products are made and gain useful technical insights
- Appreciate the different sales channels and challenges (field trips available at additional cost)
- Learn the language of the sector, with definitions of important words
- Complete an Industry Simulation exercise with a Luxury brand

This course includes:

- Tutor led seminars (1 per module)
- Topic specific workbook for each module
- Suggested reading lists and further research
- Course introduction audio book
- 4 modules with step by step information
- Audio books x 4 (1 per module)
- 24/7 access to online materials
- Membership of WhatsApp group

Part 4c: UNDERSTANDING THE LUXURY CAR RETAIL SECTOR



Course ref. code: CLCR

Delivery of classes:

Available Online across India

Offline classes available in Mumbai only

Total duration: 12 hours + industry simulation exercise

Number of modules: 4

Certificate on completion: Yes

Maximum number students per group: 10

Only available with 'Understanding the Fundamentals of Luxury' course or as part of the 'Get ready for a career in Luxury' programme

Course overview:

When you are looking to find your way into Luxury as a new employee, or even to try to gain a promotion with your current employer, you will no doubt have a preference for the sector that you choose to work in.

Whilst each of the key Luxury sectors will have similarities in how they position themselves as 'Luxury' there will be some differences between the sectors, for example in sales reporting. And analysis, the ceremonies involved in delivering the right experience for the customer, and even the language that is used.

That's why we have developed this series of sector specific courses to help you understand more about the sector that you are most interested in working in. The modules in this course are in a workshop format.

For this course, you will be taught by tutors who have worked with top Luxury car brands retailers, including Jaguar, Porsche, Audi, Land Rover, and Mercedes-Benz and they will bring their significant experience in achieving successful careers and sales in this course that they have designed for you. By the end of this you will have a solid understanding of what it takes to be brilliant in Luxury Car Retailing as a career.

Reasons why this course is for you

- If you have an ambition to start a career in Luxury Car Retail, then this course is for you.
- If you want to know more about how Luxury Car Retail works and how it adapts to consumer needs, this course is for you
- If you want to switch into Luxury Car Retail from another sector, this course is for you.

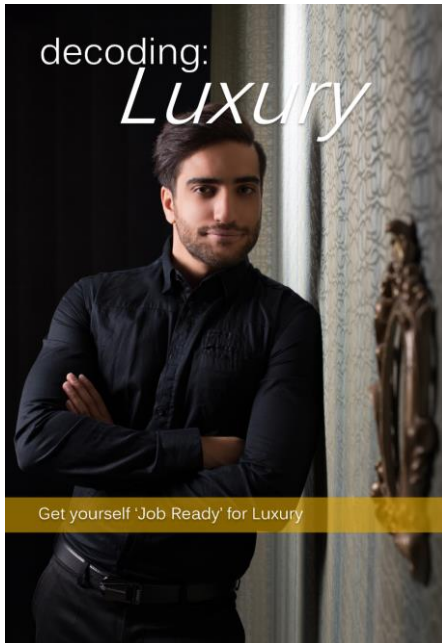
At the end of this course you will:

- Understand the selling ceremonies and customer experience of Luxury Car Retail
- Know basic analysis and KPIs used in reporting performance in the sector
- Understand and appreciate how the products are made and the technical knowledge
- Appreciate the specific sales showroom environment (field trips available at additional cost)
- Learn the language of the sector, with definitions of important words
- Complete an Industry Simulation exercise with a Luxury brand

This course includes:

- Tutor led seminars (1 per module)
- Topic specific workbook for each module
- Suggested reading lists and further research
- Course introduction audio book
- 4 modules with step by step information
- Audio books x 4 (1 per module)
- 24/7 access to online materials
- Membership of WhatsApp group

Part 5: GET YOURSELF 'JOB READY' FOR LUXURY



Course ref. code: GJRL

Delivery of classes:

Available Online across India

Offline classes available in Mumbai only

Total duration: 6 hours

Number of modules: 4

Certificate on completion: Yes

Maximum number students per group: 10

Available as part of a 'Made to Measure' or the 'Get ready for a career in Luxury' programme

Course overview:

One of the truths most often overlooked when leaving university is that a college graduate is still not fully prepared for a successful transition into the workplace. Getting 'Job ready' is not only an important step in navigating this stage but extremely beneficial to candidates looking to create a bright future. We have devised a tried and tested approach which is broken down into 8 core competencies to get you Job Ready so you can set yourself up for career success from the very beginning.

Having placed a huge number of candidates in this industry, our placement partners understand every single challenge and aspect of the job requirement. Candidates need to understand what the industry, their company and their job role demands from them. To make it easier for the candidates, we have designed a personalised career path within the Luxury space, helping you to make the right choices for your career.

Our placement partner's expertise lies in counselling & educating candidates based on their interest and qualifications, but also in placing candidates with companies where they will have the greatest chance of success at the start of a fulfilling career.

Reasons why this course is for you

- You are focused on starting a successful career in the Luxury market
- You want to move across into Luxury from a different market and need to have a better understanding of how Luxury differs
- You want to shift between product sectors in Luxury and need to have more appreciation of the options open to you.

At the end of this course you will:

1. Understand the 8 core competencies that will deliver your success in the workplace
2. Have identified your own strengths in these areas, and developed some strategies for improving them
3. Gained an understanding of the Luxury and premium retail sector in India and the roles available to you
4. Understand how to identify your own niche in the market
5. Identified brands that fit your own style and personality
6. Created an interview winning resume, with practised interviewing techniques for success

This course includes:

- Expert led seminars (1 per module)
- Workbook for each module
- Suggested reading lists and further research
- 4 modules with step by step guidance
- 24/7 access to online materials
- Membership of WhatsApp group

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

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.

Copyright © Helen Cooper School of Luxury 2022
All rights reserved

No part of this document or specific course materials may be reproduced, stored or transmitted to any other retrieval system external to that provided by the Helen Cooper School of Luxury without the express permission of the copyright owner.

This will be enforceable under United Kingdom and India Intellectual Property law.