



decoding:  
*Luxury*

How to identify and reach the Luxury consumer

Course Prospectus 2022

**Unless you are already a member of the High Net Worth consumer group yourself, understanding what makes them tick can be very difficult, but it is vital for your success when creating a brand that is targeting them.**

Like all other consumers, the Luxury consumer does not want to feel like they are all being treated the same way. Whilst their wealth may incline them to broadly similar brands, they have the disposable income to make their own choices without being concerned about what others might think of them. And not all Luxury consumers are wealthy!

The ability of a brand to encourage their consumer to become a Collector or Investor in their products takes time to establish but it is well worthwhile as part of a VIP strategy within your brand. The long term loyalty of this consumer is highly valuable, but you need to make the right choices at the very beginning of your journey to give you the opportunity to achieve this.

Identifying a consumer group is only the first step, and with the need for greater personalisation and niche targeting, you need to go much further in order to really connect with your consumers. Being able to profile them in ways that will help you make investment and product decisions is a huge advantage, because the customer journey with you will be the ultimate test as to whether they choose to buy from you or not.

Reaching the Luxury consumer can be difficult and requires a building of trust between you, but if you are patient and have the right approach and strategies it is possible to develop a strong base of high value consumers.

## 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 appeals to the HNW consumer, this course is for you.
- If you are evaluating the opportunities in Luxury and want to understand the specific challenges within it, this course is for you.

This course explains how there is a definite hierarchy, even amongst the wealthiest consumers, that needs to be respected. The vast majority of 'HNW' consumers are actually only modestly rich, and you need to know how the relative wealth of each tier will impact the decisions that you make about your brand experience, marketing, and even the product.

If you have a structured and strategic approach to the consumers that you wish to attract you will be in a better position to respond quickly to their demands and preferences. The brand experience in Luxury is paramount, but the need of the very wealthy customer for privacy and discretion, as well as preferential treatment and access to bespoke and limited edition products, is a fundamental requirement. We'll show you how to identify and reach the Luxury consumers with your brand.

*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

## 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 to identify and profile the Luxury consumers you want to target.

What you'll learn:

- ✓ The definition and hierarchy of the High Net Worth consumer.
- ✓ The four main archetypes to build on.
- ✓ How to develop a detailed consumer profile that provides clarity on their needs and level of investment from the business.
- ✓ The different stages in a Luxury consumer's journey that provide opportunities for your brand to 'Wow'.
- ✓ The definition and relevance of digital marketing in Luxury
- ✓ How HNW consumers respond to marketing and technology

## 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 identified the tier of HNW that you want to attract, and how to do so.
2. Have created a number of target consumer profiles that are detailed and brought to life for your business.
3. Learned how to develop touchpoints that deliver and delight the customer with excellent brand experiences.
4. Started to map out your own Luxury consumer's journey through your brand to pick out areas of opportunity and weakness.
5. Developed a better understanding of digital marketing and how data can drive your decisions

**Any luxury too easily obtained is probably not a luxury at all**

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## 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 explore new worlds you'd better make sure that the natives are friendly!

This course will teach how to make sure that what you have to offer is what the Luxury consumer wants to buy.

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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: **IRLC**



## 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 how your brand could reach the Luxury consumer.

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](http://www.helencooperluxury.com)

For more information please contact [learn@helencooperluxury.com](mailto: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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