

decoding:  
*Luxury*



Find your Future in Luxury

Programme 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.

*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

## Why this Programme is for you

The Luxury market is the only place to be if you want to build a profitable business for the long term as it is not driven by function or price but by emotion – and emotion is 'priceless'.

Entrepreneurship is all about taking risks – but they need to be well-considered judgements and not simply mistakes due to a lack of knowledge or guidance.

If you are committed to becoming an entrepreneur in Luxury you need to not only be able to develop an idea that can become a luxury brand and business, but also learn the skills and techniques that can reduce your risks. That's where we can help you by sharing our experience and expertise in ways that will help you avoid making the common mistakes made by many start-ups. You

However, there is a world of opportunity for you in Luxury, you just need to know how to get into it and find the right customers – and then make sure you keep them happy so that they come back to you.

We are the only School to give you the practical, experience based knowledge that will give you a head start in getting your new luxury brand and business up and running.

## Who is this for:

- Aspiring entrepreneurs and graduates
- People wanting to accelerate a career in Luxury brand marketing
- Friends and family wanting to help a relative kickstart their business

Online  
course

120 hours

## What this programme covers

The programme uses the five individual courses that have been developed to give you the broadest and most useful level of knowledge that you'll need as an entrepreneur in luxury.

What you'll learn:

- ✓ How to develop a Purpose-driven Luxury brand and why Purpose matters
- ✓ How to become an entrepreneur in Luxury and where to find your funding
- ✓ How to find your Opportunity in Luxury and what the Luxury eco-system means
- ✓ How to create a Luxury brand that is memorable and unique
- ✓ How to launch a Luxury brand and use social media to reach your target consumer

## At the end of this programme you will have:

1. Understood the brand foundations that you need to have in place to be successful and defined your Brand Purpose
2. Evaluated your own skills as an entrepreneur and developed a support and funding plan
3. Identified a gap in the Luxury market that you can uniquely fill, providing value adding products or services to you consumers
4. Created the brand that will make your products attractive to consumers in India and overseas
5. Developed an effective go-to-market launch plan that will grab the attention of your target consumers
6. Written your whole brand and business plan as you complete each module workbook so you can hit the ground running once you've finished

## Our Programme provides:

- Comprehensive knowledge completed in 6 months
- Practical courses that offer different types of learning styles
- Tutor guided online learning
- 35 step by step modules
- c.80 hours teaching and mentoring + c.40 hours independent study
- Topic specific workbook for each module
- 35 narrated module audio books
- Introduction videos for each course and module
- Weekly newsletter with suggested reading and further research
  
- A guaranteed place on each course as soon as the previous one ends – no waiting
- Mentoring with a tutor for 1 year after commencing the Programme
- Priority access to future events, guided tours and overseas trips

For students opting for this whole Programme enrolment we also offer an instalment payment plan to spread your fees over 6 months.

Email us at [learn@helencooperluxury.com](mailto:learn@helencooperluxury.com) to set up a call and find out more.

Visit [www.helencooperluxury.com/courses](http://www.helencooperluxury.com/courses) to see the different courses that are included in this programme.

## 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 Facebook Members group connecting you with ambitious people 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.

Your satisfaction and enjoyment matter to us and Helen Cooper herself hosts a monthly Open House webinar for all students to give direct feedback and suggestions on what else they'd like to see included in future.

## 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 get started with your new luxury brand you need to learn the skills and essential knowledge that reduces your risks and boosts your chances of success.

This Programme will teach you what you need to know and gives you a headstart on everyone else’.

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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: **FP1C**

## “ Welcome to my unique Programme.

When I first started to develop the five courses that make up the whole of this programme I was very clear about who I wanted to target and why it mattered to me so much.

I have been fortunate enough to have enjoyed a successful career as a senior executive with global premium and luxury brands, and have accumulated a lifetime of knowledge and experience as a result. Whilst my main expertise is in strategic planning and branding, I have worked in many different areas of businesses, which gives me a uniquely varied perspective on what it takes to be successful in the Luxury consumer market.

From my discussions as a mentor helping early stage entrepreneurs around the world I knew that this knowledge could be enormously valuable to others who wanted to pursue their own goals and ambitions. Unlike other Luxury branding courses, I have built my programme from my own experience, and that means that it is highly practical rather than theoretical or academic in content. I wanted to make sure that if someone needed to know HOW to get started in Luxury, they would find the answer in my courses.

That's why each of the 35 modules in the programme are focused on providing practical advice and tips that are easily translatable into a brand creation project or business plan. As a former teacher, I also know the value of 'learning through doing', so every module has a workbook with exercises to stimulate your thinking and develop your planning as a future entrepreneur in Luxury.

I am passionate about enabling local businesses to participate in their local Luxury market, rather than allowing the big western brands to take control of Luxury in India. I value Indian culture and the heritage of Luxury. For generations India has given luxury products to the world. Now it's time for India to create their own sustainable Luxury brands.

Your experience whilst learning with us matters too. You will be treated as an individual, given time and focus to help you succeed. You will have interactive webinars each week with specialist tutors who have been hand-picked for their real-world experience in luxury. Your class group will be no bigger than 30 students at a time so you get the opportunity to interact and learn from each other.

This whole programme has been designed around you and your needs. We listen to (and value) the feedback from all of our students, and do all we can to support, publicise and develop their opportunities.

**I'd love to help you to find your future in Luxury too.**

*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 number 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, patience and a great concept – none of which are under our direct control.

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