

decoding: *Luxury*

How to develop collaborations in Luxury

Workshop Prospectus 2022

One of the most noticeable trends in Luxury over the past 2-3 years has been the development of high profile collaborations between brands from very different backgrounds.

We have witnessed sports brands teaming up with luxury footwear brands, musicians linking in with luxury electronics, and even online gaming brands working with very traditional luxury designer houses. Some of these have worked well whilst others, such as Sabyasachi Mukherjee's collab with H&M, have brought derision and negative consumer backlash on his core luxury brand.

So what's going on? Why has there been this rush to collaborate between brands? Is this something that will continue? And most importantly, how can brands be more certain of getting the brand partnerships right in future?

Making the right choice is critical, whether you are a brand looking for a partnership collaboration or a brand that is being approached by others to be collaborated with. We take a close look at what it means to collaborate as brands, the responsibilities and the potential compromises that need to be made.

In this workshop you will learn:

- The strategy of collaborations
- Choosing the right partnerships
- Developing relevant products
- How the metaverse can support collabs
- Case studies in Luxury

Collaborations, when done well and for mutual benefit, can be a fabulous way to reach a new consumer audience with your brand, and they look like they're here to stay.

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

I can do things you cannot, you can do things I cannot; together we can do great things

Mother Teresa of Calcutta

Designed to suit your needs

The Workshop format has been developed to provide a Foundation level of knowledge about the different ways to introduce collaborations to your business strategy::

- A group discussion approach that develops a community of like-minded people
- Expert tutors and specialists in luxury collaborations 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 build high profile collaborations
- Entrepreneurs needing to grow their influence beyond the current consumer base

**Online
course**

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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