



decoding:  
*Luxury*

How Luxury brand choices impact Sustainability

Workshop Prospectus 2022

**The world is changing and consumers are demanding far more transparency and commitment to sustainability from the brand that they buy. So why have Luxury brands been so slow to respond?**

The choices that you are able to make as a consumer are driven by the choices that businesses and brand owners make when they create their products. As a consumer you cannot change where they source the raw materials or the conditions that the workers who make the products are living with – although the rise in Consumer Power is one way of influencing this in future.

Luxury brands need to earn the right to charge the prices that they do by helping their consumers achieve the more sustainable lifestyle that they are seeking. They have a direct responsibility and you need to know the questions to ask before choosing the brands you buy.

How are the raw materials obtained? Is all of the packaging from sustainable and renewable sources? How is the brand using innovation to tackle climate change? How wasteful are they in materials and resources such as water?

In this workshop you will:

- The main elements of Sustainability for brands
- How individual and brand choices impact on Sustainability
- A list of the key questions to ask luxury brands
- Practical group work to discuss current and future brand choices

Whether you are a business owner, an aspiring entrepreneur, or an ambitious employee you will learn about the more sustainable choices that you could be making that will have a positive impact on the planet. Even small changes can make a big difference..

## **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

*Luxury today means creating timeless designs that make you feel good about yourself and how they have been crafted*

*Catriona Ramsay*

## **Designed to suit your needs**

The Workshop format has been developed to provide a Foundation level of knowledge about the importance making more sustainable choices as a business or a consumer.:

- A group discussion approach that develops a community of like-minded people
- Expert tutors and specialists in luxury brands and sustainability 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:**

- Employees wanting to improve their idea generation at work
- Business owners wanting to improve the quality of ideas and innovation
- Individual wanting to learn techniques that improve their creative skills

**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

[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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