

## LUXURY TODAY: CULTURE, ECONOMICS AND FUTURE PERSPECTIVES

Academic advisor: **Elodie Lemaire Nowinski**

Professors: *TBC*

Language of instruction: **English**

Number of hours of class: **24h**



### Objective of the Course

This 24-hour summer program aims to provide undergraduates and professionals with a comprehensive understanding of the origins and evolution of the luxury industry, with a particular emphasis on the historical and cultural significance of French luxury. Participants will explore how the industry was constituted, its key milestones, and its impact on global markets. The course will also delve into the current state of the luxury sector, examining emerging trends, challenges, and opportunities within this dynamic and influential field.

In addition to theoretical knowledge, the program emphasizes hands-on skills development through the analysis of real-world business cases and interactive sessions with specialists in the luxury industry. Participants will engage in practical exercises and gain live experience in areas such as brand strategy, market analysis, and consumer engagement, providing a deeper understanding of the business mechanics behind the success of luxury brands.

The program also offers an in-depth exploration of the critical issues and crises currently facing the luxury sector, including sustainability challenges, shifting consumer expectations, and geopolitical uncertainties. Drawing on insights from social sciences, critical studies, business, and economics, participants will critically examine the intersection of ethics, identity, and globalization within the luxury industry. This interdisciplinary approach will enable participants to develop a nuanced understanding of the complexities shaping the sector today, fostering critical thinking and innovative problem-solving skills applicable to a wide range of professional contexts.



### Summary

**Total Duration:** 24 hours of structured learning.

- **Academic Modules:**
  - Lectures covering the historical foundations and evolution of the luxury industry.
  - In-depth exploration of French luxury and its cultural significance.
  - Analysis of the current state of the luxury industry, including trends and challenges.
  - Analysis of the geopolitics of luxury in the world.
  - Data and trend analysis in the luxury markets
  - Interdisciplinary sessions incorporating insights from business, economics, and social sciences.
- **Interviews with Experts:**
  - Deep-dive interviews with luxury industry practitioners, including brand managers, designers, and marketing specialists.
  - Exclusive conversations with journalists specializing in the luxury sector to understand media perspectives.
- **Interactive Practitioner Workshops and tutoring:**
  - Live case studies on brand strategy, market positioning, and sustainability initiatives.
  - Collaborative problem-solving exercises guided by industry specialists.
- **Q&A and Networking and external visits:**
  - Interactive Q&A sessions to address participant queries and explore industry nuances.
  - Opportunities for networking with practitioners, academics, and peers.

This blended format ensures a rich combination of theoretical understanding, practical insights, and direct engagement with industry thought leaders.



## Professor's Biography

**Elodie Lemaire Nowinski** is a distinguished professor specializing in the luxury industry, fashion studies, and cultural history. Currently leading research in the field of tartan in Scotland at The Glasgow School of Art, her academic expertise lies in exploring the intersections of identity, culture, and consumerism within the global luxury sector. She has authored numerous publications on the history and evolution of fashion and luxury, with a particular focus on the French tradition and its global influence and has taught at Sciences Po, EM Lyon Business School and Columbia University in NYC amongst other world-class institutions.

Elodie has extensive experience working with leading institutions and luxury brands, providing both academic insights and practical applications. Known for her engaging teaching style, she combines rigorous theoretical frameworks with real-world business cases, fostering a dynamic learning environment. In addition to her academic achievements, Elodie collaborates with industry professionals and journalists, ensuring her courses reflect the most current trends and challenges facing the luxury world today.