

LUXURY RETAIL MANAGEMENT

3-DAY INTENSIVE PROGRAM

APR 28 - 30, 2016
at Grand Hyatt Erawan Bangkok

LUXURY RETAIL HAS BECOME A HIGHLY COMPETITIVE BUSINESS.



Luxury retailing has been evolving dramatically during these past few years: a wide range of formats and concepts have emerged, posing new challenges to managers. Luxury players are constantly striving to innovate, create new emotions, and design new products and distribution strategies. Today, retail has become a key battleground in the crucial quest to find and keep the best customers.

The 3-day intensive program in **Luxury Retail Management** is a unique program designed to meet the specific needs of major luxury retail players. It is the ideal course for luxury retailers, luxury brand consultants and marketers looking for strategic and tactical advices, tips, case studies on luxury retailing.

KEY LEARNING POINTS

- The strategic role of retail for luxury brands
- Retail store formats, store architectural concepts, experiential stores and flagship stores, in-store merchandising
- The art of selecting locations, key money, relationship with landlords
- Financial management of retail (retail math, rent, store P&L, inventory management issues)
- The different retail channels (including department stores, duty free, factory outlet stores, pop-up stores, etc)
- Luxury service and the service gaps in luxury retailing: how to motivate and train retail staff, best practices from hospitality industry, how to deal with different consumer cultures and motivations
- The different facets of luxury service (professional, human, aesthetic)
- How to convey exclusivity through VIP service
- The opportunities and challenges of digital marketing and E-commerce

KEYNOTE SPEAKER

Prof. DENIS MORISSET

Obtained his MBA degree from ESSEC Business School in Paris 1979. He worked for more than 20 years in the Luxury Fashion Industry and occupied CEO/COO positions with companies such as *Polo Ralph Lauren (Europe)*, *Pierre Balmain* and *Giorgio Armani (France)*. He was also for 6 years the President and CEO of Group Sac, the second largest shoes manufacturing group in France and developed both in - house brands and licensed brands internationally. In May 2004, he started his own consulting company, specialized in Luxury Brand Management and International Luxury Distribution, with particular focus on emerging markets. He has collaborated with international companies on brand extensions and branding issues. He has advised new brands and designers from emerging markets on their international distribution and retail strategies.

Since September 2004, he is a professional faculty in various programs both in France and in China. His main areas of expertise are related to luxury brand management, luxury brand international distribution, luxury retailing and retail margins, branding in the luxury hospitality sector.



“ I think it is worthwhile to have the opportunity to listen to the speaker’s teaching materials and experiences. If we are able to capture certain good moments, it can actually inspire how to live on a daily basis or manage our own work.”

JIRATH VATTANAPATARASET
HEAD OF LUXURY DIVISION, GAYSORN PROPERTY GROUP



“ The speaker for this course is a real deal. The content was extremely rich. We should apply luxury retail management to every part of our business whether it is about the store, online, social media, and others. Combining all channels becomes an omni-retailing, which I believe is the new concept that everyone should study.”

KESRIN ARIYAPONGSE
VICE PRESIDENT, CHAIRMAN OFFICE, SUPERBRAND MALL



“ Let me say the word used by Prof. during class ‘WOW’. This course enabled me to have a clearer picture of what is brand DNA? what are our brand’s DNAs and codes? how can we deliver our brand DNA and make our customers feel it? Prof. Denis is the guru of the luxury retail.”

NEDNAPHIT RUNGTHANAKIAT
MANAGING DIRECTOR, LAMOON BABY CO., LTD.



“ Three days was not too long to take a leave from business and join this class. The size of the class enabled us to get to know everyone. The entire content opened up my outlook of the whole luxury industry greatly, not just looking at one country but overall trends.”

SUPARIN CHAVANAVES
BRAND MANAGER, CHAVANA JEWELRY

PROGRAM OVERVIEW

Date: April 28 – 30, 2016

Location: Grand Hyatt Erawan Bangkok

Chapter 1: Understanding luxury and revisiting luxury brand management foundations

- ★ The concept of luxury brands uniqueness
- ★ The concept of DNA & codes
- ★ Understanding the business of luxury - image versus business, exclusivity versus accessibility
- ★ Managing the time paradox or how to innovate on tradition and remain relevant to evolving consumer cultures

Chapter 2: Luxury retail market trends, international distribution and strategic retailing foundation

- ★ Luxury market trends
- ★ International luxury distribution foundation
- ★ The strategic role of retail for luxury brands - retail business models
- ★ Communicating luxury brands DNA & codes through store concept, decoration, in-store merchandising, best practices

Chapter 3: The art of delivering luxury in-store experience

Chapter 4: Retail locations & management of retail operation

- ★ The art of selecting retail location - case studies
- ★ Luxury store economic - exercise & case studies
- ★ Management of retail operation and KPI's

Chapter 5: Cultural foundations of luxury service

- The case of Chinese new rich and modern rich

- ★ How does the meaning of luxury service evolved over the years?
- ★ Tentative mapping of the facets of luxury service by cultural origin (Western Europe, America, China, Japan, Korea, etc.)
- ★ Best practices: adapting luxury service to different consumer groups - the case of Chinese new rich and modern rich

Chapter 6: The soft components of luxury retailing

- ★ Service gaps in luxury retailing - how to develop a luxury service culture
- ★ Hiring, integrating, managing & motivating sales staff - best practices
- ★ Luxury shopping experience, CRM issues, VIP's & VIC's - best practices

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WHY ATTEND?

Luxury retailing adheres to a distinct business model. This program will take you through its major elements and review the essentials to understand what makes luxury brands so different and why retail has become a critical element of them. This program's objective is to provide participants with answers to the critical key elements of successful luxury retailing.


Every manager in the luxury field who is responsible for developing the worldwide presence of a given brand is likely to be interested in this program, and also retail stores in general because many of the concepts applicable to luxury retail are very welcome in the specialty retail field as well.

PRIMARY RESULTS

On successful completion of the program in Luxury Retail Management, participants will be able to:

- ★ Learn how to manage a luxury retail environment as a true business unit while considering the importance of brand heritage and values, as translated into the products they are distributing;
- ★ Exhibit sensitivity and the relational skills needed to increase the business, reinforce customer loyalty
- ★ Critically analyze how different luxury retail companies manage their brands and market offerings to succeed in different markets
- ★ Demonstrate a culture of appreciation for the quality of the service, the immaterial, emotional and sensorial dimension of luxury
- ★ Understand and use the needed instruments/tools to manage, develop and retain the best talents

4 EASY WAYS to REGISTER

-  **Online Registration:** <https://LuxRetailMgnt2016.eventbrite.com>
-  **E-mail:** veronique@luxellencecenter.com
-  **Tel:** 02-648-2948
-  **Mail:** Luxellence Center, Tara Sathorn Building, 19th Floor 119 Soi Sathorn 5, South Sathorn Road, Bangkok 10120

REGISTRATION FEE

PACKAGE	EARLY BIRD* Payment before 8 APR 2016	STANDARD*
For 1 DELEGATE	฿ 44,900 (SAVE ฿ 5,000)	฿ 49,900
For 2-3 DELEGATES <i>Applying at the same time</i>	฿ 39,900 (SAVE ฿ 10,000)	฿ 44,900 (SAVE ฿ 5,000)
For 4 or more DELEGATES <i>Applying at the same time</i>	฿ 36,900 (SAVE ฿ 13,000)	฿ 41,900 (SAVE ฿ 8,000)

*Fee for 1 delegate inclusive of VAT 7%
(Fee includes lunch, refreshments and full documentation)

METHOD of PAYMENT

1. All cheques or banker's draft payable to "สถาบันการจัดการปัญญาภิวัฒน์"
2. Bank transfer to
Account name: "สถาบันการจัดการปัญญาภิวัฒน์"
Account No: 168 - 215 - 214 - 8
Bank & Branch: Siam Commercial Bank, CP Tower Branch (Silom Road)
(Kindly scan proof of payment to email: veronique@luxellencecenter.com)

Terms & Conditions

- Payment is required with your registration.
- Walk-in delegates with payment will be admitted subject to space availability.
- For 4 or more delegates registering at the same time can be from different companies.
- Payment should be reached 7 days prior to the program date. Being an educational institute, we are exempted from deduction of withholding tax 3%.
- The organizer reserves the right to amend the program without prior notice.
- No refund can be made for any cancellation after 21 APRIL 2016.