

**FIRST EVER IN BANGKOK**



# LUXURY RETAIL MANAGEMENT

MAY 15 - 17, 2014  
at Grand Hyatt Erawan, Bangkok

3-DAY INTENSIVE PROGRAM

## Luxury Retail Management Program

is your gold-plated ticket to the glamorous world of luxury retail. Reaching the luxury customer is no longer the domain of the exclusive salon - the global luxury market boom and the phenomenal growth of luxury stores now views the retail sector as key to driving brand profitability. While some of the luxury retail rules and models in this training are exclusive to the luxury market, many have lessons for the whole retail sector. This 3-day Bangkok event is a must-attend for luxury retailers, luxury brands, consultants and marketers looking for strategic and tactical advice, tips, case studies on luxury retailing.

**REGISTER NOW!**

<https://luxretailmgmt.eventbrite.com>

## KEY LEARNINGS

- 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**

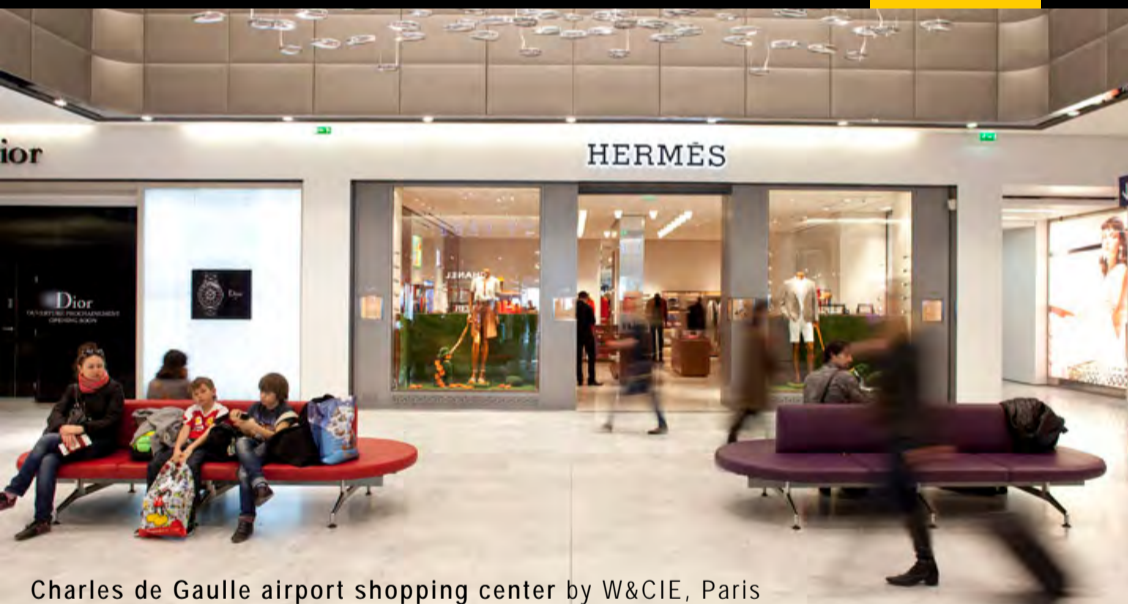
**Prof. DENIS MORISSET**



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.

**WHY ATTEND?**



Charles de Gaulle airport shopping center by W&CIE, Paris

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**

We have designed Luxury Retail Management Program that will give participants the ability to take valuable and effective retail management skill sets and apply them to the real business world of luxury



**Dr. THITIPORN SANGUANPIYAPAN**  
**Executive Director, LUXELLENCEN CENTER**

A luxury brand entrepreneur, educationalist, researcher and consultant in the luxury industries. With international experiences, she obtained her BBA, MS and PhD Degree in Consumer Behavior from the University of Wisconsin, Madison, USA. She initiated Thailand's first luxury knowledge hub and consultancy that aims to serve the Thai luxury sectors through the provision of knowledge, consultation services, inspirations and networks for professionals and individuals in the luxury industry. Thailand's first MBA in Luxury Brand Management, in co-operation with IFA Paris was also launched under her supervision.

Day 1: Thursday, May 15<sup>th</sup> 2014

**FOCUS:** Strategic importance of retail for luxury brands, retail business models, communicating brand DNA & codes through store concept, decoration, product merchandising.

**TOPICS:**

- Foundations of luxury brand management & luxury distribution
- 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

Day 2: Friday, May 16<sup>th</sup> 2014

**FOCUS:** Retail locations management, luxury stores economics, management of retail operations and KPI's

**TOPICS:**

- The art of selecting retail locations – case studies
- Luxury store economics
- Management of retail operations and KPI's

Day 3: Saturday, May 17<sup>th</sup> 2014

**FOCUS:** Soft components of luxury retailing: staff management, delivering luxury shopping experience and luxury service culture, CRM issues, VIP's and VIC's,

**TOPICS:**

- 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

# LUXURY

# RETAIL MANAGEMENT

## 3-DAY INTENSIVE PROGRAM

MAY 15 - 17, 2014  
at Grand Hyatt Erawan, Bangkok

### Registration Information

1. Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
E - Mail: \_\_\_\_\_  
Tel: \_\_\_\_\_

2. Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
E - Mail: \_\_\_\_\_  
Tel: \_\_\_\_\_

3. Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
E - Mail: \_\_\_\_\_  
Tel: \_\_\_\_\_

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Tel: \_\_\_\_\_

Industry Sector: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Tel: \_\_\_\_\_

### FEE for ONE DELEGATE

(Fee includes lunch, refreshments and full documentation)

|                   | EARLY BIRD<br>(Payment before April 15, 2014)<br>(THB) | STANDARD<br>(Payment after April 15, 2014)<br>(THB) |
|-------------------|--|---|
| Registration Fee  | <b>42,000</b>  | <b>44,900</b>                                       |
| + 7% VAT          | <b>2,940</b>   | <b>3,143</b>  |
| <b>TOTAL PAID</b> | <b>44,940</b>  | <b>48,043</b>                                       |



### Method of Payment

- Cross Cheque or bank draft made payable to "Panyapiwat Institute of Management"
- Pay - in "กองทุนทั่วไปสถาบันการจัดการปัญญาภิวัฒน์"  
Account No. : 147 - 4 - 71525 - 5  
Bangkok Bank, Surawong Branch

(Kindly scan pay-in slip & Billing Address to [admissions@luxellencecenter.com](mailto:admissions@luxellencecenter.com))

- Payment is required with your registration. Walk-in delegates with payment will be admitted subject to space availability.
- In order to avoid any inconvenient circumstances to delegates at the conference, payment should reach us 7 days prior to the conference date.
- Being an educational institute, we are exempted from deduction of withholding tax 3%.
- The organizer reserves the right to amend programs without prior notice.

### 4 Easy ways to Register

- @ E-mail: [luxellence@luxellencecenter.com](mailto:luxellence@luxellencecenter.com)
- Tel: +66 (0) 2 648 2946, 8
- i Online Registration: <https://luxretailmgmt.eventbrite.com>
- ✉ Mail: LUXELLENCE CENTER 19th Floor,  
Tara Sathorn Building 119 Soi Sathorn 5,  
South Sathorn Road, Bangkok 10120

#### Cancellation & Transfer:

- If you are unable to attend, delegate substitution is welcome at no extra charge.
- Please provide substitution delegate's name & position in advance.
- No refund can be made for any cancellation after MAY 1<sup>st</sup>, 2014.
- A complete set of documentation will be sent to you after the seminar.

**LUX**  
LUXELLENCE CENTER

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Luxury Education • Luxury Consulting • Luxury Research