

decoding:
Luxury



Find your Future in Luxury

Programme Overview



*The Luxury Shift is
creating new
opportunities for
entrepreneurs that are
exciting and lucrative*

Welcome to my unique Programme 'Find your Future in Luxury'.

When I first started to develop the five courses that make up the whole programme I was very clear about who I wanted to target and why it mattered to me so much.

I have been fortunate enough to have enjoyed a successful career as a senior executive with global premium and luxury brands, and have accumulated a lifetime of knowledge and experience as a result. Whilst my main expertise is in strategic planning and branding, I have worked in many different areas of businesses, which gives me a uniquely varied perspective on what it takes to be successful in the Luxury consumer market.

From my discussions as a mentor helping early stage entrepreneurs around the world I knew that this knowledge could be enormously valuable to others who wanted to pursue their own goals and ambitions.

Unlike other Luxury branding courses, I have built my programme from my own experience, and that means that it is highly practical rather than theoretical or academic in content. I wanted to make sure that if someone needed to know HOW to get started in Luxury, they would find the answer in my courses.

That's why each of the 35 modules in the programme are focused on providing practical advice and tips that are easily translatable into a brand creation project or business plan.

As a former teacher, I also know the value of 'learning through doing', so every module has a workbook with exercises to stimulate your thinking and develop your planning as a future entrepreneur in Luxury.

I am also passionate about enabling local businesses to participate in their local Luxury market, rather than allowing the mega western brands to take control of what Luxury means in India. I value Indian culture and the heritage of Luxury. For generations India has given luxury products to the world. Not it's time for India to create their own Luxury brands.

Your experience whilst learning with us should echo the essential elements of Luxury too. You will be treated as an individual, given time and focus to help you succeed. You will have interactive webinars each week with specialist tutors who have been hand-picked for their real-world experience in luxury. Your class group will be no bigger than 30 students at a time so you get the opportunity to interact and learn from each other.

This whole programme has been designed around you and your needs. We listen to (and value) the feedback from all of our students, and do all we can to support, publicise and develop their opportunities.

I'd love to help you to find your future in Luxury too.

Helen Cooper

Founder of the Helen Cooper School of Luxury
and Author of 'Decoding Luxury'

In this programme you will learn:

- The programme courses overview
- How to develop a Purpose-driven Luxury brand
- How to become an Entrepreneur in Luxury
- How to find your Opportunity in Luxury
- How to create a Luxury brand
- How to launch a Luxury brand
- Summary and pricing

COURSE 1: HOW TO DEVELOP A PURPOSE-DRIVEN LUXURY BRAND

The first of our courses focuses on the important topic of Purpose and Sustainability.

If you are serious about having a long term future in Luxury, you need to understand how Sustainability is changing the consumer's attitudes and demands.

Whether it is as an individual or as a luxury brand, the need to find ways to use your time and influence for the greater good of the Planet and People is rapidly growing.

With the complexities and chaos of everyday life, we as individuals are searching for something that adds meaning to our busy lives, and the desire to leave a legacy after we are dead is very strong.

For brands this trend is becoming both a threat and an opportunity. It is an opportunity because they have enormous influence over a wide group of consumers, and the sheer scale of these global operations has the potential to make a huge difference.

Brands are rushing to find their Purpose, and to promote it to their audience so that they can remain relevant and remain something that consumers want to be associated with.

However, it is also a threat. The unthinking 'slip ups' or poor decisions highlight the need for luxury brands, and in fact all brands, to be authentic in their approaches to Purpose and Sustainability. Given that not many luxury brands were started from a Purpose, they are having to find one (or more) that they feel they can support.

But it all feels a bit 'easy'. Are the luxury brands really stretching themselves, making their lives harder by improving the lives of others? How radical are the changes they are promoting? If they talk about being more sustainable but still source from unethical manufacturers, or extend the supply chain to require very high levels of air and sea freight, are they being true to their own ambitions? Or 'greenwashing'?

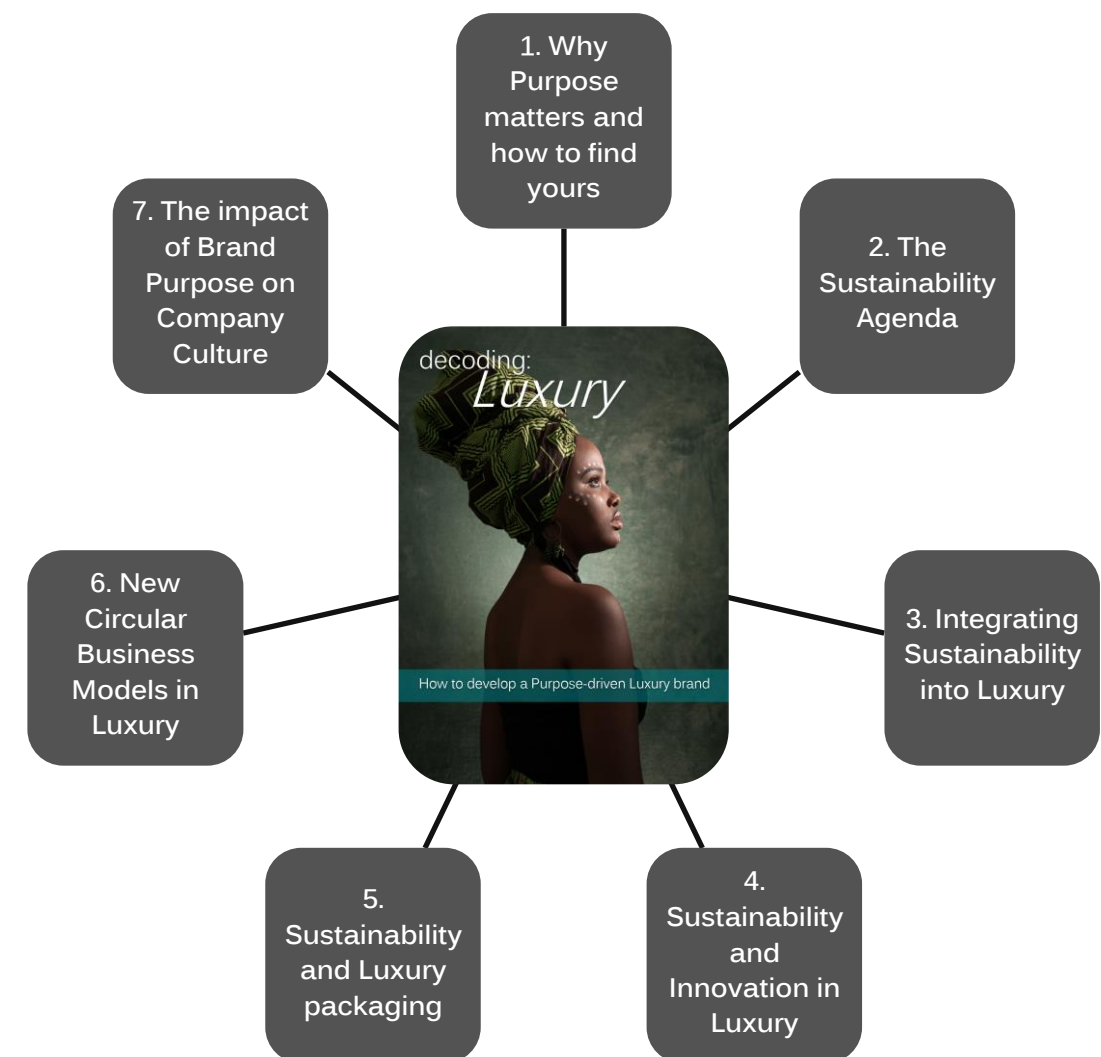
We have no doubt that many are very sincere, but there are very few luxury brands that are truly 'Purpose-driven' because it's hard to do.

That's why entrepreneurs who have a clear Purpose have an opportunity to make a stand in the Luxury market with new brands that the consumer is just waiting to discover.

As with all of our courses, we have created seven separate modules that consider this topic from different perspectives, allowing you to choose whether you study all of them as a course, or select the ones that are most relevant to you.

As an aspiring entrepreneur in Luxury you have a terrific opportunity to make a positive difference to the planet through the choices you make right now. It's time Luxury became a Force for Good.

If you are looking for a well-rounded view of how Sustainability is impacting Luxury, this is a great course to introduce you to the various ways that a new Luxury brand can make a difference.



Every entrepreneur's journey starts somewhere and this course will give you the best possible start.

However, just like any intrepid explorer, you need to have a clear idea of the territory that you want to enter before you set sail. This voyage into Luxury might be something that you are familiar with or it could be completely unknown to you. We will provide you with a map to help you navigate your way through the different aspects of it as a market and career choice.

This course will give you a variety of perspectives on the Luxury market in India and around the world, and the different aspects that you will need to be thinking about if you are considering a lifetime as an Entrepreneur.

We start with an overview of the Global Luxury market, looking at who the main players are and how the businesses operate.

We are also committed to encouraging greater participation in the Indian Luxury market. This is a significant and growing market on your doorstep, with increasing willingness to consider and value locally created luxury brands.

2020 was a turbulent year across the globe with the pandemic forcing changes and adjustments in our lives beyond anything we have experienced before. It has had a significant impact on the Luxury market, with some businesses recovering more quickly afterwards than others. We take a look at the

winners and losers, and the reasons behind the different outcomes for them.

This should however also provide some reassurance that with the right product, proposition and planning, Luxury is an extremely resilient market to be part of and, ironically, probably less risky than more mass market sectors.

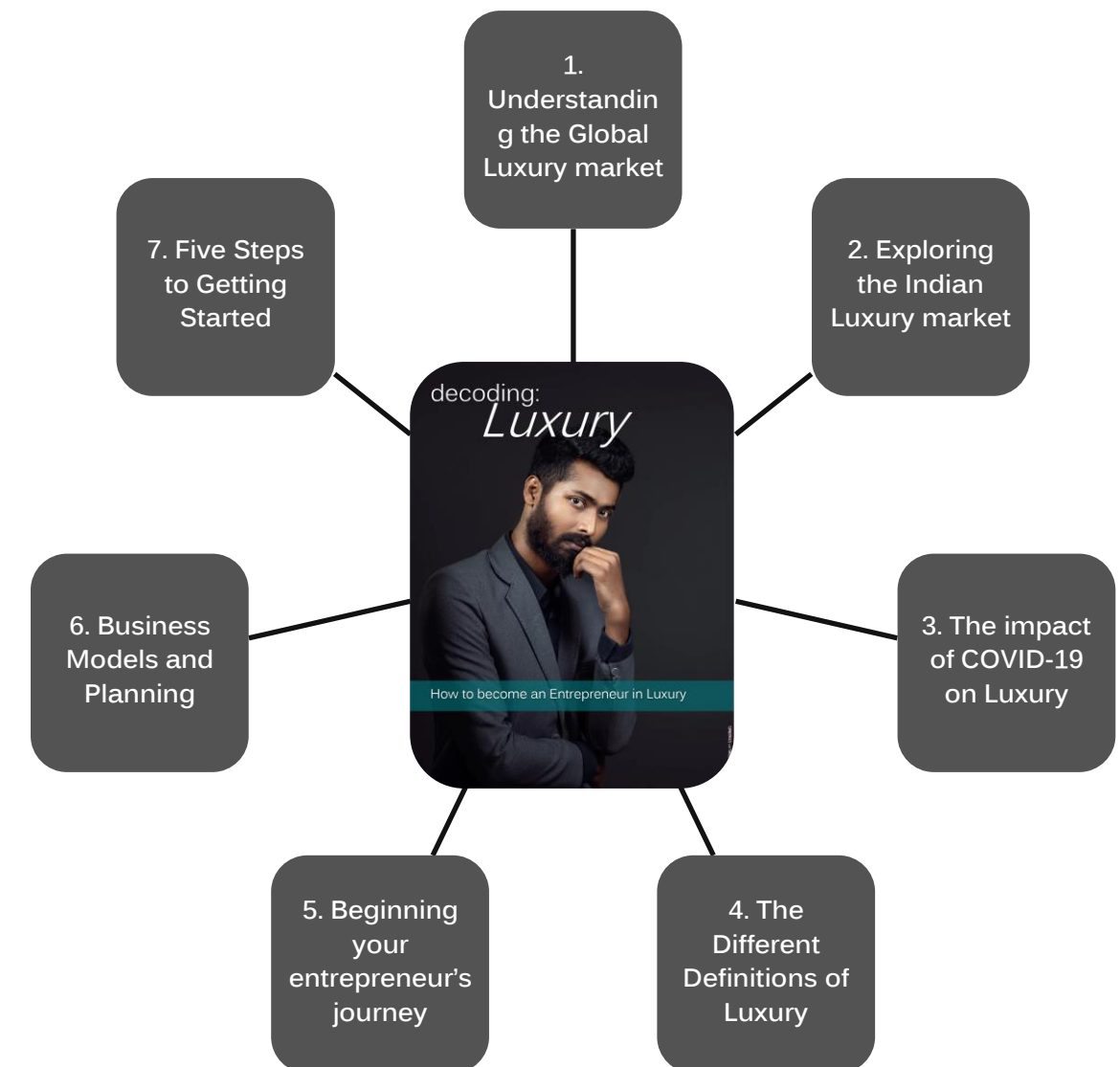
To be an Entrepreneur you will need to have, or develop, certain essential skills and characteristics so we take you through each of these and how to recognise where you have strengths and weaknesses. Self Awareness is critical for entrepreneurs regardless of business sector.

There are conventional Business Models that have been the basis for companies for years, so we look at the Luxury Business Model specifically.

And finally, you have a checklist of the five steps to getting started and some tips about how to begin your adventure. If you can think like an investor you will be able to write a compelling Business Plan that is more likely to get you the funding you need. We'll show you how.

Being an entrepreneur is not an easy choice, and many people ultimately decide not to pursue their dreams, settling for a more 'normal' life.

If that doesn't sound like you then this is a course that will inspire you to get started in your quest.



When you are searching for an opportunity you need to know where to look.

That's why this course is focused on assessing the market, understanding your target consumer, and using innovation to create stand out for your luxury brand.

Developing your Market Intelligence can be split into two main sections: Competitive Insight and Market Insight.

Within each of these there are two sub groups. When gathering competitive insights you will need to consider both the competitor intelligence and the product strategies that are appropriate. For Market Insights, you will be focused more on getting a better understanding of the market itself through analysis and assessments, and getting to know your target customer.

There are a number of different tools and techniques that can be used when analysing the market that you want to enter, but we have picked out the best six. These will give you a slightly different perspective on aspects of the market, and we focus on two in particular that in our experience can help to identify opportunities for innovation.

However conducting market analysis is not a one-time activity, and you need to know how to collect and analyse competitor data on a regular basis. We have a whole module that is dedicated to showing you the best ways that we have found to do that.

Market research is quite different to market analysis, and we'll show you why. There are

different types of research and ways to gather information about the customer you want to target. We will show you how to design the best surveys, giving you some quick tips on what to include to get the best insights.

When you are thinking about your customer and have identified the 'pain points' through your research, you need to find new and unique ways to solve those pains. Otherwise there is no reason for them to take a risk on you, as you are unknown and not offering anything that is an improvement on what they already have.

Having clarity on the direction for your innovation and product strategy will be important in determining how much you are willing to invest in this critical area. Also customers don't all 'adopt' innovation at the same rate, and there is a clear 5 stage cycle that you need to understand, as it will impact your planning and financial expectations.

When you understand your customers' appetite for innovation, you can start to develop strategies to deliver an appropriate programme of Newness. We will show you the four types of innovation and explain how they could be applied in the Luxury market using well known brands as examples.

Finally, in the last module we look at the whole Luxury ecosystem so you can find the right space for your own skills and talents even if it isn't as a brand owner.

Whatever you do, you will find an opportunity in Luxury that transforms your life.



Inevitably this is one of the most popular courses that we offer as it's where the dream starts to become a reality.

This course is focused on building the essential elements that you will need in order to create a Luxury brand.

Whilst you might not be intending to launch your own brand right now, it's really useful to start the thinking process as soon as possible and continue to build it as the concept develops in your mind.

Also, for manufacturers who are wanting to enter the Luxury market as a supplier, understanding how your future customers think and what motivates them will help you be more proactive and deliver the quality that they are looking for.

The title of 'luxury brand' must be earned. Whether a heritage luxury, like Louis Vuitton, Prada, Gucci and Hermès, or new luxury, like Shinola, the real luxury of the brand **isn't** only or mostly about its products, its manufacturing processes, its design and style or its service.

A Luxury brand is a very special type of 'animal'. Whilst there are some elements that reflect general branding principles, the way in which they are executed is very different. Plus there are some extra aspects of a Luxury brand that you won't find anywhere else.

The crucial skill of storytelling is the most appropriate way to kickstart this learning process. Whilst other non-Luxury brands will

want to tell you why they are great value, or better than their competitors, a Luxury brand will never talk about themselves in that way.

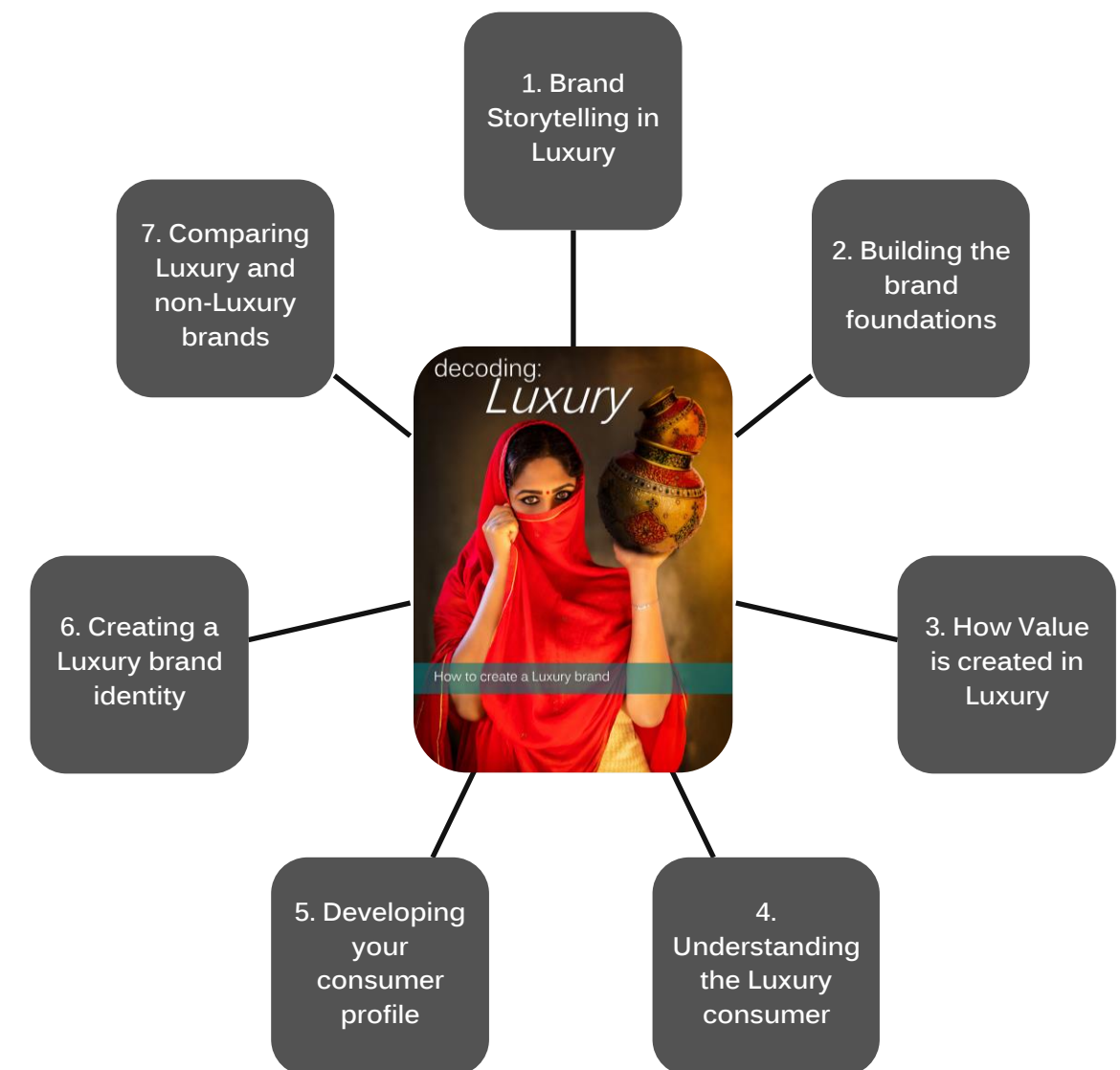
The module on brand storytelling will help you discover how your own personal story will lead into that of your brand. That's important because the basis of your story is your Purpose, and that needs to become part of the Brand Purpose too. We will look at how this develops your Vision, Mission, Values, and Promise, and how these factors will influence how and what you do in your brand.

One of the most recognisable features of a Luxury brand is its identity. A whole module is dedicated to how this is developed in Luxury and why it can be different to non-Luxury brands.

And of course we cannot forget the customer! In this course we will look at the consumer through the perspective of who you want to target, getting to know them as a person, and getting a better understanding of what your future High Net Worth consumer is going to expect from you.

Understanding that Luxury is not built on 'function' but on emotion and dreams is important. Creating a world in which your customer wants to live will be a big step forward in you developing a brand that is worthy of being considered 'Luxury'.

With a checklist of 10 key criteria you will be able to create a new luxury brand (or even reposition an existing one) to add value to your customer and your bottom line.



Launching a new Luxury brand is both exciting and terrifying in equal measure.

However, as you will discover in this course, there are some underlying elements that will help you to form a terrific launch plan that has every chance of reaching your target consumer.

We take seven different viewpoints in each of the lessons to give you as much information based on these four principles: Customer First, Solve a Problem, Be Brave, and Bootstrapping.

Customers are what you need for your start-up to be successful. But to get more new customers and keep the customers using your start-up, you have to think beyond the profit or anything else but about your customers.

You need to build content and communicate in ways that your customers respond to. Thinking from a customer's point of view will give you a clear idea about what your customers love and where they exist in their shopping journeys. Also, listen to the customer's feedback, using that as raw material for building up the future content.

You also need to make sure that you are solving a problem that needs to be solved, and telling the consumer about how you are doing that. Being clear about what that solution is and why it matters to the consumer will give you an enormous reserve of insights that can develop engaging content at launch, and beyond.

Being brave and having confidence in your idea and opportunity are fundamental to your success. After all, if you don't believe in your product why should anyone else? You have to be prepared to make big and bold statements, to put your product on the line and lay it open to testing by consumers.

Courage and confidence are what you need the most. You will need to take huge steps if you are going to attract customers who love it, even if there is significant risk.

The last of the four points is the one that is most often forgotten about. That is 'bootstrapping'. For many entrepreneurs the first thought about finance is to look for an investor, but this can be a huge distraction.

'Bootstrapping' means building a company from the ground up with nothing but personal savings, and with luck, the cash coming in from the first sales. That includes making low cost communications effective through social media. The advantage is that you retain full control of the business, and will manage your spending depending on your income. It's difficult and can be frustrating because everyone wants to get going faster.

However it is the best way to focus your efforts and look for the opportunities that will help you invest more in your business to provide quality services.

This course will show you how business is all about making the right choices for the right reasons when launching a luxury brand.



LEARN IN THE WAY THAT SUITS YOU BEST

We want you to learn as much as possible from our courses, and to have the freedom to choose the way you want to learn.

That's why we have different levels of enrolment – offering the same great quality of material and information but tailored to your needs.

Each course has around 150 pages across seven modules providing clear explanation and inspiration using tips, theories, diagrams, and techniques across a variety of different areas of knowledge relating to that topic.

Every module, regardless of how you choose to enrol will include:

- Access to the learning material via your own online dashboard
- Mobile compatible system as well as suitable for desktop study
- A narrated video of the module
- An introductory video from Helen Cooper
- A workbook with activities relating specifically to the topic studied
- Weekly newsletter with further suggested reading and study areas
- An optional end of topic assignment and quiz to qualify for Course Completion certificate
- Membership of the exclusive Facebook Group for members only
- High quality e-book available for every module studied

Level 1: Single Course

This is the ideal choice for you if:

- You want to learn faster and in more depth through discussion
- You are serious about becoming part of the Luxury industry
- You want to attend weekly webinars with other students at no extra cost (only 30 students per session)
- You want to get a certificate of course completion
- You want the chance to submit your workbook activities to a tutor for comments
- You want to manage your investment in your learning

Level 2: Whole Programme (5 courses)

In addition to all of the Level 1 benefits, this is the ideal choice for you if:

- You want to be guaranteed a place on each course as soon as the previous one ends
- PDF e-book of each module free of charge (worth ₹17,500)
- You want a 20% saving versus buying courses individually – that's the same as getting one whole course for FREE
- FREE one hour mentoring session per month for 1 year

Feature	Level 1: Single Course	Level 2: Whole Programme
Access to online lessons	X	X
Access to module videos	X	X
Weekly newsletter	X	X
End of Module quiz (optional)	X	X
PDF E-book of module	₹500 per module	Free
Workbook Pack for each module	X	X
Membership of Facebook Group	X	X
Weekly newsletter with suggested reading	X	X
Weekly webinar on each module with tutor	X	X
Certificate of completion*	X	X
Submit workbook activities for comment by tutors	X	X
FREE one hour mentoring session per month	n/a	X
Price (exc. GST)	₹55,000	₹2,200,00

*subject to passing End of Course Test and short assignment