



PARSONS
Executive Education



EMiLUX

EXECUTIVE MASTER IN LUXURY MANAGEMENT & DESIGN INNOVATION
BY ESSEC & PARSONS

In collaboration with:



WHAT IS EMILUX?

EMILUX is a post-experience, part-time, modular program designed for luxury professionals and entrepreneurs aiming to advance in their career and for seasoned executives seeking to pivot in order to join the luxury business.

Seize the opportunity to embark on this incredible journey: a singular chance to travel through more than six countries— studying the challenges faced by the luxury industry today, learning its fundamentals, and becoming part of a network of global luxury experts.



THIS EXCLUSIVE EXECUTIVE PROGRAM COMBINES WORLD-CLASS FACULTY, CUTTING-EDGE RESEARCH, STRONG ALUMNI NETWORKS, A HANDS-ON PEDAGOGY AND A BUSINESS ORIENTED MINDSET.”

JÉRÔME BARTHÉLEMY | DEAN FOR POST-EXPERIENCE PROGRAMS, ESSEC BUSINESS SCHOOL



LONG-TERM VALUE CREATION IN THE LUXURY INDUSTRY IS INCREASINGLY ABOUT BUSINESS TRANSFORMATION, PROGRESSIVE LEADERSHIP, AND DESIGN INNOVATION. OUR PROGRAM BRINGS TOGETHER MULTI-DISCIPLINARY EXPERTISE TO ENCOURAGE HANDS-ON LEARNING DIRECTED TO IMAGINE THE FUTURE OF LUXURY WITH A BOLD, CRITICAL, AND SUSTAINABLE APPROACH.”

MARIANA AMATULLO, PH.D. | VICE PROVOST AND ACADEMIC DEAN FOR CONTINUING AND PROFESSIONAL EDUCATION, THE NEW SCHOOL

EMILUX

EXECUTIVE MASTER IN LUXURY MANAGEMENT & DESIGN INNOVATION

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THE VISION OF ESSEC BUSINESS SCHOOL IS ROOTED IN OUR CULTURAL FOUNDATION, HISTORY AND HERITAGE.

OUR FRENCH HERITAGE PROVIDES US UNIQUE OPPORTUNITIES TO EXPERIENCE FAMOUS LUXURY AND

FASHION HOUSES THAT MAKE FRANCE THE LEADER IN THE BUSINESS OF LUXURY.

BUILDING ON THIS EXPERTISE, OUR EXCLUSIVE PROGRAM WILL TRAIN AND DEVELOP FUTURE LEADERS WHO WILL NOT ONLY MASTER TECHNICAL AND ANALYTICAL SKILLS, BUT WILL ALSO BE EXPOSED TO HUMANITIES, CREATIVITY, ART AND CULTURE WHILE DELVING INTO THE BUSINESS OF LUXURY.

ASHOK SOM | EMILUX ACADEMIC DIRECTOR, PROFESSOR, MANAGEMENT DEPARTMENT ESSEC BUSINESS SCHOOL



WE ARE LIVING AT A UNIQUE MOMENT IN TIME WHEN LUXURY GOODS, AN INDUSTRY ROOTED IN TRADITION AND HISTORY, IS BECOMING AN INNOVATION LEADER THAT IS INVESTING IN AND ADOPTING NEW TECHNOLOGY AND PRACTICES RELATED TO SUSTAINABILITY.

THE LUXURY GOODS INDUSTRY IS AT THE FOREFRONT OF FUTURE-FACING CONVERSATIONS RELATED TO SUSTAINABILITY, ENVIRONMENTAL IMPACT, MATERIAL SCIENCE, AI, THE METAVERSE, NFTS, CRYPTOCURRENCY, GAMING, INTELLECTUAL PROPERTY LAWS, NEW LEGISLATION, AND MUCH MORE. PARSONS SCHOOL OF DESIGN IS A MISSION-DRIVEN MULTIDISCIPLINARY INSTITUTION THAT BRINGS TOGETHER EXPERTS IN ALL SECTORS OF THE FASHION AND CREATIVE INDUSTRIES, FROM ACADEMICS AND THOUGHT LEADERS TO INNOVATORS TO INDUSTRY PROFESSIONALS. THIS PROGRAM PRESENTS STUDENTS WITH A UNIQUE OPPORTUNITY TO GO BEYOND CREATING PRODUCTS. THEY CRITICALLY ANALYZE THE LUXURY GOODS INDUSTRY AND EXPLORE WAYS WE CAN BETTER NAVIGATE AN EVER-EVOLVING INDUSTRY THROUGH INTERCONNECTED SYSTEMS AND SUSTAINABLE PRACTICES FOUNDED ON PRINCIPLES OF INTEGRITY, EQUITY, INCLUSION, AND ACCOUNTABILITY.

ABRIMA ERWIAH | FACULTY, INTERIM DIRECTOR OF FASHION PROGRAMS, PARSONS EXECUTIVE EDUCATION, DIRECTOR OF THE GROMEK INSTITUTE FOR FASHION BUSINESS, PARSONS SCHOOL OF DESIGN

THE EMILUX PURPOSE

IF YOU'RE COMMITTED TO LEARNING ABOUT LUXURY AND MAKING A DIFFERENCE IN THE SECTOR, DIVE INTO ITS UNIQUE CHALLENGES AND GAIN IN-DEPTH KNOWLEDGE OF LUXURY MARKETS AROUND THE WORLD. BECOME A LEADER AMONG LUXURY LEADERS, WITH A STRONG INTERNATIONAL NETWORK AND POWERFUL GLOBAL EXPERIENCES.

5 REASONS TO CHOOSE EMILUX

REASON

1

CHOOSE AN EXECUTIVE-FRIENDLY FORMAT

Minimize your out-of-office time with EMILUX, a program designed expressly for working professionals around the world with seven residency modules every 6-8 weeks.

REASON

2

STUDY THE UNIQUE CHALLENGES OF LUXURY

Learn how to blend the modern aspirations of the luxury sector with its timeless heritage. Develop a global perspective, a more strategic mindset, and become a luxury leader with extensive knowledge and hands-on experience.

REASON

3

EXPERIENCE A CROSS-CULTURAL JOURNEY

Develop a cross-cultural business perspective gained through modules delivered around the globe and learn to work effectively in teams with participants from different backgrounds and cultures.

REASON

4

GAIN ACCESS TO WORLD CLASS FACULTY & EXPERTS

Gain deeper knowledge of global luxury markets from internationally-recognized faculty and industry experts and enjoy privileged opportunities in the luxury management field through private talks with leading speakers in the industry, conferences, and tours via the ESSEC & PARSONS network.

REASON

5

JOIN AN ESSEC & PARSONS GLOBAL NETWORK

Benefit from and join a wide network of two top-ranked schools, both recognized leaders in luxury and design education with worldwide connections.



FRENCH HERITAGE, GLOBAL INSIGHTS

Embark on this exciting journey: dive into the heart of luxury markets. Take a tour of the world's most incredible business hubs in Europe, Asia, and North America.

- WINES & CHAMPAGNE IN FRANCE
- FASHION & DESIGN IN THE USA
- RETAIL & VALUE-INNOVATION IN UAE
- DIGITAL IN ASIA
- WATCHES & HIGH JEWELRY IN SWITZERLAND
- LEATHER & ACCESSORIES IN ITALY
- CUSTOMER EXPERIENCE IN THE USA

Duration 12 months	Start Oct.
Average age 37 years old	Average professional experience 12 years
Language English	Class size 30 participants
Location 7 residencies across 3 continents and 6+ countries	

THE PROGRAM

Over the course of the program, participants will attend **seven week-long in-person residency modules** and participate in six online learning modules, each six weeks long, between modules. Each in-person residency will culminate in a final exam to assess learning objectives.


7 RESIDENCY
MODULES


6 ONLINE
MODULES


LUXURY AND RETAIL
TOURS
+
COMPANY VISITS


GUEST SPEAKERS


ENTREPRENEURIAL
PROJECT

CURRICULUM

- ◆ Foundations of Luxury | FRANCE
- ◆ Fashion Creation, Design and Systems Innovation | USA
- ◆ Global Strategy & Value Innovation | UAE
- ◆ Luxury & Fashion in the Digital Era | ASIA
- ◆ The Wholesale Model | SWITZERLAND & FRANCE
- ◆ Made-in-Italy: Managing the Value Chain | ITALY
- ◆ Customer Experience & the New Frontiers in Luxury & Fashion | USA



THE COURSES

MODULE 1

FRANCE | ESSEC EXECUTIVE EDUCATION FOUNDATIONS OF LUXURY

Managers learn to leverage the timeless tradition of luxury brands within a contemporary consumer context.

- Managing the Environment: Decision Making Under Risk and Uncertainty.
- Luxury Business and its Paradigms.
- Dilemma of Trading-up and Trading-down.
- Foundations Framework and Luxury Eco-systems & From Savoir-faire to Luxury Brand-building.
- The History of Art, Culture and Luxury.
- **Visit: Champagne.**

MODULE 2

USA | PARSONS EXECUTIVE EDUCATION FASHION CREATION, DESIGN AND SYSTEMS INNOVATION

Master the codes of Fashion, a constantly evolving creative industry and develop an in-depth understanding of the fashion value chain in order to drive your business toward more successful and responsible practices and performances.

- Fashion Systems and the Circular Economy: The Role of Fashion in Society.
- Sustainability: Value Chains and Ethical Fashion.
- Market Intelligence, Data, and Decoding the Consumer.
- Visual Communication and New Narrative: Creating a Narrative Through a Visual Campaign.
- Digital and Mixed Media: Digitalization, Data, and Personalization.

MODULE 3

UAE | ESSEC EXECUTIVE EDUCATION GLOBAL STRATEGY & VALUE INNOVATION

As a current or future manager of luxury businesses, you will learn how to ensure growth and profitability through value innovation in retail.

- Global Strategy and Affordable Luxury.
- Managing the Multi-Brand Conglomerate.
- Building Leadership Capability in the Middle East.
- How to Win by Retail Value Innovation in Different Markets.
- Brand Identity, DNA and Codes When Building a Luxury Brand.
- Business Model Innovations in the Luxury Business.
- Launch of Entrepreneurial Projects.
- **Visit: Retail Safari & Luxury Hospitality.**

MODULE 4

ASIA | PARSONS EXECUTIVE EDUCATION LUXURY AND FASHION IN THE DIGITAL ERA

Globalization and digitization have changed the way consumers interact with brands. In Asia, a new generation of consumers has emerged whose lifestyle is shaped by Eastern norms and values. Managers need to understand the brand universe, which requires engaging the consumer at every opportunity with experiences that convey the brand's desirability.

- Learn about influences that shape luxury in different markets and ways to identify the impact of those differences.
- Explore the impact of digitization on the luxury industry, in areas including history, provenance and heritage, and the importance of place and space.
- Investigate technological changes that influence the way we shop and have reconfigured the supply chain.





MODULE 5

GENEVA & PARIS | ESSEC EXECUTIVE EDUCATION THE WHOLESALE MODEL

Gain the ability to navigate the diverse business models that co-exist within the luxury and fashion industries. As business grows increasingly complex, you will need to address and manage internal operations and expansion models.

- Understanding the wholesale model - Visit to watch houses.
- Organizing internal operations and expansions.
- Customer experience in the Beauty Market (Cosmetics and Perfume).
- Defining and measuring value: M&A in the luxury business.
- Creating value with people: Talent management in the luxury business.
- Supply chain management in the luxury business.

MODULE 6

ITALY | ESSEC EXECUTIVE EDUCATION AND ACCADEMIA COSTUME & MODA MADE - IN - ITALY: MANAGING THE VALUE CHAIN

A connection between Rome and Milan to investigate the complex scenario of Fashion and Costume.

- **Fashion Design.** The fashion Design process from Brands to Identity. To read and interpret the brand DNA and codes and to propose innovative solutions by having access to projects that have been developed in collaboration with luxury brands.
- **The Art and Craft of the Costume Designer.** Discover cultural heritage through the design of characters. Interact with the costume design area to experience that building a character is alike to building a brand, interpreting society, understanding customers, meeting their requests, creating a community and being contemporary.
- **Accessories Design, From Materials to Processes to Business.** Brand design, reading the brandcodes, sustainability and circularity.
- Opportunity to travel (short train trip) to Reggio Emilia to attend a special private visit at Modateca Deanna, the worldwide recognized archive of knitwear.

MODULE 7

USA | ESSEC EXECUTIVE EDUCATION CUSTOMER EXPERIENCE AND LUXURY'S NEW FRONTIERS

Enhance your perspective of the luxury industry and develop a strategic vision by taking into account the new paradigms be it omni-channel, reselling, renting or long-term sustainability.

Conscious consumers are mission driven and focused on human rights, sustainability, wellness, and self-care, remaining digitally minded while placing emphasis on nature and the environment.

The luxury industry has changed dramatically in the last few years, and sustainability has become an imperative for luxury brands and consumers. A number of the world's premier luxury companies have made substantial investments in green technologies and solutions, a development that will yield great benefits for the next generation of entrepreneurs and ultimately for consumers.

- Learn about designing a sustainable future for the luxury industry.
- Meet academics, innovators, and leaders from around the world for a discussion of topics including human rights and labor rights in the global supply chain, socially sustainable and economically inclusive fashion, and value chains and corporate accountability.
- Go beyond what we are wearing to explore how we produce clothes, how we interact with them, how we care for them, and how all of this can be executed in a more sustainable and conscious way.
- Final presentation of the Entrepreneurial project.





DISTANCE LEARNING MODULES

Distance learning consist of **online modules** (including teamwork, webinars, team assignments, video projects, etc.), as well as **advice and coaching from the faculty** regarding the Entrepreneurial Project.

OBJECTIVES

- **Broaden your competencies through focused specializations**
- **Learn at your own pace**

MODULE

AI & Digital Transformation

- Big Data and Artificial Intelligence
- Design Thinking
- Agile Methods
- Business Models
- Driving Digital Change

Entrepreneurship

- Basics of Entrepreneurial Process
- An introduction to Lean Start Up
- Business Planning: Business models and product market fits
- Launching the start up: Growth strategies.



EMiLUX was a **life-changing experience** for me. Throughout the year, we developed our skills during presentations, case studies, and entrepreneurial projects. I remember fondly the various talks from speakers like Luca di Montezemolo, the man who changed Ferrari, or Jean-Claude Biver, the guru of luxury watches, who were very willing to share their strategic vision and their analysis of the luxury market.

These interactions gave me a **deeper understanding of what it takes to manage a luxury brand**, communicate with luxury consumers, **be prepared for uncertainties and lead with ethics and sustainability** in mind.

Moulham ABOU KHIER,
Product Development, Lancôme,
Alumnus, EMiLUX Class of 2019

LEARNING BY DOING

ENTREPRENEURIAL PROJECT

The Entrepreneurial Project (EP) is an interdisciplinary capstone project that runs throughout the program. It allows participants to think critically about real business problems within the framework of a small project team. The project demands that each participant exercise creativity, rigor, and tenacity by applying program principles (such as strategy, operations, finance, HR, marketing, control, sales, technology management and content) to a real-world issue facing luxury markets. Participants emerge ready to create their own companies or become stronger and more internationally-oriented business leaders.

PAST ENTREPRENEURIAL PROJECTS INCLUDE:

- **Luxury experiential digital platform** that opens the door to a fine selection of exclusive pieces, access to the best tailor-made experiences with experts, and lifestyle service worldwide.
- **Timeless luxury pieces**, made in Italy, with plant based leathers and sustainable fabrics, craftsmanship, and attention to details.
- **The world's first artisanal cranberry liqueur** made with hand-picked organic dry-harvested cranberries and botanicals in every bottle.





GUEST SPEAKERS

In recent years, EMILUX has welcomed many influential leaders from various areas in the luxury and fashion industries. Past examples include:

- ▼ Maggie Henriquez, CEO of Krug Maison de Champagne, **LVMH Group**
- ▼ Stanislas de Quercize, ex-CEO of **Cartier** and of **Van Cleef & Arpels**
- ▼ Marc Chaya, CEO and Co-founder, **Maison Francis Kurkdjian**
- ▼ Jérôme Favier, CEO, **Damiani Group**
- ▼ Grace Nida, Senior Client Partner, Managing Director, Global Luxury Sector, Paris, **Korn Ferry**
- ▼ Jean-Claude Biver, Executive President of the **LVMH Watch Division** (Hublot, Tag Heuer and Zenith)
- ▼ Hélène Poulit-Duquesne, CEO, **Boucheron**
- ▼ Claudia Cividino, CEO of North America for **Loro Piana**
- ▼ Carmen Chin, **Dior**, Singapore
- ▼ Lapo Elkann, Founder and Creative Director, **Italia Independent Group** and **Garage Italia Customs**
- ▼ Natacha Hochet-Raab, Managing Director, EMEA & Japan, **Fred Joaillerie**
- ▼ Thomas Serrano, President, **Havas Events**, North America
- ▼ Guillaume de Saint-Lager, Executive Director of Orient Express, subsidiary of **Accor Hotels group**.
- ▼ Luca Cordero di Montezemolo, President of Italo - **Nuovo Trasporto Viaggiatori** (Italy's first private high-speed rail operator) and ex-CEO of Ferrari and Fiat.

AN ESSEC PARSONS NETWORK OF EXCELLENCE



PARSONS
Executive Education

ESSEC BUSINESS SCHOOL

#9 European Business school
(Financial Times, 2022)

#6 Executive Education Programs
(Financial Times, 2022)

62,000 alumni worldwide

PARSONS EXECUTIVE EDUCATION

#1 national ranking among design schools
(QS World Rankings, 2021)

Interdisciplinary approach
(The New School)

Notable Alumni
(Tom Ford, Narciso Rodriguez...
fashion, product & interior design...)



- Executive Master in Luxury Management and Design Innovation | **ESSEC Business School**
- Executive Certificate in Luxury Management and Design Innovation | **Parsons Executive Education**
- Certificate in "Made in Italy Case Study Analysis" | **Accademia Costume & Moda**



ESSEC BUSINESS SCHOOL

Created in 1907, ESSEC Business School is a graduate school with programs ranging from Bachelor to PhD, a wide range of Masters programs including our flagship Master in Management and Global MBA programs. ESSEC also offers executive education and custom training designed and developed on-demand for our partners from the private sector. ESSEC holds the "Triple Crown" of accreditations for global business education: EQUIS, AACSB and AMBA. ESSEC Business School today is a world-school with French roots; its purpose is to give meaning to the leadership of tomorrow and have a global impact.

ESSEC is a full ecosystem at the crossroad of rigorous and relevant research, innovation, business, and society. At ESSEC we believe in bringing research and companies into the classroom, we also believe that learning doesn't end with a degree: learning at ESSEC means becoming a life-long learner and joining a close knit community of more than 62,000 Alumni all across the globe.



PARSONS
Executive Education

PARSONS EXECUTIVE EDUCATION

Parsons School of Design has offered students innovative approaches to education since its founding in 1896. Today we are the only American art and design school within a comprehensive university, The New School, which also houses a rigorous liberal arts college and a progressive performing arts school. Parsons Executive Education at The New School offers unparalleled executive education programs that inspire and prepare business leaders to tackle the world's most pressing issues.

Created by the #1 design school in the United States*—Parsons School of Design—and taught by its award-winning, industry-leading faculty, our Exec Ed programs help executives transform their companies' perspective and pivot in real time to create resilient businesses that thrive.



In collaboration with Accademia Costume e Moda

Accademia Costume & Moda was founded in 1964 by the academic and designer of costume & fashion, Rosana Pistolese, whose vision was to shape and support the cultural heritage of Italian Costume and Fashion industries in an innovative approach, taking into consideration the interaction between these two fields. With a placement rate of 95% for masters programs and 87% for bachelors programs, prominent alumni include the Creative Director of Gucci, Alessandro Michele; his predecessor, Frida Giannini; Albino D'Amato; Tommaso Aquilano; Aldo Maria Camillo; Maurizio Galante; and many other important professionals from the Global Fashion Industry and Entertainment Industry. In recent years, the Accademia and its students have been awarded some of the most prestigious, global prizes such as the LVMH Graduate Prize in Paris (3 times).

ADMISSIONS

INTAKE

October

REQUIREMENTS

EMiLUX candidates must meet the following requirements:

- Minimum age: 27 years old
- Minimum 6 years of professional experience (not necessarily in the Luxury industry)
- A university degree (in any discipline)
- English language proficiency

APPLICATION PROCESS

Rolling admissions deadlines | Please follow these steps:

- Contact our Admissions Manager to make sure EMiLUX is the right fit for you.
- Complete and submit the online application along with all required documents.
- After an evaluation of the completed online application, qualified applicants are invited to interview with the program Academic Director.
- Less than two weeks following the interview, successful applicants will be notified of their admission into the program.

If you have questions, about admissions networking opportunities or financing options, contact the EMiLUX team.

GET IN TOUCH

Parsons Admissions Team

executive@newschool.edu

VISIT OUR WEBSITE





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In collaboration with:

