

EXECUTIVE EDUCATION

| le savoir vivant |

Disruptive luxury

SHORT PROGRAMME

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ABOUT

Like any industry, **the luxury goods sector will face many disruptions** in the years to come. To prepare you to face these upheavals, we will study the trends that will change the luxury industry and the techniques on which you can capitalize to **prepare your organization** through creative thinking and application on a real luxury case.

OBJECTIVES

Understand the **changing nature of luxury** and get familiar with current trends and disruptions in the luxury industry.

Identify techniques to make sense of and capitalize on these trends to **improve your organization's brand awareness**.

Apply their new knowledge and skills to **define creative solutions** for luxury brand innovation in your organization.

TARGET AUDIENCE

Luxury industry managers and professionals who take on management, marketing, communication or branding responsibilities.

Management, marketing, communication and brand **professionals moving into the luxury industry** from non-luxury industry.

Individuals who wish to **develop their understanding of the luxury industry** in order to start their own business or satisfy their curiosity.