

EXECUTIVE EDUCATION

| le savoir vivant |

Luxury consumer

SHORT PROGRAMME



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ABOUT

The interest for luxury products and experiences is evolving; so does the target public. Each brand must be careful and **define clearly the motivating factors** for individuals to consume luxury and how to engage with them. How to take care of existing and also future new luxury consumers?

OBJECTIVES

Describe and assess the key characteristics and traits that define the different types of luxury consumers.

Identify the main motives and incentives that motivate people to consume luxury goods and services.

Evaluate **how external factors impact luxury consumers' decisions** process and how companies can effectively engage with luxury consumers.

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.