

# icn CREACTIVE business school



## icn **MSC in luxury and design MANAGEMENT**

THE REFERENCE OF MASTER'S DEGREES IN LUXURY MANAGEMENT  
ACCREDITED BY THE CONFÉRENCE DES GRANDES ÉCOLES



Master in Management  
Ranking 2017



icn  
business school  
ARTEM

# 3 QUESTIONS TO FLORENCE LEGROS

DEAN AND MANAGING DIRECTOR

And

# MAXIME KOROMYSLOV

PROGRAM DIRECTOR



## What are the three salient characteristics of the ICN MSc in Luxury and Design Management?

**M.K.:** One of the main strengths of this program is without a doubt its multidisciplinary content. The partnership with Mines Nancy and ENSAD enables us to cover every step in the value chain, from conception up to the designed and manufactured finished product.

Our students better understand the importance of each step in the creation of a luxury object or service, which makes it easier for them to find internships and jobs in the domain. Another strength is access to industry knowledge and know-how thanks to visiting professionals from the luxury sector. All throughout the course, our students gain professional experience thanks to projects given to them by our partner businesses, as well as visits to workshops and internships. The last strength of this program is the employability of our students thanks to the constant work and personal guidance provided by our PEPS (Professional Employment and Personal Support), and Careers and Internships services. Both services are in close contact with luxury companies that recruit our interns and graduates, as well as a large network of the three ARTEM Schools' Alumni who now work in various luxury sectors.

## Is ICN Business School the only School of Management in France which shares its campus with other Graduate Schools?

**F.L.:** ICN is a founding member of the ARTEM Alliance, a partnership which brings together three higher education institutions: ICN Business School, Mines Nancy and the Nancy National Graduate School of Art and Design, on the same 97 000 m<sup>2</sup> campus. Our students share 20% of their life on and off campus with students from other disciplines on the same campus in the center of Nancy. As for ICN itself, we have a brand-new building designed by the internationally renowned architects Lipsky-Rollet. Last June, ARTEM was proud to host the first inter-governmental conference with, amongst other personalities present, the astronaut Thomas Pesquet in his first public engagement since his adventure in space.

## What advice would you give to anyone interested in the program?

**M.K.:** Pursuing a career in the luxury industry requires being determined, passionate, and bold. You also need to be aware of certain realities: true luxury doesn't need to be "bling-bling"; true luxury is recognisable thanks to the outstanding quality of its products and services, as well as exceptional know-how. Without exceptional know-how, there is no luxury. Just like these luxury products and services, our future applicants must be irreproachable in terms of both their know-how and social skills. The program will allow them to discover and surpass themselves.

# key figures

## icn business school



- **3 000 STUDENTS**
- **14 000 ALUMNI**
- **131 PARTNER UNIVERSITIES**  
AROUND THE WORLD
- **2 LIBRARIES:**  
24 000 BOOKS  
AND 10 000 DIGITAL PERIODICALS

- **31 VISITING PROFESSORS**
- **74 PERMANENT PROFESSORS**  
AND **16 AFFILIATED PROFESSORS**
- **86% OF THE FACULTY MEMBERS HOLD A PHD** AND **51% OF THEM ARE NOT FRENCH NATIONALS**
- **300 BUSINESS PROFESSIONALS**  
TEACHING



### 5 LOCATIONS

#### 4 CAMPUSES

- **METZ & NANCY, CNIT LA DÉFENSE PARIS** FRANCE
- **NUREMBERG** GERMANY

#### 1 LOCATION

- **SHANGHAI** CHINA

# icn & Alliance ARTEM

A unique alliance between the École Nationale Supérieure d'Art et de Design de Nancy, icn business school and Mines Nancy, ARTEM promotes the mix of disciplines and the diversity of learning, creativity and innovation in order to educate a new generation of leaders and creators.

The ARTEM campus is located in the heart of Nancy. The 97 000 m<sup>2</sup> of building floor space, spread over 10 acres, is home to 3 500 students, 150 professors and researchers, and 300 administrative and technical staff.

## why enroll?

- Multidisciplinary environment thanks to the ARTEM alliance which allows us to cover every step in the value chain, from conception up to the designed and manufactured finished product.
- Teaching focused on gaining professional experience, with more than over half of the classes and workshops run by professionals from the luxury industry.
- Immersion all throughout the course in luxury companies, through visits and study trips in France and abroad, to discover the exceptional know-how, industry specificities, and characteristics of international markets.
- Compulsory internships in order to gain professional experience abroad, which is needed to get a job in the luxury industry.
- Relevant company partnerships and Alumni network.
- Career guidance and employability (individual and personal assessment organised with recruitment tests, guidance tutorials, assistance with finding an internship, and putting professional project in place).



I work for SOWINE, a French marketing and communication consultancy dedicated to wine, champagne and spirits. My role is to bring comprehensive support and consulting services, ranging from brand strategy through to developing communication tools. I work with international wine and spirits brands or producers. Thanks to the MSc, I have a global approach of the wine and spirit sector and strong marketing and strategic skills. I would totally recommend this MSc in Luxury and Design Management, the learning is just amazing. ”

Paul, SOWINE

# EXPLORE THE WORLD OF **design** AND **luxury**

this program is the result of a cooperation between the **3 ARTEM PARTNER SCHOOLS**:  
the ÉCOLE NATIONALE SUPÉRIEURE D'ART ET DE DESIGN OF NANCY, ICN BUSINESS SCHOOL  
and MINES NANCY.

the 3 schools offer many types of skills to students in **ARTISTIC, TECHNICAL, MANAGERIAL**  
and **STRATEGIC** fields.

## OBJECTIVES

- Develop the knowledge and expertise necessary to progress in the ever-changing luxury and design markets.
- Understand the complex luxury and design markets by developing commercial, marketing and communication strategies that are adapted to innovative creations.
- Understand the creation and design of luxury goods by acquiring a knowledge of materials and areas in traditional and digital design.
- Prepare students for an international career in the promotion of luxury goods, especially in new and emerging markets.



I joined Porsche for my last internship. Fond of cars, I always wanted to work in this sector. I chose the MSc Luxury and Design Management to be able to grasp the luxury world and its codes the best way possible. Thanks to the MSc, I was prepared to work in an international business, as the one Porsche. The product is very important at Porsche and I think the MSc emphasizes this part well. Especially by giving you the opportunity to discover different factories such as the watchmaker Parmigiani. ”

*Romain, PORSCHE*



As a student in the MSc in Luxury and Design Management of ICN Business School, I was exposed to different aspects of the Luxury business. It's a unique experience for those who wish to evolve later in this industry. Working for yachting industry at Fraser Yachts as charter broker assistant, my role is to respond to customer's needs to charter a yacht, through brokerage activity. Passionate about Yachting, I plan to continue in this industry. The LDM program strengthened my knowledge of the Luxury business and allowed me to better understand the whole luxury sector in which I am currently evolving in. ”

*Maxime, FRASER YACHTS*

# PREPARATION YEAR TO THE MSc (M1-LEVEL)

**admission:** 3-year bachelor's degree holders (french "licence")

**duration:** 2 SEMESTERS

**FORMAT:** full-time

## SEMESTERS 1 & 2

### MANAGEMENT

- Organisational Behaviour
- Intercultural Management and Communication
- Management Control
- Strategic Analysis
- Investment and Financing Decisions
- Cost Accounting
- Risk and Company Valuation
- Strategic Marketing
- Industrial and Services Marketing

### TOOLS AND METHODS

- Information Systems Management
- Business Environment
- Data Analysis

### ARTEM WORKSHOP

"LUXURY, DESIGN AND CREATIVITY"

- History of Luxury, Art and Design
- Creativity Process
- From Trend to Collection
- Graphic Tools
- **Company Project based on a business issue offered by a luxury partner company**

### SPECIALISATION

"LUXURY AND DESIGN"

- Luxury Brand Management
- Selling Luxury
- Trademark Law and IP
- **Luxury Mapping in Paris (Study Trip)**

### PERSONAL DEVELOPMENT

- Business English
- Professional Skills

### INTERNSHIP

- 3 to 6 months



**MSc**   
Master of Science

since April 2018,  
the MSc in luxury and  
design management is an  
**officially ACCREDITED MSc**  
by the **CONFÉRENCE DES**  
**GRANDES ÉCOLES !**



# MSC CURRICULUM (M2-LEVEL)

**admission:** 4-YEAR BACHELOR'S DEGREE OR 3-YEAR BACHELOR'S DEGREE + significant PROFESSIONAL EXPERIENCE, OR MASTER'S DEGREE

**duration:** 3 SEMESTERS

**format:** full-time

## SEMESTER 1 | FROM THE IDEA TO THE LUXURY PRODUCT/SERVICE

### COMPANY STAKES & MANAGEMENT 1

- Fashion Buying and Merchandising
- Luxury Team Management

### MANAGING LUXURY PRODUCTION & DESIGN

- Product and Pricing Policy
- Conception and Product Design
- Materials in the Luxury Industry
- Manufacturing Techniques and Sourcing
- Workshop "Design Your Product"

### LUXURY MARKETS & SECTORS 1

- Luxury Markets Overview
- Fashion and Accessories
- Wines and Spirits

### PERSONAL DEVELOPMENT 1

- Developing Professional Skills
- Research Methodology
- Business English

## SEMESTER 2 | FROM THE LUXURY PRODUCT/SERVICE TO MARKET

### COMPANY STAKES & MANAGEMENT 2

- Sustainable Luxury and Corporate Social Responsibility
- Luxury in the Digital Age

### MANAGING LUXURY DISTRIBUTION

- Luxury Distribution Strategy
- Store Design
- Workshop "Imagine Your Store"

### MANAGING LUXURY COMMUNICATION

- Luxury Communication Strategy
- Workshop "Imagine Your Story"

### LUXURY MARKETS & SECTORS 2

- Luxury Mobility
- Watchmaking and Jewelry
- Perfumes and Cosmetics
- Hospitality

### PERSONAL DEVELOPMENT 2

- Association Project Management
- Study Trip

## SEMESTER 3 | CORPORATE MISSION

### INTERNSHIP

6 months

### MSC THESIS

Based on the internship experience

# CAREER OPPORTUNITIES



## INTERNSHIPS AND CAREER OFFICE

- Provides the link between students and recruitment specialists.
- Responds to the demands of businesses that require a real commitment and active professional attitude from students.
- Helps students find internships and employment, using appropriate tools such as the ICN Career Center, where students can create their professional profile and recruiters display their job offers and internships.

## THE CAREER CENTER IS ALSO...

A bank of resource materials available to students with access to information such as tips on preparing internships, how to apply, legislation, corporate news (recruitment days, challenges, etc.).

## PROFESSIONAL AND INTERNATIONAL EXPERIENCE IN THE PROGRAM

- 6 to 12 month in-company internship
- Company visits in France and abroad (Switzerland for Watchmaking)
- One-week study trip to discover one of the international luxury markets (Milan in Italy)

“

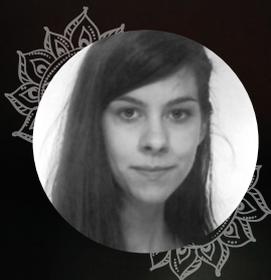
I work at Piaget as a visual merchandising and store design assistant in Paris. Thanks to the program, I had the opportunity to discover the different luxury management methods. The immersion in a professional environment, through our internships in companies, is not only very informative, but it is also a real platform for our future career. Today, because of these achievements, I feel fulfilled in my work. Jewelry/watchmaking is a sector in perfect harmony with my philosophy of life, a combination of marketing, creativity and market research.”

Laurine, CARTIER



## GRADUATES MAJOR DESTINATIONS:

China / France / Germany / Hong Kong / Italy / Latvia / Luxembourg / Monaco / Netherlands / Singapore / Spain / Switzerland / United Kingdom / USA



“

I am a visual merchandiser in the perfumes and cosmetics field. I have been working for diptyque, since 2015. Without the program, particularly the workshops proposed during the 2 years and my internships I would not have discovered this job that perfectly fit with my double curriculum beginning in an art school and following in the MSc. ”

Zoé, DIPTYQUE



## GRADUATE jobs

by **SECTOR**



38%

FASHION



12%

WATCHMAKING  
JEWELRY



12%

PERFUMES  
COSMETICS



7%

COMMUNICATION  
AGENCY



7%

CONSULTING  
COMPANY



5%

AUTOMOTIVE  
INDUSTRY



5%

HOSPITALITY



5%

WINE / SPIRITS



2%

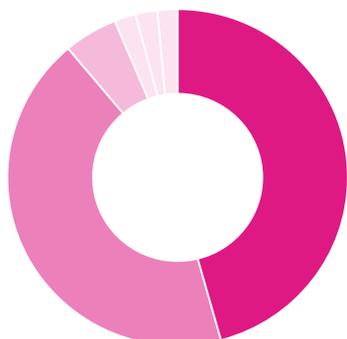
LEATHER GOODS  
ACCESSORIES



7%

OTHERS

by **job profile**



- MARKETING / COMMUNICATION (46%)
- TRADE (43%)
- PRODUCTION (5%)
- HR / COUNCIL (2%)
- GENERAL DIRECTION (2%)
- LOGISTIC / BUYING (2%)



“

I have always been fascinated by how fashion luxury evolves through time and by the precious savoir-faire associated with it ; for that reason I have long wanted to work in that sector. Enrolling in the MSc in Luxury & Design Management has helped me improve my knowledge and understanding of fashion & luxury and the ICN team supported me in reaching my goals. I am currently working for the maison Chanel as a product developer in the accessories department, after getting my final internship in that department. ”

*Manon, CHANEL*



“

Today I am product developer for Karl Lagerfeld in Amsterdam. A link between design and marketing, I must manage various creative and technical tasks I never learned in a "classic" Business School. As a former ICN MSc student, I am now able to understand and interact in these specific Luxury and Fashion environments, with unique knowledge and terminology. ”

*Alexandre, KARL LAGERFELD*



**BRAND MANAGER**

Brand Managers are responsible for the development of all aspects of the brand, such as cost, customer satisfaction, communication, and marketing.

**BUSINESS DEVELOPER**

Business Developers are responsible for detecting and directing growth opportunities for the company, implementing new projects, and attracting new customers and new partners.

**CONSULTANT**

Consultants are expert strategists, who look for solutions to improve the functioning of companies in areas such as organization, customer relations, human resources, information systems etc.

**CUSTOMER RELATIONSHIP MANAGER**

Customer Relationship Managers have to implement tools (e.g. databases) and strategies to improve customers' satisfaction, to understand their needs and to build a relationship with them.

**MARKETING MANAGER**

Marketing Managers are responsible for designing an action plan and following it through to completion. To achieve this, the marketing manager has, for example, to collect information and direct market studies to know the market, its competitors, its target consumers and the opportunities for a product or service. They then define marketing policies and strategies accordingly.

**PRODUCT MANAGER**

Product Managers are responsible for all activities and functions associated with the product, from the design stage to the final production. They are the link between the departments (manufacturing, management, promotion, etc.) and other providers involved.

**PUBLIC RELATIONS AND COMMUNICATION MANAGER**

Public relations and communication Managers define and implement a company's media strategy, except for the company's internal media. They are responsible for promoting the company's brand image, its products and its achievements, with the company's diverse stakeholders.

**SALES MANAGER**

Sales Managers are responsible for a geographical area and for a team. They contribute to sales development in order to improve the company's profit margins.

**STORE MANAGER**

Store Managers organize, manage and develop the activity of a store, in line with the commercial policy of the company. They manage the sales teams and their staff and they contribute to developing turnover.

**VISUAL MERCHANDISER**

Visual Merchandisers guarantee the visual identity of the brand for one or more stores and contribute to the optimisation of sales. They are in charge of accompanying and training the sales team regarding the visual identity of products and their implementation.



The MSc in Luxury and Design Management is a great opportunity to better understand the luxury industry with all its specificities compared to a regular curriculum. As I now work in Fashion, it was essential for me to enroll in a MSc that could provide me with a thorough analysis of this industry and its clientele.

We had the chance to visit a fabric manufacture near Milan, which I talked about in my interview at Hermès. They were very surprised that a student already had precise knowledge of fabric manufacturing, especially from one whom they regularly work with. I was then recruited as Assistant Fabric Developer for my final internship. ”

**Nicolas, HERMÈS**

## PRACTICAL INFORMATION:

### PREPARATION YEAR ADMISSION (M1-level)

- Relevant professional goals for the luxury and design industry
- Dynamic and open-minded profile
- 3-year Bachelor's Degree holders (French "Licence")
- Admission tests: English, written and oral, recruitment interview

### MSc ADMISSION (M2-level)

- Relevant professional goals for the luxury and design industry
- Dynamic and open-minded profile
- 4-year Bachelor's degree or approved equivalent (240 ECTS)

Or

- 3-year Bachelor's degree (180 ECTS) + significant professional experience

Or

- Master's Degree
- Admission tests: English, written and oral, recruitment interview

### HOW TO APPLY

- Complete the online application form available at [icn-artem.com](http://icn-artem.com)
- Provide copies of all original documents (passport, transcripts and diploma)
- Photo, CV / Resume and Cover letter
- You can attach any additional document that may support your application
- Application fees to be paid

### FRENCH STUDENTS

Selected applicants are scheduled for recruitment interviews and English tests throughout several admission sessions

### INTERNATIONAL STUDENTS

Admissions from January to June

## icn business school PROGRAMS:

### ACADEMIC PROGRAMS

Bachelor of Business Administration  
ICN Master in Management  
ICN MSc en Management Numérique  
ICN MSc in Luxury and Design Management  
ICN MSc in International Management - MIEX  
ICN MSc in Marketing and Brand Management  
ICN MSc in Finance, Insurance and Risk Management  
ICN MSc in International Business Development  
ICN Summer Program

### EXECUTIVE EDUCATION

Executive MBA (accredited AMBA)  
Executive MSc in Business Administration  
Formacadre, Manager opérationnel d'un centre de profit  
Coach professionnel  
Programme Manager Dirigeant



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### Contact

#### French applicants

##### Admissions office

+33 3 54 50 25 38

[admissions@icn-artem.com](mailto:admissions@icn-artem.com)

#### International applicants

##### International relations office

+33 3 54 50 25 25

[studyabroad@icn-artem.com](mailto:studyabroad@icn-artem.com)

open days

icn business school

In December, February & March,  
visit our **Facebook page** to find out more.

[icn-artem.com](http://icn-artem.com)

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