



**icn msc in
luxury and
design
MANAGEMENT**

–
bac +5

**CREATIVE thinking
MAKES THE difference ***

icn

business school

in 2016

- ▶ **3 000** STUDENTS
- ▶ **70** PERMANENT PROFESSORS
AND **20** AFFILIATED PROFESSORS
- ▶ **60** VISITING PROFESSORS
- ▶ **300** BUSINESS PROFESSIONALS TEACHING
- ▶ **4** CAMPUSES:
METZ AND NANCY (FRANCE)
NUREMBERG (GERMANY)
CHENGDU (CHINA)
- ▶ **4** REPRESENTATION OFFICES:
1 IN WEST AFRICA
1 IN LATIN AMERICA
2 IN CHINA
- ▶ **150** PARTNER UNIVERSITIES AROUND THE WORLD
- ▶ **2** LIBRARIES
24 000 BOOKS
10 000 DIGITAL PERIODICALS
- ▶ **13 000** ALUMNI



MEMBER OF THE *CONFÉRENCE
DES GRANDES ÉCOLES*



ASSOCIATED WITH *UNIVERSITÉ DE LORRAINE*

Alliance
ARTEM

IN PARTNERSHIP WITH THE *ÉCOLE NATIONALE
SUPÉRIEURE D'ART ET DE DESIGN OF NANCY
AND MINES NANCY*



Maxime KOROMYSLOV - Program Director
ICN MSc in Luxury and Design Management

Luxury is recognizable
in skill and quality.
In this multidisciplinary

program ICN MSc in Luxury and Design
Management you will discover the complete
luxury value chain, from the idea to the
final product, via the stages of design and
production.

PRACTICAL information

FIRST YEAR Admission

- ▶ Students holding a 3-year Bachelor's degree
- ▶ French and English language proficiency required

SECOND YEAR Admission

- ▶ Students holding a 4-year Bachelor's degree
- ▶ Students holding a 3-year Bachelor's degree
+ at least 3 years of professional experience
- ▶ Students holding a Master's degree
- ▶ English proficiency required
- ▶ Obligatory adjustment modules held in September

REGISTRATION

french students

- ▶ Application form available on www.icn-groupe.fr/candidats
- ▶ Two admission sessions: June and September
- ▶ Admission Tests :
 - ▶ Written English
 - ▶ Oral English
 - ▶ Motivation interview

INTERNATIONAL students

- ▶ Application form available on www.icn-groupe.fr/en/candidates
- ▶ Admissions from January to June
- ▶ Contact the International Relations Office



EXPLORE THE WORLD of design and luxury

THIS PROGRAM IS THE RESULT OF 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.

why join this program ?

- ▶ Study of the luxury product/service value chain: from the design and production stages to the promotion and sales stages
- ▶ Immersion in luxury companies (internships to be carried out in luxury companies, company visits, modules taught by professionals specializing in design and luxury management...)
- ▶ Pedagogical, economic and cultural environment of a renowned French Business School
- ▶ Personalized support (individual and personal assessment organized with recruitment tests, guidance tutorials assessment, assistance in your internship search and the implementation of your professional project...)
- ▶ Year 2 taught entirely in English
- ▶ Optional academic semester abroad for students attending both years of the program (competitive placement)

« Design Management associates two essential and complementary activities in the firms.

Creation and Marketing are two complementary jobs, intertwined disciplines that must interact because they are key to the success of a product's development.

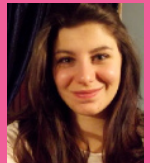
Discovering the rules, the objectives, the needs and the realities of those two businesses transversally will enable students to attain an encouraging and appropriate professional effectiveness. »



Jean-Baptiste SIBERTIN-BLANC
Designer (Studio JBSS) and teaching
program co-ordinator in Design

« Today, I am a Retail Marketing Assistant in the watchmaking industry and I work in Switzerland. Without the program, I wouldn't have been able to discover watchmaking and the amazing values this industry conveys.

I am evolving in a passionate sector and everyday my job is different as I am closed to all the boutiques the brand has in the world. »



Anne-Sophie | 2015 Graduate

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 of traditional and digital design
- ▶ Prepare students for an international career in the promotion of luxury goods, especially in new and emerging markets



PROGRAMME de 1^{ÈRE} ANNÉE

de l'idée au produit



LES COURS DE 1^{ÈRE} ANNÉE
SONT EN FRANÇAIS

de septembre à mars

▶ Les cours de 1^{ÈRE} année du programme sont orientés sur le développement de l'offre dans le secteur du luxe répondant à l'ensemble des éléments d'un cahier des charges liés au design, à la fabrication ou à la gestion des coûts.

AJUSTEMENTS

Histoire de l'art
Environnement économique
Outils bureautiques
Outils graphiques

FONDAMENTAUX DE LA GESTION

Gestion financière
Outils d'analyse stratégique
Démarche marketing et étude de marché

DESIGN ET CRÉATIVITÉ

Atelier « Processus de créativité »
Design dans le domaine du luxe

CONCEPTION ET MATÉRIAUX

Conception et design produit
Matériaux dans le domaine du luxe
Atelier « Concevoir son offre »

ENJEUX STRATÉGIQUES DU LUXE

Design Management
Regard éthique dans le domaine du luxe
Strategy and Innovation in the Luxury Industry

MANAGEMENT DE L'OFFRE

Développement de l'offre
Techniques de vente
Atelier « Processus de collection »

GESTION DES MARQUES

Management stratégique des marques
Droit des marques et de la propriété intellectuelle

GESTION DE LA PRODUCTION

Sourcing dans le luxe
Procédés de fabrication

APPLICATIONS PRATIQUES

Management de projet
Projets d'entreprises
Mapping du luxe parisien

LES TEMPS FORTS DE LA 1^{ÈRE} ANNÉE

VISITES D'ENTREPRISES

ENTRE OCTOBRE ET FÉVRIER

Objectif : découvrir la réalité des entreprises du luxe, leurs métiers, leurs domaines d'activités, et les enjeux auxquels elles sont confrontées

Exemples :

- ▶ Émaux de Longwy
- ▶ Henryot & Cie
- ▶ Les Ateliers Garnier Thiébaud
- ▶ Manufacture de Baccarat
- ▶ Manufacture de Saint Louis

VOYAGE D'ÉTUDES À PARIS

EN JANVIER

Objectif : découvrir l'univers du luxe parisien

Exemples :

- ▶ Ateliers Lesage
- ▶ Ateliers Louis Vuitton
- ▶ Mauboussin
- ▶ Diptyque
- ▶ Fondation Cartier
- ▶ Swarovski
- ▶ Visites d'expositions

PROJET D'ENTREPRISE / APPLICATIONS PRATIQUES

Objectif : répondre à une problématique proposée par une marque de luxe ou un institutionnel :

- ▶ Projet mené en groupe sur toute l'année
- ▶ Soutenance en présence des représentants de la marque et tuteurs

DÉVELOPPEMENT PERSONNEL ET PROFESSIONNEL

- ▶ Teambuilding
- ▶ Connaissance de soi
- ▶ Expression de soi
- ▶ Projet associatif
- ▶ English for Specific Purposes

STAGE EN ENTREPRISE

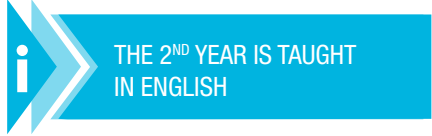
De 3 à 6 mois à partir d'avril

Rapport de stage et soutenance pendant la 2^{ÈME} année



SECOND YEAR PROGRAM

FROM THE PRODUCT TO THE MARKET



OCTOBER TO FEBRUARY

► Courses during the second year of the program bring into focus communication and distribution of luxury products / services in international markets.

COMPANY STAKES AND MANAGEMENT

International Negotiation
International Business
Sustainable Luxury
Luxury Team Management
Social Responsibility and Ethics

MAIN LUXURY SECTORS

Fashion
Leather and Accessories
Wines and Spirits
Watches and Jewelry
Perfumes and Cosmetics
Hospitality
Cars

LUXURY PRODUCT DISTRIBUTION

Luxury Distribution Strategy
Store Design
Workshop « Imagine your Store »

LUXURY PRODUCT COMMUNICATION

Luxury Communication Strategy
Workshop « Imagine your Story »

LUXURY MARKETS

Luxury Markets Overview
Study Trip to a Luxury Country



2nd YEAR PROGRAM HIGHLIGHTS

ADJUSTMENT COURSES

Students joining the second year of the program in September follow adjustment courses:

- Strategy and Innovation
- Product and Pricing Policy
- Brand Management
- Manufacturing Techniques and Sourcing
- Luxury Design and Design Management
- Product Conception Process and Materials

SECTORIAL SEMINARS INCLUDING COMPANY VISITS

Fashion, Perfumes and Cosmetics, Jewelry and Watches (in Switzerland), Leather and Accessories, Wines and Spirits, Cars and Hospitality

STUDY TOUR ABROAD

FEBRUARY

Objective: discover one of the international luxury markets

WORKSHOPS

- **Imagine Your Story:** verbal and visual communication of luxury brands - create a campaign for a luxury brand.
- **Imagine Your Store:** merchandising and visual merchandising in luxury industry outlets.

MSC THESIS

Analytical work on issues related to the luxury sector.
Defense in September.
Research Methodology for the Master Thesis

INTERNSHIP

3-6 months beginning in March.
Mission report defense in September.



DEGREE OBTAINED:

ICN MSC IN LUXURY AND DESIGN MANAGEMENT
(5-YEAR UNIVERSITY LEVEL)

CAREER OPPORTUNITIES

- PRODUCT MANAGER
- BRAND MANAGER
- BRANDING/PACKAGING PROJECT MANAGER
- MARKETING MANAGER
- SALES MANAGER
- EXPORT MANAGER
- PUBLIC RELATIONS MANAGER
- SOURCING MANAGER
- SUPPLY CHAIN MANAGER
- BUYER
- CUSTOMER RELATIONS MANAGER
- STORE MANAGER
- TRADE MARKETING DIRECTOR
- VISUAL MERCHANDISER

ensad nancy



ÉCOLE

icn business school



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ARTEM ALLIANCE

A UNIQUE ALLIANCE BETWEEN MINES NANCY, THE ÉCOLE NATIONALE SUPÉRIEURE D'ART ET DE DESIGN OF NANCY AND ICN BUSINESS SCHOOL, 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.

ALLIANCE
ARTEM

THE ARTEM CAMPUS, LOCATED IN THE HEART OF NANCY, WILL BRING THE 3 SCHOOLS TOGETHER IN 2017, BUT THEY HAVE ALREADY BEEN USING SOME SHARED PREMISES SINCE 2012.

THE 85,000M² OF BUILDINGS, SPREAD OVER 10 ACRES, WILL BE HOME TO 3,500 STUDENTS, 300 PROFESSORS AND RESEARCHERS AND 150 ADMINISTRATIVE AND TECHNICAL STAFF.

CONTACTS

french students
Admissions office

+33 3 54 50 25 38

Admissions@icn-groupe.fr

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INTERNATIONAL STUDENTS
INTERNATIONAL RELATIONS OFFICE

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StudyAbroad@icn-groupe.fr

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www.icn-groupe.fr/mldm

*** LA CRÉATIVITÉ
FAIT LA DIFFÉRENCE**