

# SUMMER SCHOOL 2014

FASHION, LUXURY AND BRAND MANAGEMENT  
AUGUST 4<sup>TH</sup> - AUGUST 22<sup>ND</sup> 2014

LIMITED NUMBER OF PARTICIPANTS



# ICN SUMMER SCHOOL



## Introduction

*"In order to be irreplaceable one must always be different."*

Until the 1990's, the major players in the luxury prestige world were family-owned companies that used to be called "Maisons", nowadays this is not the case anymore.

Today, most luxury brands are part of major international groups and need a new breed of managers with a specific kind of business expertise. This is because they have to manage, in a very competitive international context, leading brands with a highly innovative and creative potential, combined with a strong history and culture. The industry trend has above-average market growth rates and offers an exceptional career perspective. Those who plan to work in **Luxury Fashion and Brand** have to be able to match the management, business skills with the culture and the spirit of the company included their brands.

Be part of an enriching experience, where you will dive deeply into the branch of the fashion industry, luxury goods and the high-end brand segments. The summer school program aims for the development of a detailed and creative mind-set in line with the understanding of business processes in the fashion industry. Be a part of a dynamic group driven by the motivation of personal achievement and success, supported by international professors from all different departments. Enrich yourself with specific know-how, which will help you to build up a strong and self-confident personality in order to boost your future career. Take the opportunity to earn **4 ECTS credits** in the 3-week summer school program, which will be validated and proven by a certificate.

## ICN Business School, Campus

**Nuremberg**, is using its network and connections into the fashion world, as well as the partners of the upgrade "fashion, luxury", in order to provide a wide range of information, skills and experienced specialists. The idea is not to sit in a usual lecture, but to be part of the teaching process and interact actively with the professors and show achieved skills and knowledge by presentations, case studies and also with the help of smaller projects.

You and your personality, your individual strengths, your thinking out of the box, is what the program focuses on. Providing an enriching and instructive seminar with impressions from an industry, which requires being different and not fearing the unknown. Get started today, form your future career and sign up for **"fashion, luxury & brand" summer school 2014**.

# Facts

## Duration:

- 3 weeks

## Admission requirement:

- 2 years of higher education, a bachelor degree or equivalent

## ECTS credits:

- Students will be granted 2
- credits for the courses taken during the summer school

## Objectives:

- For the first time ICN decide to open a Summer session dedicated to fashion, luxury and brand management, thus to give international students the benefits of a strong network and partnership with other schools and company specialized in the field of Luxury Management. Thanks to the ICN Summer School you will strengthen your skills and competencies in order to understand a sector based on values such as creative thinking and culture, innovation and know-how. You will be able to understand the complex processes of the fashion industry and luxury goods sector.
- Possibility to meet with professionals and understand the world of fashion.
- Building up a strong knowledge and specialized skills based on real data from the luxury market

## Teaching method:

- Case studies
- Simulations, group work and workshop
- Corporate visits
- Active learning
- Interactive courses taught by international professors and professionals from the industry

## Accommodation:

- Possibility to sublease the flats of our students.

### ▪ **DJH Jugendherberge Nürnberg**

The youth hostel is located inside the castle of Nuremberg, with a wonderful view of the city and close to the city center.

Burg 2, 90403 Nuremberg

Phone: +49 (0) 911/230936

[www.nuernberg.jugendherberge.de](http://www.nuernberg.jugendherberge.de)

Multiple Bedroom: 29,90€ per person/night incl. breakfast

Multiple Bedroom: 35,90€ per person/night incl. breakfast and dinner

### ▪ **Motel One Nürnberg City**

The hostel is located near the main train station in the city center.

Bahnhofstraße 18, 90402 Nürnberg

Phone: +49 (0) 911/2743170

[www.motel-one.com/de/](http://www.motel-one.com/de/)

69€ per room/night

Breakfast: 7,50€

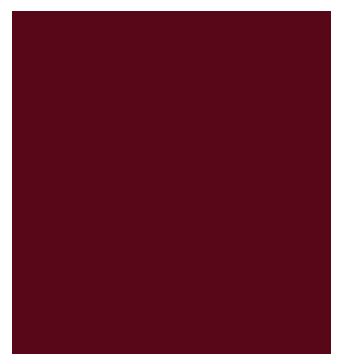
## Tuition and fees:

- No application fees
- Tuition: 1.500,- €
- Application deadline: June 23<sup>rd</sup> 2014
- Cancellation: Reimbursement of the deposit is allowed 30 days before the program starts.

Tuition fees include:

- Welcome breakfast
- Course materials
- Company visits
- Cultural visits
- Paris trip

The tuition fees do not cover air tickets, local transportation and visa processing fees. All visa related issues are the responsibility of the participants.





# Curriculum

## Introduction to Fashion, Luxury

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- Luxury Product Development
  - B2B & B2C sales of luxury products to high-end costumers
  - Understanding Luxury Distribution & Consumption (Yves Saint Laurent Case)
  - Budgeting & Calculation of Luxury products
  - Strategic Brand Management
  - Discovery of the model industry
  - Corporate Behavior: perfektes Auftreten – beruflicher Erfolg
  - Job interview training for fashion industry



## Business subjects

- E-commerce
- Marketing
- Corporate Brand & Brand Law
- International Law



## Projects

- Shirt design

## Languages

- French Beginner & Advanced
- Business Englisch



## Different company visits

- Trip to Paris, with company visits
- Visit of a champagne factory (Charlier Billiard) in Damery (France)
- Visit of Streness in Nördlingen
- Visit of Rene Lezard in Würzburg

Time	First week	Time	Second week	Time	Third week
<b>Monday</b>	<b>04.08.2014</b>	<b>Monday</b>	<b>12.08.2014</b>	<b>Monday</b>	<b>19.08.2014</b>
09:00 - 12:00	Welcome brunch & Introduction <b>André Schlipp</b>	09:00 - 12:00	Product Development & Interim presentation of project <b>Handan Celebi</b>	09:00 - 12:00	Job interview training for fashion industry <b>Sakia Axt</b>
13:00 - 16:00	Introduction to Fashion Luxury <b>Claire Husemann</b>	13:00 - 16:00	Product Development & Interim presentation of project <b>Handan Celebi</b>	13:00 - 16:00	Job interview training for fashion industry <b>Sakia Axt</b>
		16:15 - 17:15	French Beginner <b>Denis Trohel</b>	16:15 - 17:15	French Beginner <b>Denis Trohel</b>
<b>Tuesday</b>	<b>05.08.2014</b>	<b>Tuesday</b>	<b>13.08.2014</b>	<b>Tuesday</b>	<b>20.08.2014</b>
09:00 - 12:00	Luxury Product Development & Introduction to the shirt design project <b>Handan Celebi</b>	09:15 - 10:15	Business English <b>Charly Telford</b>		<i>Departure 09:00</i> from the ICN with the bus
13:00 - 16:00	Luxury Product Development & Introduction to the shirt design project <b>Handan Celebi</b>	10:30 - 13:00	Understanding Luxury Distribution & Consumption (Yves Saint Laurent Case) <b>Guy Jean Foglino</b>		<b>Streness</b> in Nördlingen <b>Rene Lezard</b> in Würzburg <b>Puma/Adidas</b> in Herzogenaurach
16:15 - 17:15	French Beginner <b>Denis Trohel</b>	13:30 - 18:00	Understanding Luxury Distribution & Consumption (Yves Saint Laurent Case) <b>Guy Jean Foglino</b>		<i>Arrival ca. 18:00</i> in Nuremberg
<b>Wednesday</b>	<b>06.08.2014</b>	<b>Wednesday</b>	<b>14.08.2014</b>	<b>Wednesday</b>	<b>21.08.2014</b>
09:00 - 12:00	Corporate Brand & Brand Law <b>Dr. Jörg Reichelsdorfer</b>	09:15 - 10:15	French Advanced <b>Denis Trohel</b>	09:00 - 12:00	Discovery of the model industry <b>Jasmin Widmann</b>
13:00 - 16:00	International Law <b>Dr. Nikolaus Weber</b>	10:30 - 13:00	Budgeting & Calculation of luxury products <b>Guy Jean Foglino</b>	13:00 - 16:00	Discovery of the model industry <b>Jasmin Widmann</b>
16:15 - 17:15	Business English <b>Charly Telford</b>	13:30 - 18:00	Budgeting & Calculation of luxury products <b>Guy Jean Foglino</b>	16:15 - 17:15	Business English <b>Charly Telford</b>

Thursday	07.08.2014	Thursday	15.08.2014	Thursday	22.08.2014
09:00 - 12:00	B2B & B2C sales of luxury products to high-end costumers <b>Katrin Ulrich</b>		<i>Departure 07:00</i> from the ICN with the bus		<i>Departure 09:00</i> City Center: Visiting POS, Longchamp & Louis Vuitton
13:00 - 16:00	B2B & B2C sales of luxury products to high-end costumers <b>Katrin Ulrich</b>		<i>13:00</i> <b>Visit of a champagne factory</b> <i>Charlier Billiard</i> in Damery (France)	<i>13:00 - 16:00</i>	E-commerce <b>Norbert Barnikel</b>
16:15 - 17:15	French Advanced <b>Denis Trohel</b>		<i>Arrival ca. 17:30</i> in Paris	<i>16:15 - 17:15</i>	French Advanced <b>Denis Trohel</b>
Friday	08.08.2014	Friday	16.08.2014	Friday	23.08.2014
09:00 - 12:00	Marketing <b>Norbert Barnikel</b>	09:00 - 12:00	Strategic Brand Management <b>Philippe Rebiere</b>	09:00 - 12:00	Finishing phase of the project <b>Handan Celebi</b>
13:00 - 16:00	Marketing <b>Norbert Barnikel</b>	13:00 - 16:00	Strategic Brand Management <b>Philippe Rebiere</b>	13:00 - 16:00	Final presentation of the project <b>Handan Celebi</b>
				<i>16:15 - 17:15</i>	Feedback - Conclusion <b>André Schlipp</b>
Saturday	09.08.2014	Saturday	17.08.2014	Saturday	24.08.2014
09:00 - 12:00	Corporate Behavior: perfektes Auftreten - beruflicher Erfolg <b>Christina Volmari</b>		Paris : Company visit		<i>Departure</i>
13:00 - 16:00	Corporate Behavior: perfektes Auftreten - beruflicher Erfolg <b>Christina Volmari</b>				
Sunday	11.08.2014	Sunday	18.08.2014	Sunday	25.08.2014
	<i>10:00</i> Brunch		<i>Departure 14:00</i> from Paris with TGV/ICE		
	City tour & visit of the museum of modern art		<i>Arrival 21:00</i> in Nuremberg		