

COURSE SYLLABUS

COURSE TITLE:	Made In Paris: Luxury Quality Management	COURSE CODE:	FASH 220
PREREQUISITES:	Be there!	SEMESTER:	FALL 2016
INSTRUCTOR:	Philippe Mihailovich & Caroline Taylor	CREDITS:	3
EMAIL:	philippe@hauteluxe.net caroline@hauteluxe.net	SCHEDULE:	Tuesdays 14:30-17:30

COURSE DESCRIPTION:

The course is an introduction to the basics of prestige branding 'à la Française' and will provide the students with cutting-edge thinking to enable them to work with real issues faced by today's small entrepreneurs.

COURSE OBJECTIVES:

The goal of this course is to help students master the different notions and perceptual tools used by French and Parisian brands. It will also give the students the opportunity to discover French and Parisian culture.

EXPECTED LEARNING OUTCOMES:

1. Create a competitive, sustainable, affordable and ethical prestige brand concept that can succeed in Paris.
2. Create a real Fashion, Food & Fragrance product and Brand Concept to be sold to the public by yourself!

RECOMMENDED TEXTBOOK:

"*Rethinking Prestige Branding: Secrets of the Ueber-Brands*" by Wolfgang Schaefer and JP Kuehlwein, 2015, KoganPage - ISBN- 978-00-7494-7003-6



EVALUATIONS:

The final grade will be determined as follows:

Participation	25%
Midterm Individual Competition	30%
Final Group Report:	45%

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 14-Sep-2016	List of places to visit & research online/offline	<p>Introductions to each other, to the syllabus and required reading. Basic background to the material and an overview of the objectives and what will be achieved throughout the term.</p> <p><i>French Touch Branding:</i> Lecture covering the “French Touch” and “Made in France” and similar labels as well as tips pertaining to low entry Realistic Entrepreneurship supported by basic theoretical foundation in branding.</p> <p>TBC – students to attend mini-conference after class (ABS- Amphi): Guest speaker Ali Mahdavi (Crazy Horse, Louboutin)</p>
Session 2 21-Sep-2016	Theory + Guest Speakers	<ul style="list-style-type: none"> - Presentation from “Creative France” - Presentation from “Fabriqué à Paris” <p>Introduction to Flavors and Fragrances and research tips: Trends, competitors etc.</p>
Session 3 28-Sep-2016	Field Trip	Visit important Flavor & Fragrance Company followed by a visit to a 3D printing company
Session 4 5-Oct-2016	Midterm Competition	<p>Graded Midterm:</p> <p>Prestige Brand Concept: Student branded candle presentation: Concept + Product fait à la main/ fait Maison</p>
Session 5 12-Oct-2016	Field Trip	<p>Fashion, Food & beverage:</p> <p>-Visit to Michel et Augustin and possibly fashion ateliers</p>
Session 6 19-Oct-2016	Field Trip	<ul style="list-style-type: none"> - Gourmet food tour: Le Bon Marché, Chocolate makers and others in Saint-Germain - Visit the new Hermès store: Shang Xia and possibly fashion jewelry creators
Session 7 26-Oct-2016	Theory + Workshop	<p>Prestige Brand Creative Briefs:</p> <p>Product development and preparation of Design briefs</p>
Session 8 9-Nov-2016	Field Trip	<p>Visit to Graphic Design School or Gaité Lyrique: Briefing of creative teams with Mood Boards, defined brand universe, positioning, purpose, product etc.</p> <p>Visit to Micro Brewery rue Saint-Maur</p>
Session 9 16-Nov-2016	Field Trip + 18-20 Nov Students to visit MIF EXPO in own time	Visit to prestigious Ecole du Louvre jewelry School + Made in France/Made in Paris stores.
Session 10 23-Nov-2016	Field Trip	<ul style="list-style-type: none"> - Meet graphic Designers for Final labels, Posters - Visit the Marais : focus on Food+ fashion Pop-up + concept stores + Ducasse Chocolate factory.

Session 11 7-Dec-2016	Final Project	Pop-up Store goes live (to be graded) at a concept store or a secret location to be confirmed. Invite guests.
Session 12 14-Dec-2016	Final Debriefing Session + Report	Debriefing Session based on Sales results and students to hand-in detailed report on lessons learned for grading.