

SKEMA BUSINESS SCHOOL

SUMMER SCHOOL 2026

July 20th to 24th 2026

Luxury Foundations

Grand Paris Campus

skema
BUSINESS SCHOOL

AT HOME WORLDWIDE*

*Chez vous, partout dans le monde

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“SKEMA Business School stands as a pioneering higher education institution that has created a new model of education. Our mission is to empower younger generations to become catalysts in shaping societies, serving as ambassadors of youth worldwide during their studies, and to become visionary leaders and decision-makers dedicated to creating lasting impact.

To achieve this, SKEMA fosters convergence between youthful vision and meaningful action. We recognise the diverse backgrounds of our students and firmly believe in the power of collective action. Young minds can confront the challenges of our times: ecological, climatic, social, and economic transitions.

With campuses established on five continents - North America, South America, Asia, Africa, and Europe - our students get global exposure. They are primed for the complexities of globalised, multicultural, innovative, and socially responsible companies and organisations.

At SKEMA, our educational programmes and students' international experiences are rooted in strong core values: daring, sustainability, diversity, striving for excellence, and working for the greater good. As a not-for-profit organisation, we hold a recognised position of public interest. Our strategy is designed to empower students and partner companies alike in making significant contributions to societal development, while respecting the unique cultural contexts of each campus's region across the world.”

—
Alice Guilhon, Dean & Executive President,
SKEMA Business School

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locations in 7 countries:
Brazil, Canada, China, France,
South Africa, UAE, USA

11,000

students with more than
130 nationalities

197

academic partnerships
in 56 countries

63,000

graduates based in 145 countries

Multi- accredited

[EQUIS, AACSB, EFMD EMBA Accredited]`

Its programmes are recognised in France (Visa, 'Licence' Degree, Master Degree, RNCP, CGE label), as well as in the United States (Licensing), Brazil (Certificação), China (Ministry of Education) and UAE (CAA, KHDA) Member of the Conférence des Grandes Écoles (CGE). Member of the Conférence des Directeurs d'Écoles Françaises de Management (CDEFM)



2nd best worldwide:
MSc Financial Markets
& Investments (2025)



17th best worldwide and
6th in France: MSc in
International Marketing
& Business Development
(2025)

More information:
<https://www.skema.edu/en/rankings>

LUXURY FOUNDATIONS

SKEMA Summer School

Step into the heart of the luxury capital – Paris, where heritage, creativity, and innovation define the essence of luxury. The Luxury Foundations Summer School offers an intensive and immersive journey through the world of luxury brands, combining academic excellence, industry insights, and cultural discovery. Through a blend of courses, workshop, company visit, and cultural experience to provide a holistic understanding of the luxury industry.



Programme Overview

- ▶ **Date:** July 20th to 24th
- ▶ **Location:** Grand Paris Campus
- ▶ **Language:** English

Who should attend?

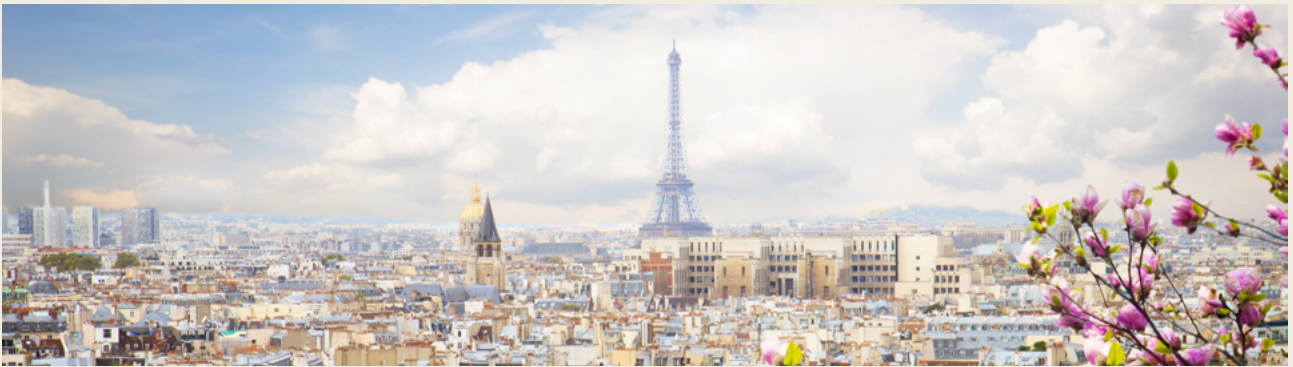
- ▶ Undergraduate and graduate students curious about the world of luxury and its career opportunities.
- ▶ Young professionals seeking to redirect their career towards the luxury sector.
- ▶ Entrepreneurs wishing to understand luxury codes, markets, and business models.

Teaching methods

- ▶ Interactive lectures led by faculty and industry professionals.
- ▶ Workshops based on real-life examples with luxury industry professionals.
- ▶ Company visit to a leading luxury institution.



**APPLY TO OUR
SUMMER SCHOOL
PROGRAMME**



PROGRAMME HIGHLIGHTS

- ▶ Academic excellence from one of French Top business schools.
- ▶ Immersive learning in Paris - one of the world's most dynamic luxury ecosystems.
- ▶ Direct insights from industry experts and brand professionals.
- ▶ Visits to renowned luxury maison or creative studio.
- ▶ Cross-cultural soft skill development and networking with international participants.
- ▶ Valued Program Certificate upon completion.
- ▶ Experience Parisian culture and lifestyle.



COURSE OBJECTIVES

- ▶ Understand the origins, structure, and evolution of the global luxury industry.
- ▶ Understand main challenges in the luxury industry and what makes the new sustainable and connected luxury: sustainability - client centric and digitalisation.
- ▶ Learn the development of luxury and explore how Paris became one of the world's leading luxury capitals.
- ▶ Gain practical insights into brand storytelling, experience design.



LEARNING OUTCOMES

By the end of the programme, participants will be able to:

- ▶ Understand the history and foundations of the luxury industry.
- ▶ Appreciate the role of heritage, creativity, and innovation in building brand value.
- ▶ Analyse and interpret luxury market trends.
- ▶ Apply concepts learned to a team-based project or case study on a real luxury brand.



WEEKLY SCHEDULE

	MONDAY July 20	TUESDAY July 21	WEDNESDAY July 22	THURSDAY July 23	FRIDAY July 24
9:30 - 12:30am	10:00 - 12:30 Welcome & Icebreaker Session	Luxury Foundations Course at SKEMA	Luxury Foundations Course at SKEMA	Luxury Foundations Course at SKEMA	Luxury Foundations Course at SKEMA Certificate Awarding
12:30 - 1:30pm	LUNCH <i>On or near campus</i>	LUNCH <i>On or near campus</i>	LUNCH <i>On or near campus</i>	LUNCH <i>On or near campus</i>	FAREWELL LUNCH
1:30 - 4:30pm	Luxury Foundations Course at SKEMA	Cultural Visit	Workshop at SKEMA - Meet-up with professionnals	Company Visit	FREE

*This schedule is subject to change

PROGRAMME STRUCTURE & CONTENT

	TOPICS	ACTIVITIES
SESSION 1	Luxury Foundations 1: <ul style="list-style-type: none"> ▶ Luxury core values ▶ Definition of Luxury ▶ Value creation in Luxury ▶ Luxury market 	<ul style="list-style-type: none"> ▶ Discussion and Debate around luxury definitions
SESSION 2	Luxury Foundations 2: <ul style="list-style-type: none"> ▶ Paradox and new challenges in Luxury industry 	<ul style="list-style-type: none"> ▶ Illustration with a case study: Case study step 1
SESSION 3	Luxury Foundations 3: <ul style="list-style-type: none"> ▶ Luxury experience: client centric ▶ New Business model in Luxury 	<ul style="list-style-type: none"> ▶ Case study step 2
SESSION 4	Luxury Foundations 4: <ul style="list-style-type: none"> ▶ Management of luxury ▶ The brand power and storytelling 	<ul style="list-style-type: none"> ▶ Case study step 3
SESSION 5	Luxury Foundations 5: <ul style="list-style-type: none"> ▶ Case study presentation 	

PROGRAMME DIRECTOR



Emmanuelle Rigaud-Lacresse

- ▶ Phd, is professor in marketing and the Director of the Global Luxury and Management at SKEMA, France. She has taught at various universities and had previously worked for international luxury companies (as SANOFI, Yves Saint Laurent, LVMH Group) – for over 15 years. Her research focuses on brand strategy and luxury brand management.
- ▶ Author of many publications, she is co-editor of the book: *New Luxury Management: Creating and Managing Sustainable Value Across the Organization*, Palgrave Macmillan, 2017. and *“Management du Luxe, Opportunités et Challenges”*, Vuibert, 2020. *“Création olfactive et identité de marque”*, Cosmetic Valley, 2022. *Riot, Elen*, Emmanuelle Rigaud, and Ilenia Bua. *“L’instant Taittinger: a champagne family house in its chronotope.”* *International Journal of Entrepreneurial Behavior & Research* (2023).

PRATICAL INFORMATION

CAMPUS OVERVIEW

SKEMA Business School’s Grand Paris Campus is spread across 14,000 m², including 1,500 m² of rooftop terrace with views of the Seine and the Eiffel Tower. It reflects the three mainstays of the school’s DNA: innovation (through our research centres and AI activities), globalisation (with around 120 nationalities on campus) and digitalisation (hyperconnected to the world).

PROGRAMME FEES

- ▶ € 1,580 per student, including application fees, course and document fees, coffee breaks and lunches.
- ▶ Preferential rate for participants from SKEMA Partner Universities: **€ 1,350** per student.
- ▶ Travelling and accommodation expenses are not included.

CONTACT

- ▶ summerschool@skema.edu
- ▶ +33 (0)4 93 95 45 12



APPLICATION



APPLY ONLINE*

**SKEMA reserves the right to close a group if there are less than a minimum number of students enrolled.*

SKEMA BUSINESS SCHOOL

Belo Horizonte Dubai Lille Nanjing Paris Raleigh Sophia Antipolis Stellenbosch Suzhou

GLOBAL BBA

Business Administration - *Belo Horizonte*
Global Management - *Sophia Antipolis, Lille*
International Business - *Raleigh*

BACHELORS

- ▶ Bachelor in Management and Engineering Sciences - *Lille*
- ▶ Graduação em Administração EaD - *Belo Horizonte*
- ▶ Graduação em Direito - *Belo Horizonte*

ESDHEM

Prep School + French Licence
▶ Management
▶ Law

GRANDE ÉCOLE PROGRAMME

Master in Management

MASTÈRE SPÉCIALISÉ® / SPECIALISED MASTER

CGE-certified

- ▶ MS Auditing, Management Accounting & Information Systems
- ▶ MS Wealth Management
- ▶ MS Supply Chain Management and Purchasing
- ▶ MS Project and Programme Management & Business Development
- ▶ MS Marketing Data & e-Commerce

MASTERS OF SCIENCE PROGRAMMES

Marketing

- ▶ International Marketing and Business Development
- ▶ Luxury and Fashion Management
- ▶ Global Luxury and Management
Collaboration with NYU SPS
- ▶ Digital Marketing and Artificial Intelligence
- ▶ Product Management & UX Design
Dual degree with Politecnico di Milano
- ▶ Digital Marketing & Business of Entertainment
- Collaboration with UCLA Extension

Finance

- ▶ Corporate Financial Management
- ▶ Financial Markets & Investments
- ▶ Auditing, Management Accounting and Information Systems
- ▶ Sustainable Finance & Fintech

Management

- ▶ Project Management for Business Development
- ▶ International Human Resources & Performance Management
- ▶ Sport, Event and Hospitality Management
- ▶ Global Supply Chain Management & Procurement - *Collaboration with MIT Center for Transportation & Logistics*

Business & Strategy

- ▶ International Business
- ▶ Business Consulting and Decision Intelligence
- ▶ Entrepreneurship and Innovation
- ▶ Strategic Management and Consulting - *Collaboration with Harvard Business School Online*
- ▶ Artificial Intelligence for Business Transformation - *Joint degree with ESIEA*
- ▶ Cybersecurity Management and Consulting - *Double degree with ESIEA*
- ▶ Entrepreneurship and Design for Sustainability
Dual degree with POLIMI Graduate School of Management
- ▶ Entrepreneurship, Technology and Start-up Management - *Collaboration with UC Berkeley*

TWO-YEAR MSc

GLOBAL MBA | INTERNATIONAL TRIPLE MASTER

SKEMA Business School X Loyola University X LMU Munich
(France/USA/Germany)

PHD & DOCTORAL PROGRAMMES

GLOBAL EXECUTIVE MBA

EXECUTIVE PROGRAMMES FOR MANAGERS

- ▶ Programmes leading to a qualification
- ▶ Certificates and short programmes
- ▶ Customised programmes
- ▶ Online programmes

SUMMER SCHOOLS

WWW.SKEMA.EDU