USII16 - The Essence of a Luxury Product

Présentation

Prérequis

- Bachelor’s Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)
- This module is in the MBA study track: Fashion Management

Objectifs pédagogiques

- To highlight the added value of luxury at each stage of creation, production, and marketing of products/services.
- To pinpoint the value of luxury products through examples.
- To describe the different types of artisanal crafts, their specificities, and their expertise.
- To describe the various stages of the product lifecycle, from creation to distribution, with a focus on eco-design and circularity objectives.
- To outline the major legislative developments that companies must adhere to (labels, CSRD, standards, AGEC, etc.)

Programme

Contenu

This module defines the notion of French luxury through the historical study of its aesthetic evolution and its economic significance in both French and international landscapes.

Modalités de validation

- Contrôle continu
- Projet(s)

Mis à jour le 17-11-2026

Code : USII16

Unité spécifique de type cours

3 crédits

Responsabilité nationale :
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