

# THE BUSINESS OF LUXURY

**NICE CAMPUS,  
JUNE 23<sup>RD</sup> - JULY 4<sup>TH</sup> 2025**



## *The French Riviera: the perfect location to study Luxury*



Have you ever wondered why **France** is the country of origin of so many **luxury brands**? Why the South of France hosts most of **world-class fragrances** and **ultra-luxury events** and services?

Studying **luxury management in Nice, a UNESCO World Heritage site**, will allow students to experience luxury retail, yachting, fragrances, ultra hospitality, palaces, automobile, private jets, events, etc at their fingertips.

During **2 weeks**, master or upper undergraduate students of the Business of Luxury summer programme will understand the luxury sector and its specificities in a location where famous brands originate from. Upon successful completion of the programme, students will receive 6 ECTS (3 international credits).

### PROGRAMME OUTLINE

After the **first week dedicated to foundations**, the Business of Luxury programme allows you to **specialise in either fine perfumes and luxury beauty or luxury hospitality and ultra-luxury in your second week**. Upon completion of this course, you will be able to better apprehend luxury as a whole but also explore applications in specific domains.

<b>WEEK 1</b>	<p><b>LUXURY MANAGEMENT FOUNDATIONS</b></p> <p>During your first week, you will receive a cultural, historical, and economic overview of the industry, along with insights into the specificities of luxury strategy, with a focus on luxury retail and in-store customer experience.</p>	
<b>WEEK 2</b>	<p><b>FINE PERFUMES &amp; LUXURY BEAUTY TRACK</b></p> <p>Apprehending the current challenges of the perfume &amp; luxury beauty industry, with a focus on the marketing strategy &amp; mix in the luxury fragrance industry.</p> <p style="text-align: center;"><i>Includes 2 days to visit the Grasse fragrance ecosystem</i></p>	<p><b>LUXURY HOSPITALITY &amp; ULTRA-LUXURY TRACK</b></p> <p>Understanding, creating and managing value in the luxury services sector, with a focus on the luxury hospitality and yachting sector on the French wine industry.</p> <p style="text-align: center;"><i>Includes 1 day to visit the Monaco Ultra-Luxury ecosystem + 1 day dedicated to the Provence wine and hospitality ecosystem</i></p>

OR

#### EXAMPLES OF CASE STUDIES:

Le Martinez Hotel by Hyatt • Chopard & Hermès • Monte Carlo Société des Bains de Mer

#### BASED ON YOUR TRACK, EXAMPLES OF COMPANY VISITS:

Lancôme Domaine de la Rose, fragrance house in Grasse • GlobeAir, Private Jet Charter company in Monaco • Château de Crémat, vineyard in Nice



Prs [Marie-Cecile Cervellon](#) & [Marie-Catherine Mars](#)  
Programme Directors of *The Business of Luxury* summer programme



**ELIGIBILITY:**  
Master or upper undergraduate students



**DEADLINE TO APPLY:**  
Submit your application file by **March 20th**



**PRACTICAL INFORMATION:**  
Please refer to our Practical Information section

**#7**

**Business School in Europe,**  
*Financial Times 2023*

**WEBPAGE**

# SUMMER PROGRAMME PRACTICAL INFORMATION



EDHEC Business School offers Summer Programmes based on its Nice campus allowing participants to gain substantial learnings whilst enjoying the beauty of the French Riviera.



## WHO CAN APPLY TO ATTEND AN EDHEC SUMMER PROGRAMME?

Graduate and upper undergraduate students from a partner university as well as free movers who comply with the minimum requirements.



## FEES EXCLUSIONS

Travel costs to & from France, personal insurance, accommodation, personal expenses, books, passports & visas and anything not listed. Payment of the programme and service fees must be received to confirm registration to the summer programme. This will allow students to receive their letter of enrollment, accommodation contacts and any documents needed to obtain their visa. Cancellation fees apply depending on the motive and date of cancellation.

[See website for full details.](#)



## HOW & WHEN DO I CHOOSE MY SPECIALISATION?

Upon application, you are required to choose your specialisation by order of preference which will be confirmed at time of admissions. NB: limited seats per track.



## ACCOMMODATION

Registered participants will receive a list of different types of accommodations available near the campus. Students may also find their own housing via dedicated platforms.



## MINIMUM REQUIREMENTS

The programme is open to Master students. Upper bachelor level students (Bachelor 3 or 4) with good academic results are eligible to apply. Students must be able to demonstrate proficiency in English equivalent to B2 level. For exchange students, a letter from the home institution certifying the student's proficiency will be accepted.



## VISA

Students without a European union or EEA passport must have a visa to study within the summer programmes. EDHEC's international relations office provides all registered students with an enrollment letter. For further information regarding the visa application process, students should contact the French embassy in their country of residence.



## COST

- Service fees: €650
- Tuition fees: €2650 for free movers / Tuition fees waived for students nominated by EDHEC's partner universities to join the programme as part of the general exchange agreement. These students only pay the service fees.



## FINAL DEADLINE & NEXT STEPS

Application files should be submitted by **March 20th**. Exchange students please contact your home institution for next steps and free movers please email [iro.coordinators@edhec.edu](mailto:iro coordinators@edhec.edu) for application procedure.

**Further information: visit our webpage**

Please contact [iro.coordinators@edhec.edu](mailto:iro.coordinators@edhec.edu)