



**icn msc in  
luxury and  
design  
MANAGEMENT**

–  
bac +5

**CREATIVE thinking  
MAKES THE difference \***

# icn

business school  
in 2016

- ▶ **3 000** STUDENTS
- ▶ **70** PERMANENT PROFESSORS  
AND **20** AFFILIATED PROFESSORS
- ▶ **60** VISITING PROFESSORS
- ▶ **300** BUSINESS PROFESSIONALS TEACHING
- ▶ **4** CAMPUSES:  
METZ AND NANCY (FRANCE)  
NUREMBERG (GERMANY)  
CHENGDU (CHINA)
- ▶ **4** REPRESENTATION OFFICES:  
**1** IN WEST AFRICA  
**1** IN LATIN AMERICA  
**2** IN CHINA
- ▶ **150** PARTNER UNIVERSITIES AROUND THE WORLD
- ▶ **2** LIBRARIES  
**24 000** BOOKS  
**10 000** DIGITAL PERIODICALS
- ▶ **13 000** ALUMNI



MEMBER OF THE *CONFÉRENCE  
DES GRANDES ÉCOLES*



ASSOCIATED WITH *UNIVERSITÉ DE LORRAINE*

Alliance  
**ARTEM**

IN PARTNERSHIP WITH THE *ÉCOLE NATIONALE  
SUPÉRIEURE D'ART ET DE DESIGN OF NANCY  
AND MINES NANCY*



**Maxime KOROMYSLOV** - Program Director  
ICN MSc in Luxury and Design Management

Luxury is recognizable  
in skill and quality.  
In this multidisciplinary

program ICN MSc in Luxury and Design  
Management you will discover the complete  
luxury value chain, from the idea to the  
final product, via the stages of design and  
production.

## PRACTICAL information

### FIRST YEAR Admission

- ▶ Students holding a 3-year Bachelor's degree
- ▶ French and English language proficiency required

### SECOND YEAR Admission

- ▶ Students holding a 4-year Bachelor's degree
- ▶ Students holding a 3-year Bachelor's degree  
+ at least 3 years of professional experience
- ▶ Students holding a Master's degree
- ▶ English proficiency required
- ▶ Obligatory adjustment modules held in September

### REGISTRATION

#### french students

- ▶ Application form available on [www.icn-groupe.fr/candidats](http://www.icn-groupe.fr/candidats)
- ▶ Two admission sessions: June and September
- ▶ Admission Tests :
  - ▶ Written English
  - ▶ Oral English
  - ▶ Motivation interview

#### INTERNATIONAL students

- ▶ Application form available on [www.icn-groupe.fr/en/candidates](http://www.icn-groupe.fr/en/candidates)
- ▶ Admissions from January to June
- ▶ Contact the International Relations Office



# EXPLORE THE WORLD of design and luxury

THIS PROGRAM IS THE RESULT OF COOPERATION BETWEEN THE 3 ARTEM PARTNER SCHOOLS: THE ÉCOLE NATIONALE SUPÉRIEURE D'ART ET DE DESIGN OF NANCY, ICN BUSINESS SCHOOL AND MINES NANCY.

THE 3 SCHOOLS OFFER MANY TYPES OF SKILLS TO STUDENTS IN ARTISTIC, TECHNICAL, MANAGERIAL AND STRATEGIC FIELDS.

## why join this program ?

- ▶ Study of the luxury product/service value chain: from the design and production stages to the promotion and sales stages
- ▶ Immersion in luxury companies (internships to be carried out in luxury companies, company visits, modules taught by professionals specializing in design and luxury management...)
- ▶ Pedagogical, economic and cultural environment of a renowned French Business School
- ▶ Personalized support (individual and personal assessment organized with recruitment tests, guidance tutorials assessment, assistance in your internship search and the implementation of your professional project...)
- ▶ Year 2 taught entirely in English
- ▶ Optional academic semester abroad for students attending both years of the program (competitive placement)

« Design Management associates two essential and complementary activities in the firms.

Creation and Marketing are two complementary jobs, intertwined disciplines that must interact because they are key to the success of a product's development.

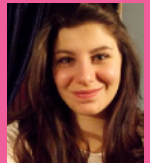
Discovering the rules, the objectives, the needs and the realities of those two businesses transversally will enable students to attain an encouraging and appropriate professional effectiveness. »



Jean-Baptiste SIBERTIN-BLANC  
Designer (Studio JBSB) and teaching  
program co-ordinator in Design

« Today, I am a Retail Marketing Assistant in the watchmaking industry and I work in Switzerland. Without the program, I wouldn't have been able to discover watchmaking and the amazing values this industry conveys.

I am evolving in a passionate sector and everyday my job is different as I am closed to all the boutiques the brand has in the world. »



Anne-Sophie | 2015 Graduate

## objectives

- ▶ Develop the knowledge and expertise necessary to progress in the ever-changing luxury and design markets
- ▶ Understand the complex luxury and design markets by developing commercial, marketing and communication strategies that are adapted to innovative creations
- ▶ Understand the creation and design of luxury goods by acquiring a knowledge of materials and areas of traditional and digital design
- ▶ Prepare students for an international career in the promotion of luxury goods, especially in new and emerging markets



# PROGRAMME de 1<sup>ÈRE</sup> ANNÉE

de l'idée au produit



LES COURS DE 1<sup>ÈRE</sup> ANNÉE  
SONT EN FRANÇAIS

## de septembre à mars

▶ Les cours de 1<sup>ÈRE</sup> année du programme sont orientés sur le développement de l'offre dans le secteur du luxe répondant à l'ensemble des éléments d'un cahier des charges liés au design, à la fabrication ou à la gestion des coûts.

### AJUSTEMENTS

Histoire de l'art  
Environnement économique  
Outils bureautiques  
Outils graphiques

### FONDAMENTAUX DE LA GESTION

Gestion financière  
Outils d'analyse stratégique  
Démarche marketing et étude de marché

### DESIGN ET CRÉATIVITÉ

Atelier « Processus de créativité »  
Design dans le domaine du luxe

### CONCEPTION ET MATÉRIAUX

Conception et design produit  
Matériaux dans le domaine du luxe  
Atelier « Concevoir son offre »

### ENJEUX STRATÉGIQUES DU LUXE

Design Management  
Regard éthique dans le domaine du luxe  
Strategy and Innovation in the Luxury Industry

### MANAGEMENT DE L'OFFRE

Développement de l'offre  
Techniques de vente  
Atelier « Processus de collection »

### GESTION DES MARQUES

Management stratégique des marques  
Droit des marques et de la propriété intellectuelle

### GESTION DE LA PRODUCTION

Sourcing dans le luxe  
Procédés de fabrication

### APPLICATIONS PRATIQUES

Management de projet  
Projets d'entreprises  
Mapping du luxe parisien

## LES TEMPS FORTS de la 1<sup>ÈRE</sup> ANNÉE

### VISITES D'ENTREPRISES

ENTRE OCTOBRE ET FÉVRIER

Objectif : découvrir la réalité des entreprises du luxe, leurs métiers, leurs domaines d'activités, et les enjeux auxquels elles sont confrontées

Exemples :

- ▶ Émaux de Longwy
- ▶ Henryot & Cie
- ▶ Les Ateliers Garnier Thiébaud
- ▶ Manufacture de Baccarat
- ▶ Manufacture de Saint Louis

### VOYAGE D'ÉTUDES À PARIS

EN JANVIER

Objectif : découvrir l'univers du luxe parisien

Exemples :

- ▶ Ateliers Lesage
- ▶ Ateliers Louis Vuitton
- ▶ Mauboussin
- ▶ Diptyque
- ▶ Fondation Cartier
- ▶ Swarovski
- ▶ Visites d'expositions

### PROJET D'ENTREPRISE / APPLICATIONS PRATIQUES

Objectif : répondre à une problématique proposée par une marque de luxe ou un institutionnel :

- ▶ Projet mené en groupe sur toute l'année
- ▶ Soutenance en présence des représentants de la marque et tuteurs

### DÉVELOPPEMENT PERSONNEL ET PROFESSIONNEL

- ▶ Teambuilding
- ▶ Connaissance de soi
- ▶ Expression de soi
- ▶ Projet associatif
- ▶ English for Specific Purposes

### STAGE EN ENTREPRISE

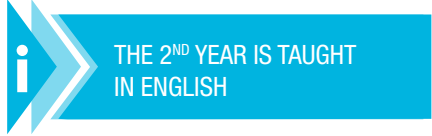
De 3 à 6 mois à partir d'avril

Rapport de stage et soutenance pendant la 2<sup>ÈME</sup> ANNÉE



# second year PROGRAM

FROM THE PRODUCT TO THE MARKET



## OCTOBER TO FEBRUARY

► Courses during the second year of the program bring into focus communication and distribution of luxury products / services in international markets.

### COMPANY STAKES AND MANAGEMENT

International Negotiation  
International Business  
Sustainable Luxury  
Luxury Team Management  
Social Responsibility and Ethics

### MAIN LUXURY SECTORS

Fashion  
Leather and Accessories  
Wines and Spirits  
Watches and Jewelry  
Perfumes and Cosmetics  
Hospitality  
Cars

### LUXURY PRODUCT DISTRIBUTION

Luxury Distribution Strategy  
Store Design  
Workshop « Imagine your Store »

### LUXURY PRODUCT COMMUNICATION

Luxury Communication Strategy  
Workshop « Imagine your Story »

### LUXURY MARKETS

Luxury Markets Overview  
Study Trip to a Luxury Country



## 2<sup>nd</sup> YEAR PROGRAM highlights

### ADJUSTMENT COURSES

Students joining the second year of the program in September follow adjustment courses:

- Strategy and Innovation
- Product and Pricing Policy
- Brand Management
- Manufacturing Techniques and Sourcing
- Luxury Design and Design Management
- Product Conception Process and Materials

### SECTORIAL SEMINARS including company visits

Fashion, Perfumes and Cosmetics, Jewelry and Watches (in Switzerland), Leather and Accessories, Wines and Spirits, Cars and Hospitality

### STUDY TOUR ABROAD

FEBRUARY

**Objective:** discover one of the international luxury markets

### workshops

- **Imagine Your Story:** verbal and visual communication of luxury brands - create a campaign for a luxury brand.
- **Imagine Your Store:** merchandising and visual merchandising in luxury industry outlets.

### MSC thesis

Analytical work on issues related to the luxury sector.  
Defense in September.  
Research Methodology for the Master Thesis

### internship

3-6 months beginning in March.  
Mission report defense in September.



### DEGREE OBTAINED:

ICN MSC IN LUXURY AND DESIGN MANAGEMENT  
(5-YEAR UNIVERSITY LEVEL)

### CAREER OPPORTUNITIES

- PRODUCT MANAGER
- BRAND MANAGER
- BRANDING/PACKAGING PROJECT MANAGER
- MARKETING MANAGER
- SALES MANAGER
- EXPORT MANAGER
- PUBLIC RELATIONS MANAGER
- SOURCING MANAGER
- SUPPLY CHAIN MANAGER
- BUYER
- CUSTOMER RELATIONS MANAGER
- STORE MANAGER
- TRADE MARKETING DIRECTOR
- VISUAL MERCHANDISER

ensad nancy



icn business school



mines nancy



# ÉCOLE



**ARTEM ALLIANCE**

A UNIQUE ALLIANCE BETWEEN MINES NANCY, THE ÉCOLE NATIONALE SUPÉRIEURE D'ART ET DE DESIGN OF NANCY AND ICN BUSINESS SCHOOL, ARTEM PROMOTES THE MIX OF DISCIPLINES AND THE DIVERSITY OF LEARNING, CREATIVITY AND INNOVATION IN ORDER TO EDUCATE A NEW GENERATION OF LEADERS AND CREATORS.

**Alliance  
ARTEM**

THE ARTEM CAMPUS, LOCATED IN THE HEART OF NANCY, WILL BRING THE 3 SCHOOLS TOGETHER IN 2017, BUT THEY HAVE ALREADY BEEN USING SOME SHARED PREMISES SINCE 2012.

THE 85,000M<sup>2</sup> OF BUILDINGS, SPREAD OVER 10 ACRES, WILL BE HOME TO 3,500 STUDENTS, 300 PROFESSORS AND RESEARCHERS AND 150 ADMINISTRATIVE AND TECHNICAL STAFF.

## CONTACTS

**french students**  
**Admissions office**

+33 3 54 50 25 38

[Admissions@icn-groupe.fr](mailto:Admissions@icn-groupe.fr)

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**INTERNATIONAL STUDENTS**  
**INTERNATIONAL RELATIONS OFFICE**

+33 3 54 50 25 25

[StudyAbroad@icn-groupe.fr](mailto:StudyAbroad@icn-groupe.fr)

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[www.icn-groupe.fr/MLDM](http://www.icn-groupe.fr/MLDM)

**\* LA CRÉATIVITÉ  
FAIT LA DIFFÉRENCE**