

# Global Economy of the Luxury Industry

---

Professor : Franck Asenkat

Email : mba@bartley.fr

Office hours : Please set up an appointment by email

## Course Description

---

As an extensive review of the economic state of the Global Luxury Market, this Economics course is a foundational class about the luxury sector' data, features and trends.

Course covers global market figures and data: from the breakdown of the « Six Sectors » to the category segmentations; from the evolution of the PLG market to complete review of yearly global product-classes performances and margin-building techniques. For each category within the PLG, current economic and industrial trends will also be explained. Relative weights of several geographic markets and distribution channels will be further introduced.

## Learning Outcomes

---

By Course completion, students should be :

- Knowledgeable about Luxury Branding Basics
- Knowledgeable about Luxury's Six Sectors
- Familiar with luxury products fundamentals and category specifics
- Able to provide examples of Category Trends
- Able to identify and articulate successful luxury business strategies
- Familiar with Luxury geographic markets' weights, characteristics and discrepancies
- Familiar with Luxury Distribution Channels' features
- Able to articulate the characteristics and differences of Customer Features
- Familiar with the UHNWI features
- Familiar with current and future economic trends and forecasts for Luxury's Six Sectors

## Key Topics

---

Key Topics to be covered in this Course include :

- Luxury definitions, context & evolution
- Luxury fundamentals for each sectors : Fashion, Accessories, Watches, Jewellery, Cosmetics,
- Category features, economic trends & marketing/business strategies
- The global economy of luxury : industry players, client features, market trends
- Industrial trends and fundamentals across the Six Sectors (margin building, CSR, second-hand..)
- Key economic data analysis by Zones, Countries, Cities

Homeware, Hospitality, Wines & Spirits, Cars, Jets, Yachts

## Class Schedule

---

	<u>Class</u>	<u>Topic</u>
Pre-Requisite	Readings	Pre-Course Readings available on Blackboard titled: «HEC_MBA_GLOBEC_LUXE_23_ASENKAT_PRECLASS_READINGS»
<u>DAY 1</u>	Session #1	Luxury Branding Fundamentals Global Economy of the Luxury Industry : Definitions, Context & Evolutions, Key figures
<u>DAY 2</u>	Session #2	<u>The Six Sectors : Part One</u> (includes the Fashion Business, the Accessories Business)
	Session #3	<u>The Six Sectors : Part Two</u> (includes the Hard Luxury Business (Watches & Jewellery))  <u>The Six Sectors : Part Three</u> (includes the Cosmetics Business)
<u>DAY 3</u>	Session #4	<u>The Six Sectors : Part Four</u> (includes Cars, Jets & Yachts, Wines & Spirits, Homeware, Hospitality, Industrial Trends Accross the Six)  <u>The Luxury Market Data : Part One</u> The Luxury Client Features
	Session #5	<u>The Luxury Market Data : Part Two</u> The Industry Forces; A Contrasted Global Market  Written Exam

## Course Materials

---

### Required course material

Please make sure to read the Preclass Readings Booklet, accessible via BlackBoard, ahead of the classes. File name is "HEC\_MBA\_GLOBEC\_LUXE\_23\_ASENKAT\_PRECLASS\_READINGS".

### On-Line access to Course Materials

Most slides will be available online after the sessions as PDFs on Blackboard. Students are also strongly encouraged to take their own class notes.

## Estimated Workload

---

The estimated time required to prepare for each Day will be about 1 hour. (Note that these time estimates are subjective, and the true time required will depend on any prior knowledge you may have on Course subject). The Final written exam on Session #5 (Day 3) will probably require 2-3 hours the day before, to review all materials

from Session #1 to Session #4.

## Professor Biography

---

Franck Asenkat has been teaching at HEC since 2022. He previously taught at ESSEC MBA from 2007 to 2023, where he covered several classes over the years, including Design Strategy, Design Management, Project Management, Customer Experience, the History of the Luxury Industry, and the Global Economy of the Luxury industry.

Himself an ESSEC Grande Ecole Alumnus (Master in Management Program) and a Cambridge graduate, Mr. Asenkat has been Creative Director by Bartley Agency in Paris since 2001, working on an array of creative projects (Product Design, Graphic, Image, Digital, Marketing and Brand Strategy namely). He also taught Economics and History by ESLSCA/SUP DE LUX in Paris for 9 years and taught at various ESSEC programs (The Executive Luxury Certification, EmiLux Bocconi/ESSEC, MBA Luxe and Executive Education).

In addition, Mr. Asenkat has been in charge of Capstone Research Projects for the Global MBA for 11 years with clients including Cartier, Vuitton, L'Oréal, Coty, Moët Hennessy, Audemars Piguet, Estée Lauder, Clarins and more.

## Teaching Methodology

---

Class is based on figures/charts/data presentations/analysis, and current economic examples & illustrations. Students are routinely asked to react and find answers to examples of luxury business practices and/or economic results analysis, and/or business challenges.

## Evaluation

---

Grades will be based on students' class participation, and on students' final written exams

- Final Written Exam (duration : 1h30) 80%
- Class participation 20%

Please note that usage of cellphones in class is totally prohibited.