

## The Luxury Business / Winter 26'

updated Oct. 11<sup>th</sup>, 2025

Professor : Franck Asenkat  
Email : [franck.asenkat@external.hec.fr](mailto:franck.asenkat@external.hec.fr)  
Office hours : On Demand.  
Please note that this Course is provided for English-speaking students only

### Course Description

As an extensive review of the economic state of the Global Luxury Market, this Economics course is an introductory class about the luxury sector' facts, 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 most categories within the PLG, current economic, product 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's Six Sectors (figures, facts & trends)
- Familiar with luxury products fundamentals and category specifics
- Able to provide examples of Category Trends
- Able to articulate the characteristics and differences of Customer Features
- Familiar with the UHNWI features
- Familiar with current and future economic forecasts for Luxury's Six Sectors

### Key Topics

Key Topics to be covered in this Course include :

- Luxury fundamentals for : Fashion, Accessories, Watches, Jewellery, Cosmetics,
- Category features, economic facts & market trends
- Key economic data analysis by Zones, Markets, Countries, Cities
- Key economic data analysis regarding Customers

# Class Schedule

Start Date	End Date	Schedule
Jan, 16 <sup>th</sup> , 2026	Mar, 6 <sup>th</sup> , 2026	Fridays from 2PM to 4PM CET (Central European Time) check dates detail below

## Class Dates in Detail

Each session lasts for two hours online on Zoom. There are 6 Sessions in total

**JANUARY 2026: 16 / 23 ♦ FEBRUARY 2026: 6 / 13 / 27 ♦ MARCH 2026 : 6**

Use this website to find your local time equivalent : <https://www.timeanddate.com/>

For example, class starts at 5AM in Los Angeles, 9PM in Tokyo, 8AM in NY, 6AM in Mexico, 8PM in Hong Kong, 1PM in London, 8PM in Beijing.

## Connect to the Online Classes

On registration Students will receive the Zoom link for the class by email (check your spam folder in case you don't receive our email, happens all the time with university accounts). The link is the same for all sessions.

All participants must use their registering Name on their Zoom Profile ID to be let into the room. Names should be displayed using Western alphabet only, and no surname can be used. Failure to display registering name will result in exclusion.

>>>>>>[Learn how to change your name on Zoom prior to first session here](https://urlz.fr/pjwW) : <https://urlz.fr/pjwW>

## Class RULES

Students are expected to be connected and ready to work at least 5 minutes prior to class start, within a quiet enough environment, conducive to learning. No late admissions. **SESSIONS CAN NOT BE RECORDED**, whether audio and/or video. Students are allowed one single connected device only per session, and they cannot connect from outdoors (inside a car or a train, or on a walk). All cameras must stay OPEN. AI-plugins are forbidden for all usage (including automatic transcript). Session #1 presence is mandatory and students are allowed 1 absence per term. Failure to follow class rules will result in exclusion.

# Course Materials

## Required course material

Class readings may be provided via email and in PDF format before session #1. Readings are mandatory.

## On-Line access to Course Materials

Most slides will be available online after the sessions as PDFs shared via email. Students are also strongly encouraged to take their own class notes as the class is video-based.

# Professor Biography

Franck ASENKAT has been teaching since 2007 and with HEC since 2022. He covers several topics including Luxury Business, Brand Strategy and Creative Marketing Management. He previously taught at ESSEC MBA and other ESSEC Programs from 2007 to 2023 (EmiLux Bocconi/ESSEC, The Executive Luxury Certification, MBA Luxe, Exec. Edu.), where he covered several classes over the years, including Design Management, Project Management & the Luxury Industry. Mr. Asenkat is a Master in Management graduate and 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). 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 & Evaluation

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 Methodology : 25% Mid-Term Quizz, 60% Final online Exam on the last Session, 15% Participation.