

PROGRAM SYLLABUS

TITLE	Winter Luxury School	COURSE CODE	FASH 300
		SCHEDULE	11 - 15 January 2027
INSTRUCTORS	Catherine BRUNETEAUX-SWANN, Melody HO & Nicole MATUSINEC	HOURS	36
		CREDITS	3
TOPICS	▪ Exploring the strategies behind luxury branding and marketing ▪ Understanding sustainable practices in the luxury industry ▪ Exploring the techniques used to enhance the customer experience		

PROGRAM DESCRIPTION:

Embark on a five-day journey to the heart of the French luxury industry with American Business College, Paris (ABC Paris)! This unique winter short program blends expert-led classes and hands-on workshops with exclusive cultural and company visits in the French capital. Participants will dive deep into luxury businesses, learning from industry experts, while experiencing the iconic city landmarks and prestigious Parisian boutiques and, simultaneously, exploring the French language and culture. Upon the completion of this program, students will earn three academic credits – equivalent to six ECTS.

Pedagogical Content

- **Expert-Led Classes & Workshops:** Focused on Sustainability and Marketing in Luxury;
- **Exclusive Visits:** Dolce & Gabbana Flagship, InterContinental Paris – Le Grand;¹
- **Language & Culture:** Introduction to the French language and cultural nuances;
- **Group Project & Competition:** Encouraging innovative thinking and collaboration, with an award for the best project

Classes & Outings

- **Class #1:** French Language & Culture by *Melody HO*
- **Class #2:** Sustainability in Luxury by *Nicole MATUSINEC*
- **Class #3:** Brand Identity & Luxury Marketing by *Catherine BRUNETEAUX-SWANN*
- **Study Visits:** Dolce & Gabbana, InterContinental, Palais Galliera, Fragonard²

¹ Content subject to change

² Content subject to change



- **Cultural Outings:** Cheese Tasting

EXPECTED LEARNING OUTCOMES:

Upon completion of this program, students should be able to:

- Acquire a clear understanding of the strategies in luxury fashion marketing and branding;
- Develop practical expertise and insights through exclusive company visits to luxury houses;
- Deepen their cultural understanding of French heritage and its influence on luxury fashion;
- Collaborate on a group project to create innovative solutions and refine presentation skills

ASSESSMENT CRITERIA:

- Individual: Participation (20%) **
- Individual: Punctuality & Professionalism (20%)
- Group: Executive Summary (20%)
- Group: Final Presentation (40%)

Students will be assigned to a team of three to four to ensure international experience and a variety of points of view. More information at the beginning of the program in Paris.

Assessment Rubric ***

Achievement Level 1: Beginning (D-/D/D+)	Achievement Level 2: Developing (C-/C/C+)	Achievement Level 3: Accomplished (B-/B/B+)	Achievement Level 4: Exemplary (A-/A)
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*** If participating students have any unapproved absence from a class, a workshop, a study visit or a cultural activity, they will fail FASH 300 and forfeit the three credits associated with it.*

**** Achievement Level 2 or higher meets the completion requirements.*



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Dolce & Gabbana Flagship Store – Saint Honoré

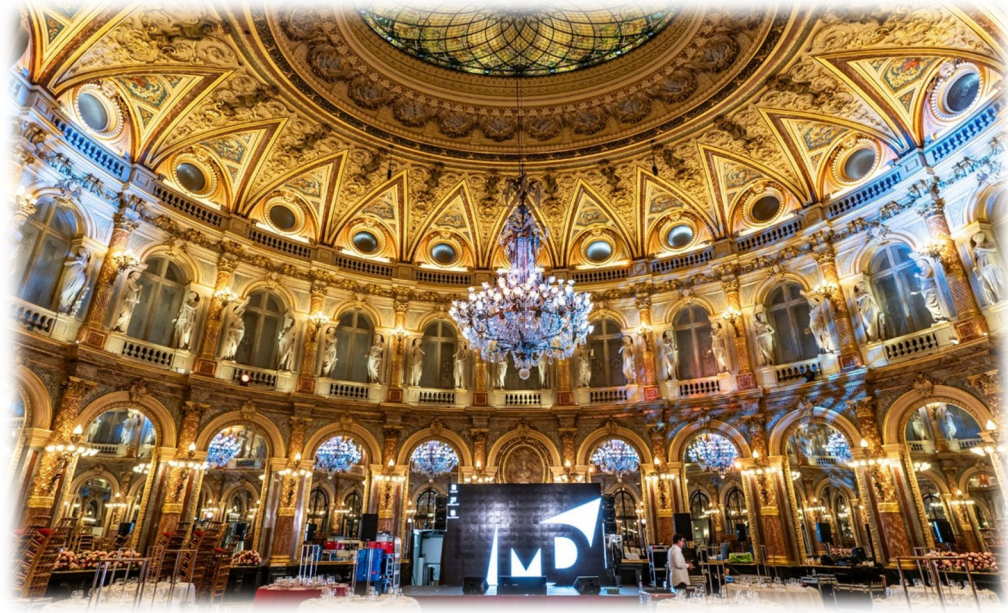
PROGRAM TIMETABLE:

IMPORTANT: All participants are required to dress in professional attire during the company visits on 14 January 2026 and during the final presentations on 15 January 2026.

	Sunday (10/1)	Monday (11/1)	Tuesday (12/1)	Wednesday (13/1)	Thursday (14/1)	Friday (15/1)
09:00 – 09:30	Arrival Day	Check-In & Attendance	Check-In & Attendance	Check-In & Attendance	Meeting at 08h30 Company visit Flagship Store 09h00-10h00	Check-In & Attendance
09:30 – 11:30		Welcome Session	Sustainability in Luxury Business	Luxury Marketing & Branding	Outing 11h00-12h00	Final Presentations 09h30-11h00
11:30 – 13:00		Introduction, CIS & Ice Breaker Activities				Feedback Session 11h15-12h15
11:30 – 13:00		Campus Tour (15m)	Lunch Break	Lunch Break	Lunch Break 12h00-13h30	Award Ceremony 12h30-13h00
13:00 – 15:00		Lunch Break 12h00-13h00				
13:00 – 15:00		French Language & Culture #1	Sustainability in Luxury Business	Luxury Marketing & Branding	Final Pitch Workshop (13h30-14h30)	Lunch Cocktail & Conclusion 13h00-15h00
15:00 – 17:00		French Language & Culture #2	Outing	Fragonard 15h30-17h00	Group Work 14h30-17h00	
Evening		Welcome Reception Dinner 18h30-20h30	Boat Tour on the Seine 18h00-19h15	Cheese Tasting 18h00-19h15		



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