



Post covid Luxury



Bucharest
Business
School

Defining the New Normal

Organised by
Graduate School of Business



Politecnico di Milano and Bucharest Business School



Pagani
virtual tour with
Christopher
Pagani

APPLY NOW

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**INTERNATIONAL
EXPERIENCE**

When ? Where ?

9 - 11 July 2021
VIRTUAL EXPERIENCE ON ZOOM

Structure of the Experience

Session 1: CREATING THE ULTIMATE CUSTOMER EXPERIENCE (2 hours)

Session 2: VIRTUAL COMPANY VISIT (2 hours) – Pagani (<https://www.pagani.com/>)

Session 3: HOW TO BUILD A CONTINGENCY PLAN: THE CASE OF COVID-19 CLOSE-DOWN (2 hours)

Session 4: LIVE GUEST SPEECH (2 hours)



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Session 1

How to create Emotional connections?

Traditional luxury was focused on the intrinsic aspects of high-end goods, while Modern luxury is customer centric and the core is the experience.

As a consequence, any luxury brand should learn how to create the ultimate customer experience in all points of contact between the customer and the brand.

This session will introduce a model for analysing the ingredients behind the success of a luxury brand, and will explain what emotions are, how you could trigger them, and the role of emotions in the perfect customer experience. We will try to answer: What is and how to create the ultimate customer experience? and How to create emotional connections?



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Session 2

Exclusive Italian supercar brands



Special Guest:
Christopher
Pagani

This session will represent an asynchronous tour in Pagani cars reality with the involvement of **Christopher Pagani**, the head of USA Marketing who will introduce you into the secrets and insight of one of the most exclusive Italian supercar brands. Following this experience, you will meet live with another representative of the company for a dynamic discussion and more insights.



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Session 3

Challenges created by the lockdowns

Case of Las Vegas Store

Luxury was considered one of the few sectors “that doesn’t know what a crisis is”, showing 3 decades of continuous growth. The expert’s consensus for 2020 was that the global market of Personal Luxury Goods was expected to pass the 300 B€ mark.

For the first time in history, Covid 19 outbreak created a major slowdown of the market of Personal Luxury Goods, which lost more than 20% vs 2019. A large number of luxury companies had to face a situation of potential financial distress, and managers had to completely revise their priorities and implement a number of short-term actions to navigate through the crisis.

The session will present the challenges created by the lockdowns and how a contingency plan could help even in the worst scenario. We will discuss with a representative of René Caovilla the case of the Las Vegas Store and try to get into the details of their contingency plan.



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Session 4

The wine value chain

Case of Marchesi Frescobaldi Toscana

Guest:

Simone Fabbri

During this session we will decipher the wine value chain. The focus will be on how to create an impeccable blend of product heritage and savoir faire and forefront marketing and branding. The discussion will be led by Simone Fabbri Marketing Manager of Marchesi Frescobaldi and we will try to understand how to create a new brand in the wine industry.



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What will you receive?

Italian Luxury world

- 8 hours of virtual immersion in the Italian Luxury world.
- Materials about each topic.
- A variety of sectors including: Exclusive Car Manufacturing, Jewellery Shoes and Premium Wine.
- Certificate of attendance at the end of the program issued by Graduate School of Business from Politecnico di Milano.



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How can I enrol?

We also have special offers ...

It will cost 250 Euro payable in RON but we have important discounts for students and Alumni of the Bucharest Business School (Romanian Canadian EMBA and INDE Romanian-French MBA).

We also have special offers for representatives of ASE partner companies.

There are also special offers for you if you are working in the local luxury industry!

Enrol and we will get back to you soon!



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