

PARIS IMMERSION *programme*

EXCLUSIVE GLOBAL IMMERSION FOR MBA*



*FASHION & LIFESTYLE BUSINESS MANAGEMENT
GLOBAL LUXURY BRAND MANAGEMENT

Where Luxury Strategy Meets Living Culture

Eight days of structured immersion in the world's capital of fashion, craft, and luxury retail combining academic workshops, industry access, and curated city experiences designed for MBA students.

PROGRAMME DESIGN

Five Pillars Of Immersive Learning

The programme is structured around five distinct experience types with each designed to build a different dimension of luxury business intelligence.

Days in Paris

8



Museum & Heritage Sites

6



Industry HQ Visits

2



Workshop Days

2



Paris Districts Explored

5+





Fashion Strategy And Brand Management

Artisan Craft & Heritage

Luxury Retail Immersion

Industry Access

DAY BY DAY

Full Itinerary

Eight days structured to move from cultural orientation to deep industry immersion building a layered understanding of how luxury operates in its home city.

01

DAY

Arrival & Cultural Orientation

Hotel Check-In

Welcome Orientation

02

DAY

Paris Retail Strategy

Masterclass

03

DAY

Luxury Heritage & Fashion Museums

Museum Visits

04

DAY

Academic Immersion - Fashion & Luxury | Day 1

Workshops

05

DAY

Academic Immersion - Fashion & Luxury | Day 2

Workshops

06

DAY

Industry Immersion

Industry Visits

07

DAY

Excursion

Heritage Site Visits

08

DAY

Departure

Check-out

Transfer to Airport



Academic Immersion

Two dedicated days inside Paris's leading fashion education institutions.
Not lectures but structured workshops with industry practitioners, designed to bridge MBA theory with the operational realities of luxury brand management.

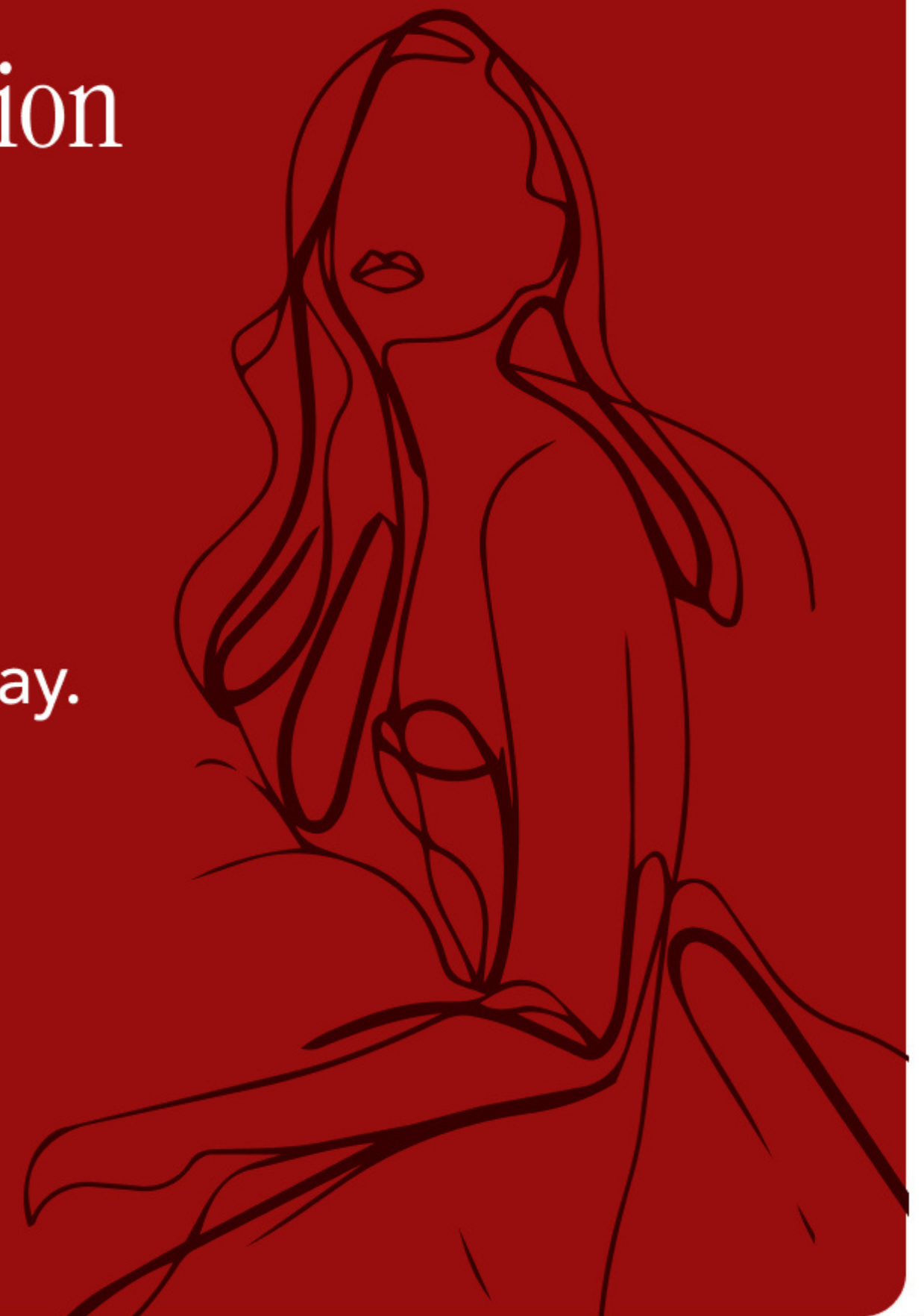
Strategic Brand Management in Luxury Fashion

A deep dive into how luxury houses build, protect, and evolve global brand positioning. Expert-led session examining how the great French maisons translate centuries of craft heritage into 21st-century global positioning and what that means for brand strategy today.

Global Luxury Positioning

Heritage Branding

Consumer Perception of French Luxury



City And Retail Experiences

Merci
111 boulevard Beaumarchais
75003 Paris

PRINTEMPS

*Galleries
Lafayette*



Museums And Heritage Sites



Louvre Museum

Musée des Arts Décoratifs

Palais Galliera

Musée Yves Saint Laurent

Palais Garnier

La Galerie Dior

Industry Visits

le19M

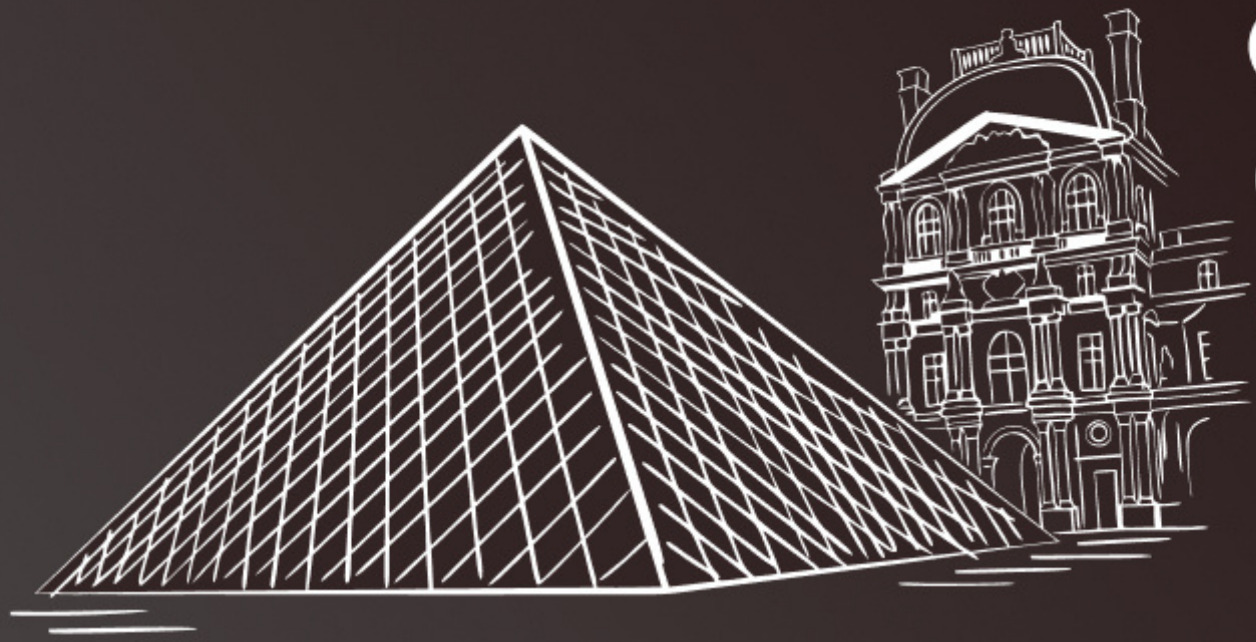
LESAGE

L'ORÉAL

Museum Visits

The programme includes two structured museum visits as part of the academic itinerary. Final selection is based on group preference, scheduling, and availability.

Louvre Museum



Musée Des Arts Décoratifs

MAAD

MUSÉE DES ARTS
DÉCORATIFS

La Galerie Dior



Printemps Haussmann



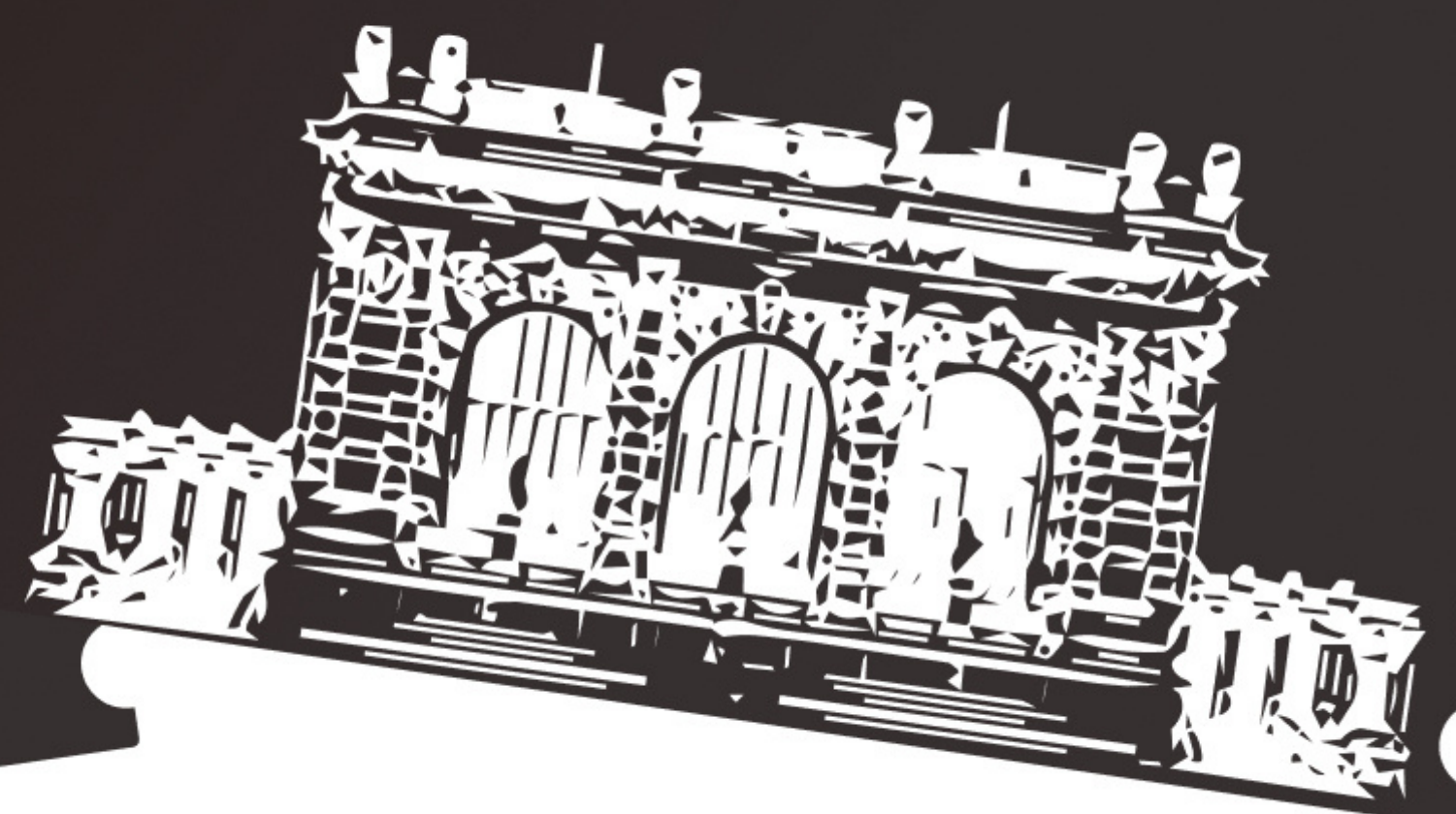
Galleries Lafayette Haussmann



Musée Yves Saint Laurent Paris

Musée
YVES SAINT LAURENT
Paris

Palais Galliera





Note

Industry Visits - Subject to Confirmation

- All industry visits, including the visit to L'Oréal headquarters, are subject to availability and confirmation from the respective organisations.
- In the event that a particular visit cannot be confirmed, Pearl Academy and/or the Organizing Partner will arrange an alternative industry experience of equivalent value and academic relevance.
- Pearl Academy reserves the right to amend, modify, or update any aspect of the Program at any stage, if deemed necessary due to unforeseen circumstances or other considerations.