



**LUXURY ATELIER**

ENTREPRENEURSHIP TRAINING

Washington DC, October 22-24, 2012

# How to Launch & Fund Your Emerging International Luxury Brand

Ritz Carlton-Tysons Corner  
1700 Tysons Boulevard Mclean, VA 22101

REGISTER ONLINE

[www.luxuryatelier.com/](http://www.luxuryatelier.com/)



## About Luxury Atelier

At Luxury Atelier we believe that luxeprenurs (young luxury fashion entrepreneurs) are the change agents that create a future we are yet to imagine. Luxury Atelier serves as a catalyst to luxeprenurs with knowledge and insights that enable brands grow into scalable, profitable international businesses that have the potential to attract investment. Through our blog, mentoring and training programs we inform and empower luxury fashion entrepreneurs to thrive.

Each week the Luxury Atelier blog provides practical insights that permit brands to start growing their business today. Our blog contains practical information on entrepreneurship, management and skill development to scale your business.

Our exclusive mentoring program goes further than our blog can go. We select a hand full of entrepreneurs to undergo our propriety one-on-one mentorship program to grow their brands. Our mentorship program develops confidence, business acumen and makes introductions to members of the industry.

Luxury Atelier also offers an annual training seminar that provides practical know how to luxury fashion entrepreneurs that desire to grow their brands into thriving international companies. Our training sessions cover: Entrepreneurship, Fashion History, Fashion Law, Consumer Psychology, Branding, Marketing, Retail, Distribution, Operations, Digital Luxury, Financing, and business planning. At the end of our event, participants have the knowledge, insights and resources result in greater confidence, bottom line business growth and ability to attract investment. Key takeaways include:

- Knowledge of a real culture of excellence and luxury
- A clear understanding of what takes to receive investor funding
- The experience of networking with Industry Insiders
- Clear positioning for your brand for a coherent image & product
- How to balance the creative and business aspects of your brand
- A strategic framework to develop all aspects of your business



## About our seminar

At Luxury Atelier we believe that luxeprenurs (young luxury fashion entrepreneurs) are the change agents that create a future we are yet to imagine. Luxury Atelier serves as a catalyst to luxeprenurs with knowledge and insights that enable brands grow into scalable, profitable international businesses that have the potential to attract investment. Join us from October 22 -24, 2012 at the Ritz Carlton, Tysons Corner to learn more.

## Schedule

Day One – Launching & Funding your Emerging International Luxury Brand  
Monday, October 22, 2012

- |               |   |
|---------------|---|
| 8:00 – 9:00   | Breakfast & Registration  |
| 9:00 – 9:10   | Introduction & Welcome  |
| 9:10 - 10:00  | Opening Keynote Address   |
| 10:00 – 11:00 | Consultative Session 1: Luxpreneurship 101  |
| 11:00 – 12:00 | Consultative Session 2: The Core Strategic Planning Parameters of the Luxury Business |
| 12:00 – 12:15 | Refreshment & Networking Break  |
| 12:15 – 1:15  | Consultative Session 3: Getting it Right from the Brand Universe to the Product and   |
| 1:15 -2:15    | Consultative Session 4: Ten Approaches to Establishing a Solid International Retail   |
| 2:15 – 3:15   | Lunch   |
| 3:15 –4:15    | Consultative Session 5: Building your Brand Operations from the Ground up             |
| 4:15 – 4:45   | Questions & Answers Session   |
| 4:45 -5:00    | Closing Remarks   |
| 5:00 – 5:30   | Refreshments & Networking   |



# Schedule

Day Two – Launching & Funding your Emerging International Luxury Brand  
Tuesday, October 23, 2012

- 8:00 – 9:00 Breakfast & Registration
- 9:00 – 9:10 Introduction & Welcome
- 9:10 - 10:00 Case Study Analysis: Analyzing Best & Worst Practices in an International Brand Launch
- 10:00 – 11:00 Consultative Session 1: Creating Global Brand Awareness through Media, Press & PR
- 11:00 – 12:00 Consultative Session 2: Personal Luxury: Lifestyle, Health and Sustainability as new Luxury directions
- 12:00 – 12:15 Refreshment & Networking Break
- 12:15 – 1:15 Consultative Session 3: Fashion Law Basics
- 1:15 -2:15 Consultative Session 4: Funding your Emerging Luxury Brand: From Planning to Approaching Investors to Investor Follow up
- 2:15 – 3:15 Lunch: Conversation with an Emerging International Fashion Designer
- 3:15 –4:15 Brand Presentation: The History, Heritage, Style of a Luxury Brand
- 4:15 – 4:55 Closing Keynote Address
- 4:55 -5:00 Closing Remarks
- 7:00 -8:30 Cocktail Reception



# Schedule

Day Three – Individual Consultative Sessions  
Wednesday, October 24, 2012 (Additional Fees Apply)

9:00 – 10:00 Consultation Session One: Company A

10:30 – 11:30 Consultation Session Two: Company B

12:00 – 1:00 Lunch

1:30 – 2:30 Consultation Session Three: Company C

3:00 – 4:00 Consultation Session Four: Company D

4:30 – 5:00 Consultation Session Five: Company E

\*Schedule subject to change without prior notice



## Mentorship

One of the registered participants will be selected for a complimentary one year mentorship\*.

\* Terms & Conditions Apply

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ENTREPRENEURSHIP TRAINING

Washington DC, October 22-24, 2012



## Registration

Early Registration      September 30, 2012      \$1350

Regular Registration      October 1, 2012      \$1450

### Group Registration

5 -25 individuals from the same company      10%      15%

25 or more individuals from the same company      10%      15%

Register Online (**preferred** - [www.luxuryatelier.com/](http://www.luxuryatelier.com/))      OR

Register via Mail (complete form below and email to [registration@luxuryatelier.com](mailto:registration@luxuryatelier.com))

### Select All that Apply

Early Registration      \$1350

Regular Registration      \$1450

Group Registration       10% (5-25 individuals)       15%(25 or more individuals)

Individual Consultation Session      \$300

Company Name.....

Attendee Name(s).....

Attendee Title(s).....

Address.....

Email.....

Telephone.....

Fax.....

Industry.....

Signature.....



**LUXURY ATELIER**

ENTREPRENEURSHIP TRAINING

Johannesburg, January 2013

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# LUXURY ATELIER

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