



Elmtree on St. Gallen's „Kinderfestwiese“, an observer of 150 years of St. Gallen fashion.



The Competitive Edge in Luxury

A 5-day Management Seminar powered by
the Competence Center of Luxury Management

*“From insight
to impact”* 

Competitive Edge in Luxury

5-day Management Seminar

Today's luxury market has entered a new phase – one characterized by market headwinds, the management of complexity, and an ever faster changing consumer culture. That's a good thing. It means great benefit for those businesses and professionals who sharpen their business' competitive edge. This management seminar aids all those who aim to tackle the crucial challenges of luxury today.

Audience

This management seminar is crafted for those professionals who are looking for new impulses and concrete solutions to current challenges in the luxury business and who would like to acquire the necessary input to excel in the current management and marketing tasks.

Speakers

The seminar will be conducted by professors & lecturers from the University of St. Gallen and integrate perspectives from both scientific and managerial worlds, both in the form of content and guest lecturers.

Visit us and sign up at www.ifm.unisg.ch/competitive-edge-in-luxury

Structure

The seminar starts with a brief primer on the management and marketing of luxury on the first day. On the following three days, six specific challenges are being discussed:

<i>Digital</i>	<i>creating digital luxury experiences</i>
<i>Omnichannel</i>	<i>orchestrating customer touchpoints</i>
<i>Millennials</i>	<i>understanding tomorrow's market</i>
<i>Responsibility</i>	<i>safeguarding reputation</i>
<i>Innovation</i>	<i>combining heritage and high-tech</i>
<i>Emerging markets</i>	<i>increasing efficiency abroad</i>

On the final day, findings are being integrated.

Coordinates

This five-day management seminar will take place on October 3rd through 7th 2016 at the Executive Campus of University of St. Gallen.

Your Investment

Seminar tuition amounts to 5'950.– CHF*. Attendance is offered to partners of the Competence Center for Luxury Management at preferred rates.

* Tuition includes materials, books, and refreshments during breaks. Costs incurred through travel, accommodation, and evening meals not included.

About The Competence Center for Luxury Management



Mission

The mission of the Competence Center for Luxury Management is to facilitate the productive exchange between its stakeholders. With its positioning at the crossroads between practitioners, academia, and science, the Competence Center aims to provide a collaborative platform to foster education, applied research, and management exchange.

Vision

The Competence Center for Luxury Management, informed by the collaboration with its partners,

- will establish an **academic curriculum** that attracts leading talents and allows them to realize their full potential to responsibly steer luxury brands,
- will develop into a **platform for managerial exchange** that provides actionable insight in a trusting, fair, and co-operative interaction,
- will pursue an **application-oriented and rigorous research** portfolio in the field of luxury that aims to generate impact from insight,
- and will **connect academia with industry** to facilitate and efficient transition on talents into the world's most fascinating places to work

Initiators and Founding Partners

The Competence Center for Luxury Management has been initiated by the executive directors and lecturers of both the Institute of Marketing and the Institute of Management at University of St. Gallen: Prof. Dr. Christian Belz, Benjamin Berghaus, Prof. Dr. Günter Müller-Stewens, Dr. Fabian Sommerrock, Prof. Dr. Sven Reinecke, Dr. Martin C. Wittig.

We are proud to announce the support of and collaboration with our founding partners:

- **Meisterkreis – Deutschland**
- **Deutsche Werkstätten Hellerau**
- **Porsche Schweiz**
- **Bank Julius Bär**

The Competence Center is growing to incorporate all relevant sectors of the luxury market. Contact us today to find out about our initiatives and opportunities for collaboration.

St. Gallen's Link to Luxury



The founding of the city of St. Gallen dates back to the year 612 when the Irish monk Gallus built a hermitage by the river Steinach, now flowing under the city. A century later, the monastery of St. Gallen was established in the midst of the town, driving the town's pan-European influence. The cathedral is today the heart of the city and the symbol of its long and rich history.



The abbey turned St. Gallen into a center of knowledge and prosperity. In the 8th century, arts, letters, and science flourished under the influence of the monks. Then, luxury came in the form of books. Beautiful manuscripts, carefully decorated, brought enlightenment in dark ages. Creating books was as much an academic challenge as a craft. St. Gallen has thus always been an place of academia and splendor.



A piece of St. Gallen's history can be experienced when visiting the abbey library. The athenaeum made of carved wood and exquisite decorations is one of UNESCO's world heritage sites. The library holds over 2,000 manuscripts. Its collection is one of the most important monastic libraries in the world. The city's heritage makes St. Gallen so special among the many fascinating towns and places of Switzerland.



In the 18th century, St. Gallen was the center of the textile industry in Europe. The quality of its productions became famous world-wide and in the early 19th century, the city specialized in the production of embroideries. Its delicate designs and refined creations are to this day highly appreciated by Parisian haute couture. With its embroidery, St. Gallen provides an example of outstanding craftsmanship.

Our university was founded as a commercial college in 1898. The initiative to found the school was driven by a shortage of well educated employees for the flourishing embroidery industry in St. Gallen. Just one year before Thorstein Veblen's classic on luxury consumer behavior "The Theory of the Leisure Class" St. Gallen became the, at least to our knowledge, first business school driven by the local luxury industry.



Educators and researchers at St. Gallen are fascinated by a broad range of phenomena. They are as diverse in their views and approaches as they are focused on integrating these perspectives to act both entrepreneurially and responsibly. We believe that only a holistic appreciation of any phenomenon allows us to generate impact from insight. We like to see and understand the whole animal, not just parts.



As a public university in long tradition, St. Gallen enjoys a hard-earned reputation of excellence in teaching and research. This excellence is reflected in highly competitive rankings in teaching and research. The continuously rising number of students and the concurrent development of investments into our infrastructure is a testament to the drive that never left the university.



125 years after our founding, it's time to rediscover our roots in the local industry that, to this day, produces high-end products. We are looking forward to adding a new chapter to the St. Gallen story. We are rekindling our link to luxury in education, research, and exchange with those who share our excitement to generate insight and see it unfold its impact: the participants and prospects of the St. Gallen Luxury Alliance.





C E M S

A P S I A



www.luxuryresearch.ch

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