

## **EHL and HEC Paris join forces to create a Summer Program on luxury hospitality management**

Luxury brands are increasingly drawing on hospitality knowledge to offer customers differentiated experiences: a key trend according to two prestigious academic institutions.



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**Lausanne, April 6, 2023 - For several decades, the world's leading luxury brands have been drawing on the rich knowledge of the hospitality industry to offer clients unique experiences while expanding their influence. To analyze this growing trend in-depth, [EHL Hospitality Business School](#) and [HEC Paris](#) are combining their expertise to offer students and working professionals a two-week Summer Program on luxury hospitality management.**

Staying at a Louis Vuitton hotel suite, inviting friends to lunch at Audemars Piguet's AP House, savoring chocolates in a Cartier boutique, strolling along Chanel's vineyards, sipping afternoon tea at Tiffany's or buying a bouquet of flowers at Jacquemus... The list of luxury houses venturing into the realm of hospitality is long and is not about to end there. These big names in fashion, watchmaking, jewelry and even the automobile industry are drawing on the extensive knowledge of the hospitality industry to immerse their clients in a world where the human experience is key while extending their brand images beyond products.



With this in mind, EHL and HEC Paris, two prestigious academic institutions and experts in their respective fields, join forces to offer a unique look at an industry that is expected to grow between 540 and 580 billion euros by 2030, from an estimated 353 billion euros in 2022\*, and analyze the theoretical and practical concepts behind the trend of experiential luxury.

"We designed this Summer Program in conjunction with HEC Paris to equip participants with the skills and knowledge necessary for moving up the ladder in their careers and shape the luxury industry with vision and foresight. The program focuses on the personalization of the experience, excellence of service and specifics in luxury brand strategies", explains [Dr. Florent Girardin](#), professor-researcher at EHL and one of the teachers of the Summer Program.

The Summer Program takes place from 3 to 14 July 2023. The first week will take place at the HEC Paris campus in Jouy-en-Josas and the following week, at the EHL campus in Lausanne.

At the end of the intensive and immersive two-week course, participants, whether industry professionals or students, will receive a certificate of achievement from EHL on behalf of both academic institutions.

For more information on this Summer Program, please visit the [website](#).

\*Source: [The 21st edition of the Bain & Company luxury study](#), published in collaboration with the Fondazione Altagamma.

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### **About EHL Group:**

EHL Group is the global reference in education, innovation and consulting for the hospitality and services sector.

With expertise dating back to 1893, EHL Group now offers leading educational programs ranging from apprenticeships to master's degrees, as well as professional and executive education, on three campuses in Switzerland and Singapore. The EHL Group also provides consulting and certification services to companies and learning centers around the world.

True to its values and dedicated to building a sustainable world, EHL Group is committed to providing education, services and working environments that are people-centered and open to the world.

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