



LUXURY WORKSHOP

DAY 1

Ayers House, 288 North Terrace, Adelaide
9:00am – 5:00pm

Luxury business strategy	Dr Anne-Flore Maman Larraufie
Module 1: What is luxury? <ul style="list-style-type: none">○ The definitions of luxury○ The dos and don'ts of positioning oneself in the luxury segment○ Impact on doing business – practical examples	
Module 2: Who is the luxury consumer? <ul style="list-style-type: none">○ Geography of markets○ Values of consumption○ Expectations and motivations○ The sociology of luxury consumption	
Module 3: Luxury business models <ul style="list-style-type: none">○ Various business model comparisons○ Practical cases and workshop based on one's own business	

DAY 2 (half-day)

The Australian Wine Research Institute, corner Paratoo Road and Hartley Grove, Urrbrae SA

Creating consumer value	George Peppou
Using a multi-layer framework for adapting your business to meet customer insights Investigating the scenarios where premium wine is purchased Identifying goals that are being met in these scenarios Elucidating the themes that underlie these goals Facilitated session for relating these themes to attendees' future product offerings or strategy	

Booking is essential

Cost \$825 including GST

For more information, please contact: Gregoire Patacq on 08 8313 6600

Book Now
[14 and 23 November Sessions](#)

Book Now
[18 and 24 November Sessions](#)



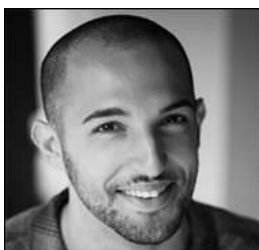
SPEAKER PROFILES



Dr Anne-Flore Maman Larraufie graduated from the Military Academy of Saint-Cyr as an Engineer, attained an Advanced Masters in Strategy and Management of International Business (SMIB) from ESSEC Business School (France), a Certificate in Advanced Studies at Thunderbird Business School (USA) and completed her Ph.D. in Business Administration at ESSEC.

After working in various companies including EADS and LVMH (Guerlain), she decided to set up her own consulting agency SémioConsult®, while teaching in prestigious business schools and universities all around the world (ESSEC, HEC, Ca' Foscari, Shanghai Normal University, etc.). She also became a delegate of INPI (the French IP-regulating body) for the European Union, and an expert on Made In France & Luxury for the French Ministry of Economy. She is an expert in luxury, consumer behaviour, branding and counterfeiting.

She still pursues academic research and publishes in top-tier journals. Last year she received the 'Best Paper' award for her article on the e-semiotics of luxury, published in the *Journal of Global Fashion Marketing*. Dr. Maman is also the Academic Director of the Advanced Masters in Strategy and Management of International Business at ESSEC, for the three campuses (two in Paris and one in Singapore), and as such each year manages more than 300 students and works with an administrative team of six people, spread around the world.



George Peppou comes from a background of technical innovation and invention, working with innovation firm Intellectual Ventures inventing new food packaging and production improvements for clients globally. More recently George has been working for the University of Technology Sydney (UTS) facilitating research engagement with Australian primary industries gaining an understanding of the food value chain in Australia. Now working for the Design Innovation Research Centre at UTS as a Design Innovation Practitioner enables the exploration of design as a tool to direct innovation activity towards areas which capture value for the Australian food sector.