

Spring 2021: Accredited Program Sample Week Art of Luxury

All times listed are in GMT. All classes will be recorded and available on demand for students in time zones which make them unable to attend live classes.

TUESDAY		WEDNESDAY		THURSDAY		FRIDAY	
14:00-15:30	Live Lecture Contemporary Branding & Digital Luxury	14:00-16:30	Case Study From Luxury to Ultimate Luxury: A New Concept Store for LVMH	14:00-15:30	Live Lecture Art as a Luxury Strategy	14:00-15:00	Insights from the Industry Cases in Art and Luxury Collaborations
15:40-17:10	Activity Contemporary Branding & Dig Luxury	16:40-17:00	Virtual Library	15:40-17:10	Case Study Louis Vuitton's Espace Culturelle	15:10-16:10	Activity Art and Luxury Collaborations
		17:10-17:30	Debrief Case Study			16:15-16:30	Weekly Debrief