Luxury, Fashion, French Excellence

ECTS : 6

Enseignant responsable : Francoise BATHIE

Langue du cours : Français

Volume horaire : 36

Description du contenu de l'enseignement :

Luxury and Haute Couture have fostered French heritage for several centuries. Whether in fashion, jewelry, gastronomy, leather goods or even hospitality, France is home to prestigious brands, many of which are over a century old. Even though the French luxury industry has been struggling since 2024, it continues to have a significant impact on French GDP (3% in 2025). In such a context, we may wonder how the luxury industry can continue to grow while capitalizing on its history and heritage. This course isn't on Moodle. **1 0. Introduction** Organization - Program - Introduction **1. Luxury: one concept, many forms (part 1)** This module explores the emergence and evolution of luxury from prehistoric societies to contemporary global culture. It examines key historical periods including Antiquity, the Renaissance, and the Grand Siècle to illustrate how the notion of luxury has been shaped, transformed, and diversified over time. **2 1. Luxury: one concept, many forms (part 2) Case study Course (part 2) 3 2. Craftsmanship and French know-how (part 1)** This section focuses on public policies, institutional frameworks, and cultural initiatives dedicated to the promotion, transmission, and sustainability of artisanal expertise. **Case study Course (part 1) 4 2. Craftsmanship and French know-how (part 2) Exhibition visit 5 3. From the Origins of Haute Couture to Fashion Week (part 1)** This module traces the historical trajectory from early trade guilds to the pioneering role of Charles Frederick Worth. It examines the institutionalization of haute couture through the creation of the Chambre Syndicale and its evolution into today's Fédération de la Mode et de la Haute Couture, including the emergence of Fashion Week as a global cultural event. **Case study Course 6 3. From the Origins of Haute Couture to Fashion Week (part 2) Exhibition visit 7 4. The Impact of Distribution on the Luxury Sector (part 1)** This section explores how distribution channels have shaped luxury consumption, from the rise of modern retail practices to the digitalization of the luxury industry. It covers the transformation of retail environments, omnichannel strategies, and the implications of ecommerce for luxury brands. **Professional lecturer Course 8 4. The Impact of Distribution on the Luxury Sector (part 2) Midterm quiz Case study 9 5. Luxury and Communication Strategies** This module examines communication practices in the luxury sector across centuries, from hallmarking and royal patronage to contemporary influencer culture and social media. It highlights the long-standing relationship between luxury, power, visibility, and influence. **Case study Course 10 6. Specificities of Luxury Marketing (part 1)** This final section identifies the distinctive features of luxury marketing, including the crafting of exceptional products, the management of symbolic value, and the creation of personalized customer experiences. It also addresses brand heritage, exclusivity, and the experiential dimension of luxury. **Professional lecturer Course 11 6. Specificities of Luxury Marketing** This final section identifies the distinctive features of luxury marketing, including the crafting of exceptional products, the management of symbolic value, and the creation of personalized customer experiences. It also addresses brand heritage, exclusivity, and the experiential dimension of luxury. **Case study Course 12 Final exam**

Compétences à acquérir :

By the end of the course, students will be able to:

- Understand the unique link between France, luxury, and haute couture by drawing on the history of luxury and fashion;
- Grasp the impact of social changes on the luxury and fashion industries;
- Recognize artisanal crafts and craftsmanship as fundamental pillars of luxury;
- Understand the arts and crafts and artisanal expertise that form the foundations of luxury;
- Integrate the history and heritage of luxury brands into marketing and communication strategy.

Pré-requis obligatoires

There are no specific prerequisites. However, prior knowledge of marketing could be helpful.

Mode de contrôle des connaissances :

- Case studies : 1 oral presentation (20% of the overall grade) and 1 written submission (20% of the overall grade);
- Midterm quiz (20% of the overall grade);
- Final exam (40% of the overall grade).

The passing grade for a course is 10/20. **Attendance** Attendance is **mandatory**. Students are expected to attend all classes, arrive on time, and stay for the entire session. Repeated absences or lateness may affect the final grade. **Class Participation** Active participation is essential -- it is what makes classes both lively and instructive. Students are expected to come prepared and contribute thoughtfully to discussions. Participation will be assessed based on the **quality** of contributions, not their quantity. **Exam Policy** Students are not allowed to bring any materials into exams, except those explicitly authorized by the instructor. Unexcused absences from exams or failure to submit assigned cases will result in a **grade of zero** when calculating final averages. All exams must be submitted at the end of the examination period. **Communication and Grading** All questions or concerns regarding grading or course policies must follow the official procedures. **No direct negotiation with instructors about grades or assessments is permitted.** Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contribute to the output produced by that group.

Bibliographie, lectures recommandées :

- Ageorges, Sylvain (2006), Expositions universelles, Paris, Parigramme, 187 p;
- Alleres Dominique (2003), Luxe : Stratégies marketing , Economica;
- Bacha, M. and De Andia, B., Les expositions universelles à Paris de 1855 à 1937, Collection Paris et son patrimoine, Action artistique de la Ville de Paris, Paris, 2005;
- Baudot François (1999), Mode du siècle, Edition Assouline;
- Bordaz, R., (Ed.), Le Livre des expositions universelles 1851-1989, Editions des arts décoratifs, Hercher Union centrale des arts décoratifs, Paris, 1983;
- Castarède, Jean (2012), Le luxe, 7e éd., Paris, P.U.F. « Que sais-je ? »;
- Castarede Jean (2014), Le grand livre du Luxe, Eyrolles;
- Castarede Jean (2008), Luxe et civilisations, Eyrolles;
- De Ferrière le Vayer, M., « Des métiers d'art à l'industrie du luxe en France ou la victoire du marketing sur la création », Entreprises et histoire 2007/1 (n° 46), p. 157-176. DOI 10.3917/eh.046.0157;
- Feydeau (de) E., Le roman des Guerlain, parfumeurs de Paris, Ed. Flammarion;
- Gabet O., Luxes, Ed., MAD;
- Greenhalgh, P., Ephemeral Vistas. The Expositions Universelles, Great Exhibitions and World Frais, 1861-1939. Manchester University Press, Manchester, UK, 1988;
- Join-Dieterle C. (1998), Les mots de la Mode, ACTES SUD Paris musée;
- Mendes V., Delahaye (2000), La mode au XXème siècle, Ed. Thames et Hudson, Collection Univers de l'art;
- Meyer-Stabley B., 12 couturières qui ont changé l'histoire, Ed., Eyrolles Poche;
- Milleret G., Les vitrines du luxe, Ed., Eyrolles;
- Morio P. (2022), 12 Vendôme, Maison Chaumet, Ed. Gallimard;
- Örmen C. (2013), Comment regarder la mode, Histoire de la silhouette, Hazan;
- Rapport du jury international de l'exposition universelle internationale à Paris de 1889 à Paris.

Françoise Bathie graduated from ESSCA in 1996 and has held a CAPES in Economics and Marketing since 2013. She has developed her marketing experience within major groups such as SARALEE and CHANTELLE. There she acquired real expertise in Marketing and Fashion. Her career has also given her an in-depth understanding of marketing issues relating to collectioning, anticipating trends and changing consumer behaviour. Experiential marketing, behavioural science and lifestyle are her areas of expertise. Founder of the Hoppyssime agency, she offers made-to-measure to premium clientele around French knowhow, with a view to creating a special and lasting bond between brands and their customers. The agency is particularly committed to training and communication in all aspects of the arts, luxury and fashion. She works with students from leading business schools (SCIENCES PO Paris, HEC, Dauphine...), the Château de Versailles and luxury brands (DIOR, CELINE...) through lectures, learning expeditions...