

Program 2021/2022



# Master in Luxury, Client Advisor & Retail Excellence



**School partner:** Università Ca' Foscari, Ca' Foscari Challenge School

**Maison partner:** Bvlgari, Dior, DFS, Fendi, Loro Piana, Louis Vuitton, Sephora

**Type of contract:** Internship

**Duration:** February 2022 to December 2022

Created in 2014, the Istituto dei Mestieri d'Eccellenza LVMH is a vocational training program that allows the LVMH Group to transmit its know-how in the professions of Creation, Craftsmanship and Sales to the new generations, thanks to the learning and organization of the Istituto dei ME LVMH courses at partner schools, enabling the participants to receive a double training, from the school and from the LVMH Maison or their external partners.

Today, the Istituto dei ME, contributes to the training of young generations in the fields of tailoring, knitwear, silk, leathersgoods, shoes, jewellery, watch-making, wines, culinary arts, beauty, design and client experience in cooperation with recognized partners from each sector in Italy, France, Switzerland, Spain and Japan.

## Partnership

In the framework of the partnership between Istituto dei Mestieri d'Eccellenza LVMH and Università Ca' Foscari Venezia and Ca' Foscari Challenge School, we are organizing the selection for the 2021/2022 Istituto dei Mestieri d'Eccellenza class to participate the Master in Luxury, Client Advisor and Retail Excellence in the luxury goods sector. Università Ca' Foscari Venezia will welcome from February 2022 at Ca' Foscari Challenge School at VEGA, via della Libertà 12, Venezia Marghera, 15 participants interested in becoming Client Advisors.

## Training

The Istituto dei Mestieri d'Eccellenza LVMH Master in Luxury, Client Advisor & Retail Excellence full English training program brings a new approach to vocational education training. It offers to the students the following benefits:

- 1. An unprecedented teaching** on the know-how of retail positions in the sectors of couture, fashion, leather goods, fur, watches, jewellery, perfumes, cosmetics or selective retailing, with real-life situations and learning through experience coupled with an English-language course and practical training in LVMH Maison's stores.
- 2. Master Class of the Istituto dei Mestieri d'Eccellenza LVMH** organized in the LVMH Maison, about sales excellence in the luxury sector and customer experience know-how, with visits to stores and talks with sales experts in the LVMH Maison's stores (Bvlgari, Céline, Christian Dior, DFS, Fendi, Loro Piana, Louis Vuitton, Sephora).

# Luxury, Client Advisor and Retail Excellence

## Certifications

The Istituto dei Mestieri d'Eccellenza, through the Client Advisor program, offers a complete and rigorous training, exclusive on-site work experience, and a dual certification to enhance graduates' future employment prospects:

/ First level Professional Master from Università Ca' Foscari Venezia.

/ The Certificate of Excellence from the Istituto dei Mestieri d'Eccellenza LVMH awarded to graduates who, during their year of training at the Istituto dei ME, have fulfilled criteria of rigor, excellence, know-how and interpersonal skills specific to their fields of expertise and the luxury sector as validated by their tutors in the Maison, their teachers at school and the Istituto dei ME.

The **Istituto dei Mestieri d'Eccellenza LVMH** offers a high quality one-year training **entirely** taught in **English**, in order to **prepare students for a sales associate position and a career in luxury retailing**, having acquired competencies such as:

/ Process a sale in a confident and professional manner.

/ Engage with clients to develop a long-term relationships, leveraging different clienting tools, in order to foster brand loyalty.

/ Contribute to successful commercial results.

/ Acquire cross-selling techniques and know-how.

/ Learn and master brand and product knowledge.

/ Be able to create a unique and unforgettable in-store experience.

/ Confirm the English fluency for non English native speakers.

/ Learn basic or improve Mandarin language.

## Admission Requirements

The selections are opened to unemployed participants that also:

/ Must have at least an Italian Laurea Triennale (or equivalent).

/ Have a very good level of Italian and English (C1)

/ Be sensible to luxury and customer service.

/ Have some knowledge of a third language (Mandarin, Russian, Japanese, Thai, Korean, Arabic):

## Course period

10 months from February 2022 to December 2022.

1500 hours divided into 510 hours of lectures, 150 hours of personal studies and 840 hours of internship.



Università  
Ca' Foscari  
Venezia



## How to apply

### **Ca' Foscari Challenge School**

Vega, via della Libertà 12

30175 Venezia Marghera (VE)

014 234 6853

**[master.challengeschool@unive.it](mailto:master.challengeschool@unive.it)**

### **Istituto dei Mestieri d'Eccellenza LVMH**

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