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SKEMA Business School partners with LVMH to train new talents in the luxury sector



Students from SKEMA on the business school campus in Dubai

The worlds of luxury and higher education are converging through an exceptional partnership to train the next generation of industry leaders. SKEMA Business School and LVMH Group have signed an agreement to strengthen SKEMA's MSc in Global Luxury and Management programme with the introduction of the "Retail Excellence & Client Relationship Management" track in Dubai, the new epicentre of excellence in luxury management education.

A programme of excellence with two specialised tracks

The MSc in Global Luxury and Management, offered by SKEMA, now includes two specialised tracks:

- **Retail Excellence & Client Relationship Management:** Fully based in Dubai, this brand-new track developed in collaboration with LVMH offers a unique immersion in one of the world's major luxury retail hubs, with a focus on client relationship management and data exploitation through artificial intelligence.
- **Luxury Digital Marketing & Strategy:** Delivered since 2021 in partnership with New York University School of Professional Studies (NYU SPS) for the first semester, followed by a second semester at SKEMA Business School in Paris, this track enables students to obtain the Graduate Certificate in Luxury Digital Marketing & Strategy from NYU SPS in addition to SKEMA's degree.

A strategic partnership between SKEMA and LVMH

Thanks to this unique collaboration, the "Retail Excellence & Client Relationship Management" track will be launched in 2025 at SKEMA's new Dubai campus.

Alice Guilhon, Dean and Executive President of SKEMA Business School, and Pierre-Julien Bousquet, Global VP Talent Engagement at LVMH, officially signed the cooperation agreement on 20 March 2025.

A programme designed for excellence

Designed to meet the demands of the luxury sector, the one-year "Retail Excellence - Client Relationship Management" track, delivered entirely in English, combines theory with hands-on experience. LVMH, a key global player in luxury, will actively contribute to student training by leading lectures and masterclasses on several key topics:

- E-commerce and retail
- Sales performance
- Client experience & UX design
- Merchandising and exclusive events
- Artificial intelligence applied to in-store experience

Students will benefit from a unique immersive experience through insights from industry professionals who will teach part of the curriculum. They will also attend roundtables, talks and visits to LVMH's flagship stores in Dubai.

A springboard into the luxury industry

In addition to SKEMA's academic expertise, students will have access to a retail focused training programme designed and delivered in collaboration with LVMH, the leading Group in luxury that has long showcased its commitment in retail and in developing the next generation of talents for the luxury sector. Upon completion, they will receive the "Retail Excellence & Client Relationship Management" certificate awarded by LVMH, enhancing their degree.

The programme will unfold in three phases:

- First semester: Intensive learning in Dubai, enriched by LVMH's expertise
- Second semester: Dedicated to SKEMA's academic courses
- Four to eight-month internship: Direct immersion in the luxury world

A prestigious and forward-looking partnership

This strategic partnership, established for an initial duration of three years (2025-2028), embodies SKEMA and LVMH's shared vision of nurturing a strong talent pool for the luxury sector.

"Dubai provides an ideal environment to anticipate trends and meet the demands of a rapidly growing market. In this context, SKEMA and LVMH are creating an innovative programme that will develop true experts in client relationship management and retail, an area of high demand. We are addressing both the strategic challenges of tomorrow and the immediate needs of luxury industry players by equipping students with the essential skills to excel in this exceptional domain," say Alice Guilhaon, Dean and Executive President of SKEMA, and Emmanuelle Rigaud, Director of the MSc in Global Luxury and Management programme.

"With SKEMA, LVMH reaffirms its commitment to luxury retail and shaping the talents of tomorrow by engaging in an excellence-driven training programme aligned with the evolving luxury industry. This strategic partnership focusing on retail, that is the heart of our business, illustrates our dedication to supporting new generations in their professional development and passing on the unique expertise that defines our Maison in the world of luxury retail," states Pierre-Julien Bousquet, Group Global VP People Engagement at LVMH.

Dubai: the luxury capital and a booming market

The luxury market in the United Arab Emirates is projected to reach \$5.39 billion by 2029*. At the heart of this growth, Dubai stands out as one of the world's leading luxury capitals, generating 30% of the luxury market's revenue in the Middle East alone.

Millennials and Generation Z: the new luxury consumers

More than half of the Gulf region's population is under 30. By 2025, Millennials and Generation Z will account for over 40% of luxury market consumers. Brands must adapt their marketing strategies and recruit talent to attract this young, digitally connected, and experience-driven clientele.

**Data from Mordor Intelligence research firm.*

With 11,000 students from over 130 nationalities, 190 professors, and 60,000 alumni across 145 countries, SKEMA Business School is a global educational and research institution that trains talents committed to transforming the world sustainably. Hybridisation between the humanities, social sciences and data sciences is at the heart of its model, and global exposure is its modus operandi.

Multi-accredited (AACSB, EQUIS, EFMD Accredited EMBA), the school is recognised worldwide for its research, more than 70 programmes of excellence, and its international multi-site structure in seven countries: Brazil, Canada, China, France, South Africa, the United Arab Emirates and the United States.

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