

# PROGRAMME IN LUXURY MANAGEMENT

*2018*



WALPOLE

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## INTRODUCTION TO THE PROGRAMME

Now in its fifth year, Walpole has joined with London Business School, one of the world's foremost educational institutions, to nurture the next generation of British luxury leaders.

The inspiring Programme in Luxury Management leverages London Business School's MBA curriculum to develop a select group of students aiming to take up global management positions in the luxury sector upon graduation. Walpole member companies and their senior executives provide the opportunity for students to gain real experience in successful luxury brands.

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## PROGRAMME OVERVIEW

The programme delivers a rigorous foundation of academic learning and professional development, combined with unrivalled practitioner knowledge and sector insight to support students in building both the experience and connections required to be successful in the luxury sector. The Programme in Luxury Management complements London Business School's MBA and full-time Master's programmes. The curriculum includes:

### 1. CORE

As part of the core curriculum MBA and Masters students undertake courses covering a wide range of subjects. These are brought to life with current thought leadership that underpins rigorous academic theory and practical application. This combination ensures they have the right combination of knowledge, skills and attributes to be successful in a today's fast-changing and global business environment.

### 2. ELECTIVES

As part of the programme, students are encouraged to take electives that align with their aspirations in the luxury sector. These include; Brand Management, during which they complete a brand audit to assess its health and

suggest ways to improve and leverage the brand equity; Business Project, which involves working individually or in a small group to engage with a luxury company client to address a current and defined business challenge. Other electives students must select from are;

- Advanced Marketing Strategy
- Financing the Entrepreneurial Business
- Communications
- Global Strategy Management
- Going to Market: Managing the Channel and Salesforce
- Innovating Business Models, Products and Services
- Leading Teams and Organisations
- Managing Change
- Managing the Growing Business
- Managing and Marketing Innovation
- Mergers, Acquisitions and Alliances
- Mergers, MBOs and other Corporate Reorganisations
- Negotiation and Bargaining
- New Venture Development
- Pricing Strategy
- Private Equity and Venture Capital
- Strategies for Growth
- Strategic Innovation
- Supply Chain Management
- Thinking Strategically

### 3. PRACTICAL APPLICATION

Students on the programme will have opportunities to work on projects with designers and brands, providing experience of practical application of skills and frameworks outside of the classroom.

### 4. EXPERT PRACTITIONER LECTURE SERIES

To complement the MBA curriculum, students will gain a deep understanding of the luxury expert through a dedicated series of practical lectures delivered by senior executives from Walpole member companies, and developed in conjunction with London Business School. Please see overleaf for details on these lectures.

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## 5. MENTORING

Students on the programme will be assigned a mentor – a senior executive from within the Walpole membership. The mentor will provide guidance and networking opportunities to maximise the learning opportunities.

## 6. INTERNSHIPS

Students can gain further sector experience by interning or undertaking short-term projects at a luxury brand. LBS Career Centre can support students on their journey to getting an internship.

## 7. COMPANY VISITS

Students are encouraged to further their understanding of luxury companies through career treks. These are normally arranged by the Retail & Luxury Goods Club in conjunction with Career Centre.

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## PROGRAMME DETAILS AND SELECTION PROCESS

The Luxury Management Programme is exclusive to all first year full-time MBA at London Business School and students on other full-time Masters Programmes.

### 2018 WORKSHOP TOPICS

Drink and Hospitality  
Retailers and Etailers  
Fashion and Apparel  
Jewellery, Watches and Cosmetics  
Automotive and Interiors

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## ABOUT LONDON BUSINESS SCHOOL

For professionals wanting to make a vertical career shift, change industry or job function, or develop an entrepreneurial toolkit, London Business School's top-ranked MBA will ignite performance and provide the skills and network needed to succeed in global business today. While the School may be young compared to its

competitors, it has accomplished a phenomenal amount in its short history. As well as winning praise for its rigorous and influential academic work, the School is rated as one of the world's top business schools for its degree and non-degree programmes.

*For MBA Programme enquiries, please contact: [mba@london.edu](mailto:mba@london.edu). For career enquiries, please contact: [careercentre@london.edu](mailto:careercentre@london.edu) or visit [www.london.edu](http://www.london.edu)*

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## ABOUT WALPOLE

Walpole is a unique alliance of 200 British luxury brands, including Alexander McQueen, Burberry, Boodles, Jimmy Choo, Harrods and Rolls-Royce Motor Cars.

Walpole promotes, protects and develops the unique qualities of UK luxury: the long tradition, rich heritage, superior craftsmanship, innovation, design, style, and impeccable service at the heart of the industry – currently worth over £32 billion to the UK economy, a leading creator of jobs and major contributor to the British economy.

Dedicated to nurturing the next generation of Britain's luxury brands, Walpole also runs the annual mentoring programmes Brands of Tomorrow, Crafted and the Programme in Luxury Management at London Business School. These initiatives connect Britain's most talented up-and-coming entrepreneurs, craftsmen and leaders with a network of senior mentors from Walpole's established membership.

*For more information, please contact: [celandine.wade@thewalpole.co.uk](mailto:celandine.wade@thewalpole.co.uk) or visit [www.thewalpole.co.uk](http://www.thewalpole.co.uk)*

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## PROGRAMME IN LUXURY MANAGEMENT STUDENTS 2018

### **Dolapo Adeyemi, MBA Candidate**

After obtaining a BSc in Chemical Engineering from Nigeria, an MSc in Process Technology from the University of Warwick, and working in the oil and gas industry as a project engineer, Dolapo started a business that combined technology and fashion: The Damaris Solaris bag, capable of charging mobile devices on the go. She also launched OYSBY, a premium footwear brand, and has been named 'Designer to Watch', and won praise from editors of style magazines including *Vogue* and *InStyle*. More recently, she was named a UK Footwear Designer of the year finalist by *Drapers*. She is currently a Mo Ibrahim Scholar at LBS and a student ambassador.

### **Freddie Briance, MBA Candidate**

On graduating from Oxford University, Freddie joined Abercrombie & Fitch's Leadership Development Graduate Programme. During his three years at the US headquarters he ran the product and merchandising teams for the men's global shirting category and subsequently the global sweatshirts and active tops categories. Building on this experience, he returned to London to head the operations of swimwear brand Kimberley London. He also worked as part of the founding team of a digital performance coaching service. At LBS, Freddie is co-lead of LBS Launchpad, co-chair of the 2018 Retail & Luxury conference, and co-lead of the Manbassador team, a subsection of the Women in Business Club.

### **Andrea Chu, MBA Candidate**

Andrea joined the MBA at LBS after five years working in the financial services and luxury retail industry. She started her career as an analyst at Deutsche Bank in New York. She then joined a private equity fund, Propel Equity Partners, where she focused on investments in the consumer and retail industries. With her MBA insight, she joined the strategy and finance team at Stuart Weitzman, the luxury shoe business. Andrea holds a B.A. degree from Wellesley College and is a Student Admissions

Representative for Wellesley College and on the Executive Committee of the LBS Retail & Luxury Club and Women's Touch Rugby Team.

### **Nina Dagbjartsson, MBA Candidate**

Nina joined the MBA after six years working in luxury retail wholesale in New York. Most recently, Nina was a sales manager at Helmut Lang. She was responsible for both the domestic women's speciality store business and the global off-price business. Nina worked with senior leaders to execute a long-term rebranding strategy, consulting on winning global brand strategies for eCommerce and shop-in-shop customer experiences. In the global off-price business, Nina liquidated merchandise to key channel partners. Nina is seeking to continue her career in luxury retail after completing the MBA. Nina holds an executive position in the LBS Retail & Luxury Goods Club.

### **Francesco Furlani, MBA Candidate**

Italian-born Francesco has a true passion for innovation and for helping the others. These passions led him to become a business partner of an Italian fashion NPO social enterprise: ProgettoQuid. He first developed his interest in the fashion world as a child, growing up with a seamstress, his grandmother Giuliana, he was always fascinated by her work. During his experience with PWC, Francesco developed his interest in the industry by working for an international fashion house and a major Italian fast-fashion player. He is an extremely curious person, keen on constant self-improvement, and thrive in fast-moving and challenging circumstances.

### **Crystal He, MBA Candidate**

Before joining LBS, Crystal was a professional marketer in the consumer goods and luxury industry in the Asia-Pacific market. Most recently she worked as a product manager for Fresh in LVMH China, where she led multiple successful local campaigns including the strategic launch of China's biggest eCommerce platform Tmall and beauty retailer Sephora. Crystal started her career as a management trainee in NIVEA and was the youngest project manager in the Asia Pacific team. Crystal is the recipient of the London

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Business School 2019 Luxury and Retail Scholarship, and an executive member of the Retail & Luxury Goods Club.

#### **Nomfundo Mphuthi, MBA Candidate**

Nomfundo started her career at Goldman Sachs, London where she learned about international markets and the untapped luxury opportunities in Africa. Following this, she moved back to South Africa to work with Bain & Company. As a consultant, she developed strategies for consumer goods businesses and customer experience projects. She also founded The Kinks Hair, an eCommerce website bringing premium organic hair products to the local market. Nomfundo is a recipient of the LBS African Scholarship, an Exco member of the Africa Club and a member of the Retail & Luxury Goods Club. She is passionate about using global luxury as a platform to promote African products and crafts.

#### **Molly Paris, MBA Candidate**

Molly joined LBS after working as a management consultant for Deloitte. There she led clients to develop new ways of segmenting and understanding their customers as well as developing software to shape sales approaches. She intends to apply the skills gained on her MBA to help luxury brands understand how they can incorporate technology in their operations to glean enriched customer insights. Molly is also fascinated by the growing trend of experiential luxury, and wants to learn how luxury brands are growing to meet this new objective. Molly is a member of the LBS Women in Business Club and Retail & Luxury Goods Club executive committees.

#### **Hilary Peltz, MBA Candidate**

Awarded LBS's Luxury and Retail Scholarship this year, Hilary joined the MBA with over six years' experience in luxury fashion, focused in North American wholesale for Women's Ready-to-Wear. She's worked at some of New York's most prominent design houses including Marc Jacobs, Alexander Wang, and Donna Karan, and has built an extensive network and knowledge of the US retail market. She was also instrumental in product development while at Alexander Wang. Hilary is an executive member

of the LBS Retail & Luxury Goods Club, co-chairing its 2018 Luxury Conference, an executive member of the LBS Student Association, and a mentor in LBS's Early Careers Mentoring Programme.

#### **Lizzie Reid, MBA Candidate**

Lizzie joined LBS after two years as an EU Operations Analyst at Amazon. She advised on the human capital needs of five Polish and UK fulfilment centres, covering up to 8,000 temporary workers. Her work enabled Amazon to meet fluctuating retail demands and maximize operational efficiency. Lizzie's experience within Amazon's leading supply chain inspired her to co-found Kenyan-made Karibu Sandals, combining her passion for retail and positive social impact. Lizzie is excited to learn how luxury retail companies can best embrace digital disruption and the modern consumer. Lizzie is an Executive Committee member of the Women in Business club at LBS.

#### **Tom Ross, MBA Candidate**

Tom began his career as a management consultant with KPMG, based in London but travelling frequently throughout Europe and beyond. During his time there, Tom worked predominantly with global clients in retail and consumer goods, including launching an alliance with McLaren Applied Technologies to develop supply chain propositions using prescriptive analytics. After spending over three years at KPMG, Tom joined the global telecommunications company BT plc as a commercial Finance Business Partner, leading a team with the financial responsibility for a multi-million-pound portfolio. At LBS, Tom is in the Executive Committees for the Retail & Luxury Goods Club and Men's Football Club.

#### **Natalie Schober, MBA Candidate**

Before joining the MBA at LBS, Natalie worked as an international arbitration lawyer at Allen & Overy in Frankfurt and London for three years. During this time, she represented international clients from various consumer goods industries in complex disputes and settlement negotiations. Due to the international focus of her work, Natalie has broad experience in delivering optimal results

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in multi-national teams. Natalie has a law degree from Freiburg University and an LL.M. from the London School of Economics, where she focused on trademark protection. At LBS, Natalie is on the Executive Committee of the Art & Business Club.

#### **Robin Tallendier, MiM Candidate**

Robin is the first Masters in Management to be part of the Walpole Programme in Luxury Management. He graduated with First Class Honours from Warwick Business School, and spent a year at Guanghua School of Management, Peking University. Prior to LBS, he worked at the French Chamber of Watchmaking & Microtechnics in Shanghai and at Christie's in London. Robin is also an advisor to the Chinese government for the international development of their local watch industry, particularly focusing on issues that pertain to branding and pricing. At LBS, he is part of the Executive Committee for the Retail & Luxury Goods Club and for the Wine & Spirits Club.

#### **Nanki Walia, MBA Candidate**

Nanki started her career in PwC's Mergers & Acquisitions practice in the US as a management consultant. She worked primarily in the strategic execution of highly visible global carve-outs, divestitures, and legal entity separations of Fortune 100 clients. More recently, she moved to India to co-found Galaad India, an eCommerce company producing high-quality, ethical and affordable leather accessories. She got first-hand experience in leather design and manufacturing processes through her family business, and then helped design the launch collection of over 60 products, while also strategising the brand concept and go-to-market plan-of-action. She is currently on the executive committee for LBS' Launchpad and Digital Marketing Masterclass Conference.

#### **Judy Zhu, MBA Candidate**

Prior to joining LBS, Judy worked in the product and market research department at Porsche. During her six years as project manager, she led a diverse range of global projects, including luxury market studies, customer loyalty programme, product design improvement, new

vehicle pricing and brand communication strategies. Her most recent project was the first comprehensive and unprecedented research into the young and affluent millennial group, which established a new knowledge base for Porsche to develop early branding strategies for this target group. Judy holds an executive position in the LBS Retail & Luxury Goods Club.

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Each of the students on the Programme in Luxury Management is paired with a mentor from within the Walpole membership who provides practical advice and support for the year. Mentors for 2018 include:

- Philip M Barnes, Regional Vice President & Managing Director, The Savoy
- Paddy Byng, luxury consultant
- Nick Keyte, Managing Director, Gieves & Hawkes
- Vartkess Knadjian, CEO, Backes & Strauss
- Reinhard Mieck, Founder & CEO, L.O.N.B
- Kate Percival, Founder & CEO, Grace Belgravia
- Graeme Russell, Head of Brand Communications, Bentley Motors
- Patricia Sancho, CEO, Temperley London
- Nick Temperley, Head of Reserve Brands, Diageo
- Michael Wainwright, Managing Director, Boodles
- Matthew Woolsey, Managing Director, NET-A-PORTER