

IPOL & Ravensbourne Executive Programme Certificate in Experiential Luxury

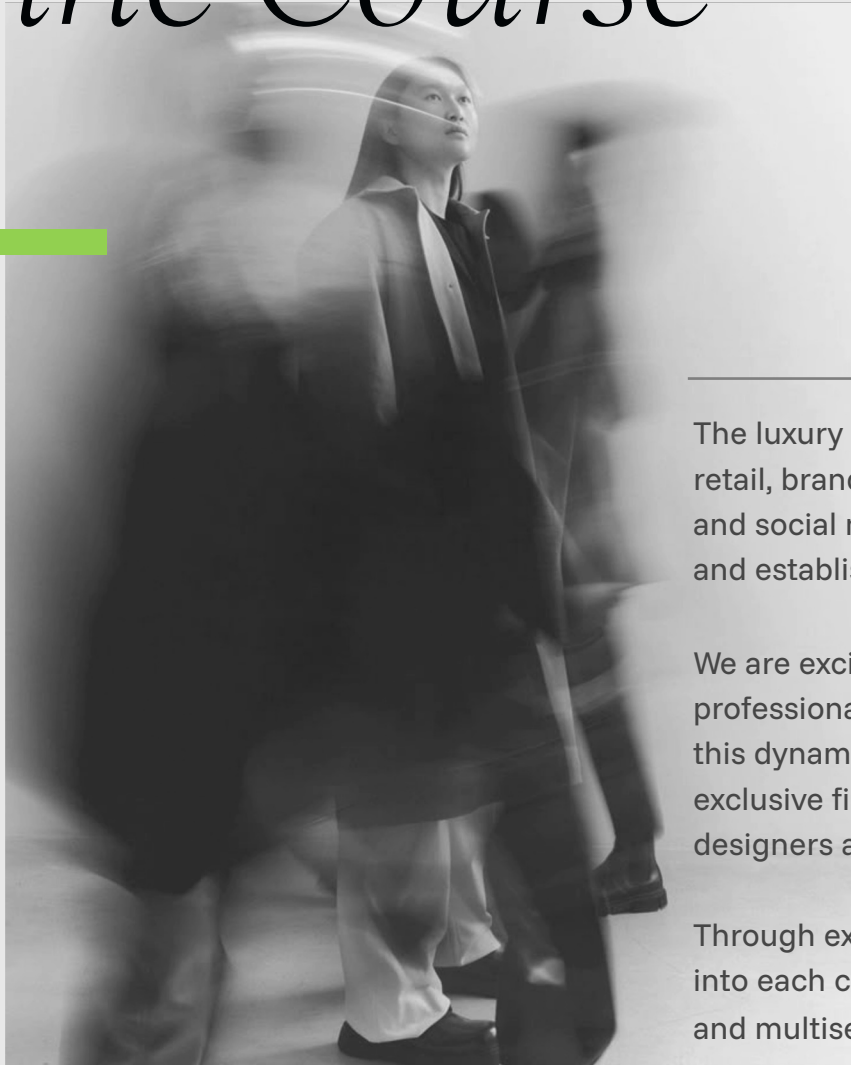
London 22-24 July 2026

Zurich 23-25 September 2026

Turin 18-20 November 2026

Become a thought leader and influence the future of luxury.

About the Course



The luxury market is evolving due to global challenges. New methods in retail, branding and manufacturing are taking shape. Digital technologies and social media influence how we consume luxury. Careers are adapting and established companies need fresh perspectives and insights.

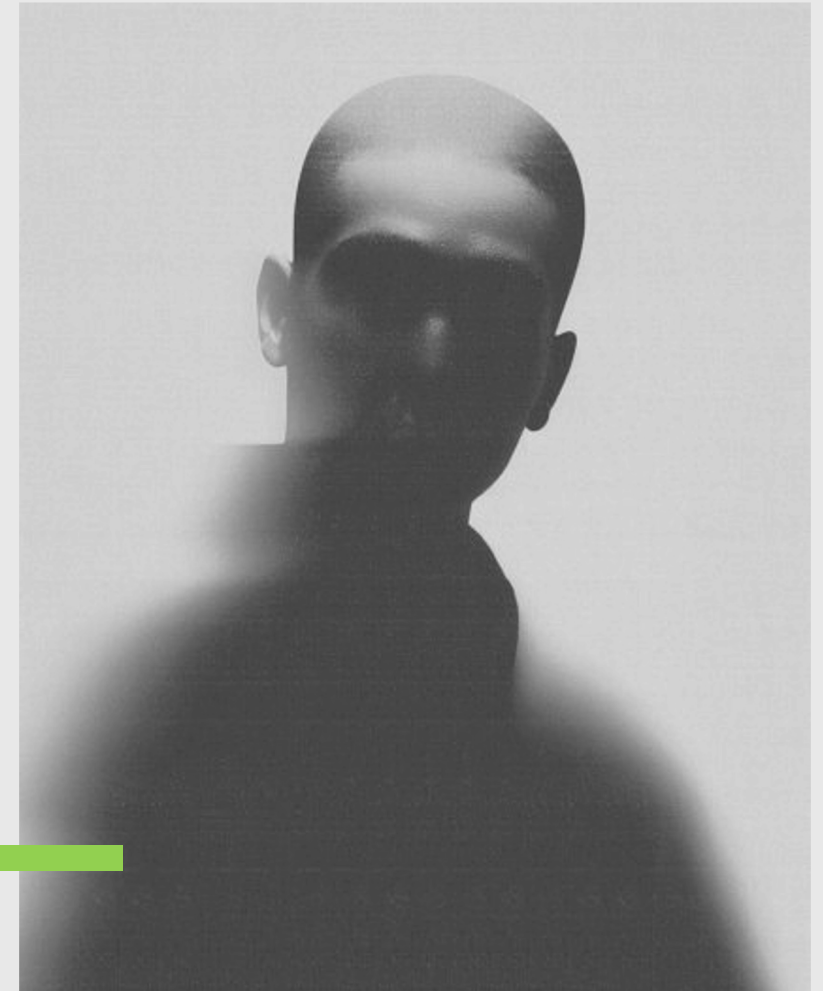
We are excited to present a series of international courses that will provide professionals, entrepreneurs and post-graduates strategies for success in this dynamic landscape. Through a series of three-day courses, you will get exclusive first-hand access to a network of entrepreneurs, artisans, designers and industry leaders.

Through excursions, focused discussions and masterclasses, you will delve into each city's offering - exploring the secrets of resonant, human-centred and multisensorial luxury experiences.

What it covers

Limited to ten participants, this program maximises learning and networking opportunities. The three-day courses are designed to be fully immersive with talks, Q&A's, workshops, atelier and factory excursions. You will be personally led by renowned experts and educators to gain a deeper understanding of:

- The challenges facing the global luxury market.
- How the luxury industry works.
- Strategies for success: in retail, branding, manufacturing and digital technologies.
- Product development.
- Craftsmanship.
- Supply chains.
- Branding.
- Customer experience.
- Business models of luxury brands and start-ups.
- AI



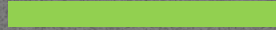


The luxury industry reaches across hospitality, travel, automotive, technology, fashion, timepieces, jewellery, fine food, wines & spirits, wellness and beauty.

The programmes for each city will focus on the special sector traits that make its position unique within the global luxury industry and cover luxury-specific strategies in retail, branding and marketing, design and manufacturing.

A typical day will consist of:

- Introduction and welcome coffee
- Lecture
- Masterclass or presentation.
- Lunch
- Company or atelier visit
- Workshop
- Networking Drinks



The London Experience

Britain's Rich Heritage Crafts



Immerse yourself in the world of high-end British luxury, where exceptional craftsmanship, bespoke service, and time-honoured traditions define luxury. You will visit Saville Row tailors and meet with fashion designers, textile manufactures and visit the famous Wedgwood factory.



The Zurich Experience

Where Luxury Meets Authenticity, Resonance & Human Excellence

An intimate, behind-the-scenes journey into the world of contemporary luxury. Participants will gain exclusive access to visionary entrepreneurs, master artisans, and industry pioneers, uncovering the closely guarded secrets of '*resonant luxury*' that distinguish exceptional brands from the ordinary.



The Turin Experience

Where gastronomy, innovation & Italian lifestyle converge.



Discover the unique blend of heritage and modernity that defines luxury in Piedmont. Turin, Italy's first capital and a hub of creativity and industry, is also the cradle of world-renowned gastronomy, design, and automotive excellence. Participants will explore artisanal food and beverage traditions, meet visionary entrepreneurs and innovators, and gain access to hidden ateliers where Italian craftsmanship thrives. This journey offers a privileged perspective into how authenticity, innovation, and lifestyle interlace to shape the future of experiential luxury.

Exclusive Option

Personalised coaching for personal growth and career success.



Participants preparing for their next career move or planning to launch their own business have the opportunity to book a 1:1 coaching package with Dr. Fabio Duma (www.fabioduma.com). Fabio is an internationally accredited (ICF, SCA, MRG) executive coach (IMD, HMS) and a trusted sparring partner to private clients, established & aspiring leaders and creative entrepreneurs in the luxury, cultural & creative industries and beyond.

The package includes 5 (five) 60-minute online coaching sessions that can be scheduled individually before, during and up to two three months after completion of the last module. Exclusive price for participants of the programme: CHF 1900



Why take the course?

The global luxury industry is facing significant global challenges. Our courses are designed for professionals, graduates, entrepreneurs, and anyone wanting the tools and strategies to ensure longevity and continued success.

Explore the key factors that shape modern luxury.

Learn how to use these insights throughout the value chain, —from design and production to marketing, communication, and retail success.



The course is for you, if...

- You want to connect with a global network of like-minded individuals and leaders. This will help you gain fresh perspectives and form valuable connections and insights.
- You want a more meaningful career path. In today's changing world, you might be rethinking your current industry or your position in luxury.
- You've studied at the postgraduate level. Now, you seek real-world experience and the opportunity to see behind the scenes of multiple businesses. You'll have access to industry insiders and academics.
- You want the advantages an intensive course in experiential luxury can offer.
- A certificate from Ravensbourne University and In Pursuit of Luxury would enhance your career.

Prices



Early Bird Single City Module

Save 5%

Book 1 month before the module registration deadline* to save.

Cost per module:

~~£4200~~

£3990

Early Bird All 3 City Modules.

Save 10%

Book before December 31st 2025 to save.

Cost for 3 modules:

~~£12,600~~

£11,340

Exclusive Option

Personalised coaching for personal growth and career success.

Includes 5 x 60-min online coaching sessions scheduled individually before, during and up to two three months after completion of the last module. Exclusive to programme participants

Cost:

CHF 1900

Places are limited to only 10 participants per city. Book early to avoid disappointment.

Secure your place now: www.inpursuitofluxury.com

Price Includes: Classes, company visits, networking events, snacks & lunches. Does Not Include: Travel, accommodation, visa fees, insurance.

Cancellation Policy: Full refund available (less booking fee of £200) before registration deadline. After that no refunds available.

Please note: Course programme and schedule are subject to change based on speaker availability. While every effort has been made to schedule in advance, the organisers cannot guarantee the participation of the brands and speakers listed.

Key Dates



London

Programme:
22-24 July, 2026

Early bird deadline:
22 April, 2026

Registration deadline:
22 May, 2026

Zurich

Programme:
23-25 Sept, 2026

Early bird deadline:
23 June, 2026

Registration deadline:
23 July, 2026

Turin

Programme:
18–20 Nov, 2026

Early bird deadline:
18 August, 2026

Registration deadline:
18 Sept, 2026

All 3 modules:

Early bird deadline: 31 December, 2025
Registration deadline: 22 May, 2026.

About the organisers



In Pursuit of Luxury (IPOL) is an interdisciplinary platform dedicated to critically exploring the concept of luxury.



Ravensbourne University London is a dynamic institution at the intersection of creativity, business, and technology.



Professor Shaun Borstock is Head of Knowledge Exchange and Research at Ravensbourne University London and a leading authority in luxury, design led innovation and consumer culture.



Fabio Duma, PhD, Executive Coach (IMD). Principal Consultant & Co-Founder, Bello & Benfatto KIG. Luxury Management Expert & Visiting Professor at several international universities.



Luca Mecca teaches Consumer Behaviour at the University of Turin and serves as Visiting Professor at Ravensbourne University London.



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Contact

Email: info@inpursuitofluxury.com

To find out more head to: www.inpursuitofluxury.com