

LUXURY EXPERIENCES

THE LUXURY ICONS

Two 5-day Experiences in fashion and luxury culture

1. How to Become an Icon
2. Living Like an Icon

How to Become an Icon

Identity, creativity and personal positioning in luxury and lifestyle.

DESCRIPTION

A 5-day inspirational and orientation experiences exploring what makes an icon today - and how to express your identity with confidence in the worlds of fashion, luxury and lifestyle.

Through storytelling, image-building and creative workshops, participants develop a clear personal narrative and a first understanding of the roles, languages and cultural codes behind the industry.

FOCUS

- Understanding the codes of iconic identity today (presence, authenticity, cultural awareness).
- Personal image, styling fundamentals and visual self-expression.
- Retail Experience and on site Corporate visit
- Lifestyle and Cultural Living

PACKAGE INCLUDES (sample package)

- 2 Days Educational Programs
- Luxury Retail Experience
- Luxury Corporate Visit
- Shopping carnet of 1000 euro
- Lifestyle and Cultural Experience

PRICE: **5.000 euro**

COURSE DETAILS

DURATION	5 days
FORMAT	In-person, workshops + company visit+shopping
LANGUAGE	English (Italian option)
LEVEL	Introductory / orientation
IDEAL FOR	Teenagers, young talents, aspiring creatives

DISCOVER THE PROGRAM (SAMPLE WEEK)

- * Day 1 - MonteNapoleone District Retail Experience
- * Day 2 - Educational Program
- * Day 3 - Luxury Corporate Visit
- * Day 4 - Educational Program
- * Day 5 - MonteNapoleone Vip Lifestyle Experiences

* Details and the program itinerary are subject to confirmation.

Living Like an Icon

Italian luxury, craftsmanship and brand heritage in the heart of Milan.

DESCRIPTION

A 5-day cultural and business-oriented experiences dedicated to Italian luxury and the ecosystem that surrounds Milan's Via Montenapoleone.

Participants explore how heritage brands are built, positioned and protected - linking craftsmanship and culture to contemporary luxury business.

FOCUS

Italian Savoir-Faire: Deep dive into materials and craft, enriched by heritage brand experiences.

Brand DNA: Exploring storytelling and positioning through the lens of iconic Italian houses.

The Luxury Ecosystem: Fashion houses, PR, and Milano Fashion Week attendance.

Retail & VIP Experience: Montenapoleone VIP access and analysis of high-end shopping dynamic.

Lifestyle & Culture: Merging culinary heritage with art & culture.

PACKAGE INCLUDE(sample package)

- Three Nights in 4/5 stars hotel
- Michelin-Star Dining Experience
- One Educational Program
- Shopping carnet spending value at 18.000 euro
- Tickets for Two Major Fashion Shows during Milan Fashion Week

PRICE: **30.000 euro**

COURSE DETAILS

DURATION	5 days
FORMAT	Lectures + Fashion Show+ Shopping+ Lifestyle
LOCATION	Milan / Via Montenapoleone area
LANGUAGE	English (Italian option)
IDEAL FOR	Fashion Lovers & Vips

DISCOVER THE PROGRAM(SAMPLE WEEK)

- * Day 1 - MonteNapoleone District Retail Experience
- * Day 2 - Educational Program
- * Day 3 - MonteNapoleone Vip Lifestyle Experiences
- * Day 4 - Educational Program
- * Day 5 - MonteNapoleone Vip Lifestyle Experiences

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NEXT STEPS

Choose your 5-day experience

Dates, fees and city editions can be shared on request.

IDENTITY + IMAGE

How to Become an Icon

Duration: 5 days

Format: Luxury Experiences

HERITAGE + VIP FASHION STYLE

Living Like an Icon

Duration: 5 days

Format: Luxury Experiences

Get in touch

Web: www.theluxuryicons.com