



THE LUXURY ACADEMY  
DIFFERENCE

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Quality is remembered  
long after price  
is forgotten  
-Guccio Gucci

## WHAT MAKES US DIFFERENT?

..... *That all important question*

My team and I often get asked this - and rightly so. You want to know, in a nutshell, why we're different or better than other training providers. So why us? **Why Luxury Academy?**

### *A Common Question*

One of the most common things I hear is *There are hundreds of luxury training companies out there and you are SO expensive!*

*In a nutshell*, there are not hundreds of luxury training companies, in fact there are only about five specialist luxury training companies in the world. Certainly there are training companies who may have clients from the luxury sector and there are recruitment companies who also offer training to companies in the luxury market. But none of these companies specialise in luxury.

For example, the Italian car company Fiat owns and produces Maserati, a luxury car brand, but simply because Fiat shares a factory with Maserati does not make it luxury or even allow it to call itself luxury. The same is true of a training company who has some luxury clients but uses the same training materials to train the luxury company as they would a mid-market company.

Luxury is specialist, it is unique, and every luxury company and luxury brand is different and this is what makes Luxury Academy different. We work exclusively and only with luxury brands and companies in the luxury sector. We do not work with mid-market brands, budget brands or affordable aspirational brands.



## OUR EXCEPTIONAL KNOWLEDGE

*..... allows us to fully embody luxury*

We are exclusively and solely a luxury training provider and it is because of this focus and exclusivity that we are able to live, breath and embody luxury in every aspect of our business.

As a luxury training provider we offer exceptional knowledge of what is happening in the luxury world, we intimately understand luxury consumers and high net worth clients.

### *Why do we understand HNWI so well?*

Because most of them are our clients. We work with world famous fashion labels, retail brands, luxury automotive, hospitality and super yacht companies. We advise ultra-high net worth individuals, royal families and new billionaires on etiquette, protocol and managing a luxury lifestyle.

So, when you choose Luxury Academy, not only are you choosing knowledge of the luxury industry, but you are also getting an insider's view of the mindset of the high net worth client.

## CONSIDER HOW VALUABLE IT WOULD BE

*..... for a HNWI to conduct your training*

### *A little insider knowledge.*

Imagine for a moment that you could choose one of your clients to give a training for your staff. Consider how valuable it would be for one of your ultra-high net worth clients to come into a training room and tell your sales staff *exactly* what they were looking for, what was going on in their mind and how they would like to be treated. I don't mean learning this from a survey, a questionnaire or second-hand feedback. I mean learning it straight from the client directly. Imagine how valuable that would be.

No other training company can offer that, except Luxury Academy. How is it possible I hear you ask? Because simply put, my own family appear on the Times Rich List and my own family are the very clients that the clients of Luxury Academy want to engage with.

It isn't just luxury knowledge, *it's insider knowledge.*



## LUXURY IS ALL ABOUT EMOTION

*..... it's a feeling, a sense, a touch*

Everything my team and I do at Luxury Academy embody luxury. We put luxury into the smallest details of our business. From the PDF's we send out (like this one) to the workbooks given to our participants, they all look luxurious, feel luxurious and are luxurious to the touch. Luxury is about emotion and how it makes us feel, we believe that if we teach it, we should embody it.

We're credible and reliable and place quality over quantity of clients. We believe that to be credible we must practise what we preach, and we do. Each time, every time.

There are many ways we can add value to your luxury business. What our clients say that sets us apart is our:

- partnership approach and people focus
- down to earth and pragmatic style
- solid experiential approach
- professional, credible and engaging programmes
- reliability and willingness to go the extra mile
- focus on results

We are exceptionally proud of our programmes and of our trainers and we know that once you become a client of Luxury Academy, the question "Why us?" will become so obvious that you will already know the answer!

We look forward to welcoming you as a client and working with your teams for many years to come.

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# CONTACT

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