

Winter School

Lyon, France | January 11–15, 2027



AACSB
ACCREDITED



EQUIS
ACCREDITED



ASSOCIATION
OF
AMBA
ACCREDITED

About emlyon business school

Founded in 1872, **emlyon** business school is one of Europe's leading institutions, **ranked among the top 1% worldwide with triple accreditation** (AACSB, EQUIS, AMBA). With campuses in Lyon, Paris, Shanghai, and Mumbai, **emlyon** offers an international environment where over 130 nationalities learn together.

Program overview

Immerse yourself in an international academic experience in the heart of Europe. The **Winter School** in Luxury Branding offers a unique opportunity to explore the latest trends shaping the branding landscape, with a strong focus on the European market. Through case studies, interactive sessions, and practical workshops, participants develop key skills to build strong brand identities and engage participants in a global context.



Key topics

- ⊕ Emerging branding trends in Europe
- ⊕ Sustainability and ethical branding
- ⊕ Cross-cultural brand adaptation
- ⊕ Impact of technology on branding

Program highlights

- ⊕ 28 hours of teaching (including a company visit)
- ⊕ 10–15 hours of online autonomous work
- ⊕ Real-world exposure through corporate visits
- ⊕ International classroom experience

Academic information

- ⊕ Credits: 6 ECTS
- ⊕ Level: Postgraduate
- ⊕ Language: English



📍 Location

Lyon Campus, France. Study in one of Europe's most dynamic and attractive cities, known for its rich culture, gastronomy, and international environment. Lyon is a UNESCO World Heritage city and a major European business hub.



Who can apply?

- Master's level students or final-year Bachelor students
- English level equivalent to B2
- Required documents:
 - ☐ CV
 - ☐ Transcript
 - ☐ Cover letter

Why join?

- Gain expertise in luxury branding and European markets
- Experience French culture and lifestyle
- Meet students from around the world
- Combine academic learning with real business exposure

Fees

€1,900

(Partner institutions)

€2,100

(Non-partner institutions)

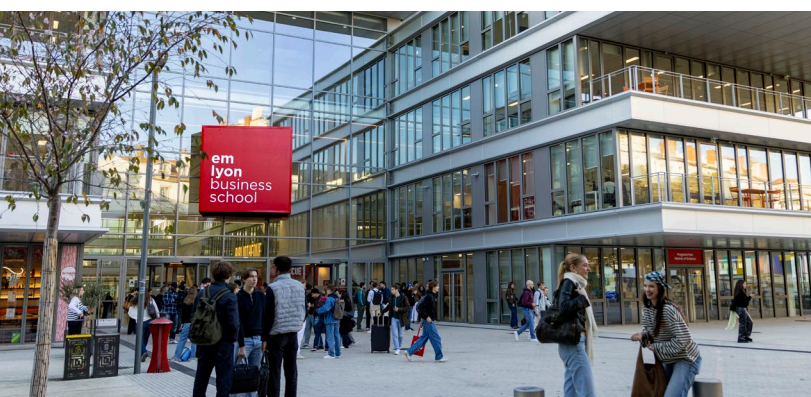
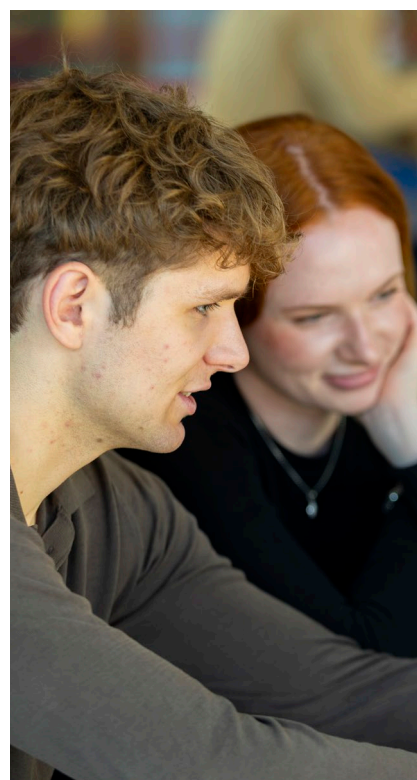
Application process

- Applications are reviewed on a rolling basis
 - Early application is recommended
 - The online portal on our website will open in July, allowing students to apply and submit all required documents
- **Application deadline: December 7th, 2026**

Nominations (for partner institutions)

Students from partner institutions must be nominated by their home institution.

- **Nomination deadline: November 30th, 2026**
- **Application deadline: December 7th, 2026**



Contact & Information

Scan the QR code to visit our website and apply.

For questions or more information:
winterschool@em-lyon.com



emlyon business school is a private Institution for higher technical education which is approved by the state - April 2026 - non-contractual document - Photos: Romain Etienne/Collectif ITEM - @emlyon business school