

Elevate Your Brand, Enhance Your Luxury

CONSULTING - RECRUITMENT - TRAINING

LUXURY BUSINESS GROUP

『Connecting the strength of European heritage and Asian dynamism.』

Shaping the future of luxury together.

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LUXURY BUSINESS GROUP

INTRODUCTION

LUXURY BUSINESS GROUP

Since 2009

Chairman & CEO Message



Daniel Mayran
Chairman & CEO

LUXURY IS EXCEPTIONAL, PREMIUM IS REFINED

A question I'm often asked is: Where does luxury end and premium begin? The distinction may seem subtle, but in the world of brands, it defines everything—from perception to value, from presence to legacy.

In essence, luxury is exceptional—it transcends quality, offering a rare and holistic experience that reflects the identity of a brand that is truly and exceptionally outstanding. Premium is refined—a step above the mass market, offering elevated value and distinctive positioning.

While both are aspirational, luxury encompasses deeper tangible and intangible dimensions—emotional resonance, cultural heritage, and artisanal craftsmanship.

True luxury brings together three essential elements: Exceptional product, Exceptional service, and an Exceptional creator—a designer, artist, or artisan.

When these elements are presented with savoir-faire in a thoughtfully curated setting, the result is a complete luxury experience—one that is memorable, meaningful, and rare.

BRIDGING ASIA & EUROPE IN THE WORLD OF LUXURY

While Asia's luxury market continues to grow, delivering true luxury requires more than aspiration—it calls for strategic vision, cultural sensitivity, and operational excellence.

LBG bridges markets by connecting the strengths of European and Asian luxury, offering consulting, training, and talent acquisition solutions tailored to the distinct needs of each region.

Beyond cross-border brand expansion, we also collaborate on retail mall development, brand management, and mall operations—helping our partners bring luxury to life at every touchpoint, from strategy to execution.

At LBG, we are committed to an elevated definition of luxury—one that transcends products to encompass experience, narrative, and emotional connection. Serving the luxury ecosystem across Asia and Europe, we partner with brands, experts, and strategic stakeholders to deliver excellence, preserve heritage, and foster meaningful, sustainable growth in an ever-evolving world.

Since 2009, **over 200 clients have entrusted Luxury Business Group** to support their growth in an ever-evolving world of luxury. Today, we are the **trusted partner of choice for leading brands and innovators** in the luxury industry.



Why We Excel in Luxury

“Key Figures That Matter”

16⁺

Over 16 years of experience in providing consulting & training service solutions

200⁺

Over 200 corporate clients satisfied with LBG's brand consulting and training results

200⁺

More than 200 highly recognized experts across Europe and Asia

70⁺

Profession of over 70 meticulously designed extensive training modules

16,500⁺

Over 16,500 successful training sessions conducted by Luxury Business Institute(LBI)

200,000⁺

200,000 and more Trainees who have completed Luxury Business Insitute(LBI) Training



“Is your company’s positioning truly as premium as you believe?”

If even one of these three questions resonates with you, Luxury Business Group has the solution.

1

Is your brand firmly **anchored** as a **premium presence** in the hearts and minds of **your customers**?

2

Are you offering a **distinctive experience** that truly differentiates you from the **competition**?

3

Does every customer touch-point reinforce a **memorable and exceptional experience**?

Ready to Elevate Your Brand?
Here's Why LBG Is the Answer.



**Luxury & Premium
Expertise**

Beyond Satisfaction—Create
Unforgettable Experiences



**Top-Tier Talent,
Top-Tier Service**

Empower Your Frontline
To Turn Every Customer
Touch-point into Pure Luxury



**Your Shortcut to Asian
Market Domination**

Proven expertise in market
entry & localization

The Dream Team for Your Success!



We are your...

- **Business Development Experts in Asia**
- **HR & Recruitment Specialists**
- **Brand Management Team**
- **Sales Representatives**
- **Training & Learning Development Team**

How Do We Make It Possible? Our Unique & Unmatched Ecosystem!

With our **three powerful business units**, we empower luxury brands to reach their full potential and beyond.



Luxury Business Partners

Winning brand strategies & seamless management



Luxury Business Institute

Training and customer service & experience (CS & CX)



Luxury Business Talent

Sourcing & placing the best talents

"Luxury Sets the Standard for Elevating Your Business."

WITH EXPERTISE ACROSS 30 INDUSTRIES, LBG IS COMMITTED TO DRIVING THE GROWTH OF LUXURY AND RETAIL BUSINESSES.

- Fashion & Accessories
- Perfume & Cosmetics
- Watches & Jewelry
- Food & Beverage
- Hospitality
- Lifestyle - Automobiles, Home Appliances, Art, AI, Digital, Leisure, Sports, and Beyond.



"Luxury Knows No Limits—Constantly Evolving and Expanding."



LUXURY BUSINESS GROUP

OUR SOLUTION

LUXURY BUSINESS GROUP

Since 2009

LUXURY BUSINESS GROUP'S
BUSINESS UNIT #1.

LBP SOLUTION

LBP

LUXURY BUSINESS PARTNERS

*Brand Strategy & Brand
Management*



An Exclusive Network, Curated for Excellence

Elite Network of Top-Tier Specialists

200⁺

Handpicked Industry Experts – Recognized leaders in their fields

30⁺

Specialties – From luxury retail & hospitality to AI & sustainability

20⁺

Countries – A true bridge between Europe & Asia

Albert Bensoussan

Jean-Noel Kapferer

Key Challenges in Luxury Retail

Maintaining Excellence in Sustaining Your Development



Many can operate a store, but **sustaining excellence requires expertise and strategic focus.**

Bridging the Gap Between Strategy & Execution



A strong plan is just the start - **real retail expertise is essential for flawless execution.**

Navigating the Complexities of Asian Market Expansion



Expanding into Asia presents unique challenges - **success depends on strong local expertise and networks.**

LBP's End-to-End Solutions

From Market Entry to Retail Excellence



MARKET INSIGHTS & RESEARCH



In-depth analysis of
local retail landscapes

Consumer behavior,
competitive analysis,
and industry trends



MARKET ENTRY & GROWTH STRATEGY



Seamless expansion
planning & localization
strategies

Business development &
brand positioning



OPERATIONAL EXCELLENCE & RETAIL SUPPORT



Store operations &
performance
optimization

On-the-ground
execution to ensure
sustainable growth

LUXURY BUSINESS GROUP'S
BUSINESS UNIT #2.

LBI SOLUTION

LBI

LUXURY BUSINESS INSTITUTE
*Customized Training & Customer
Experience Solutions*

LBI by the Numbers

Excellence in Luxury Training

20⁺

Expert LBI Trainers –
Seasoned professionals
in luxury training

135⁺

**Satisfied Corporate
Clients** – Trusted by top
luxury brands

70⁺

Training Modules –
Covering all aspects
of luxury retail

16,500⁺

Training Sessions Delivered –
Ensuring world-class standards

200,000⁺

Trainees Empowered – Transforming
luxury professionals globally

Albert Bensoussan

ENSURING A CONSISTENT BRAND EXPERIENCE

- Aligning employees with a uniform, high-standard luxury experience
- Strengthening understanding of brand heritage & storytelling
- Maintaining consistent service quality across locations

ENHANCING SALES PERFORMANCE & KPI ACHIEVEMENT

- Developing storytelling-based selling techniques
- Strengthening VIP & VVIP relationship management skills
- Balancing KPI targets with exceptional service standards

STRENGTHENING EMPLOYEE ENGAGEMENT

- Cultivating brand loyalty to enhance employee commitment
- Supporting employees in managing customer expectations
- Encouraging teamwork & effective internal communication



Key Challenges in Luxury Retail Training

Tailor-made LBI training, reflecting each brand's unique identity.



**NO TWO TRAININGS ARE THE SAME—
EVERY PROGRAM IS FULLY
CUSTOMIZED.**

LBI designs **bespoke training programs** by leveraging:

- **Deep Understanding of Luxury DNA** – Ensuring brand authenticity in training
- **Extensive Knowledge of Asian Markets** – Tailoring programs to local market dynamics
- **Elite Trainers & Industry Experts** – Delivering world-class luxury education

A Proven Approach to Luxury Excellence

- **Backed by International Expertise** – Formerly partnered with a leading university group
- **16+ Years of Industry Experience** – Refining training to meet evolving luxury needs
- **Multi-Format Training** – Offering offline, online, and blended programs

The Power of Pedagogy in Luxury

LBI International Pedagogy Committee

LBI regularly hosts the **International Pedagogy Academic Committee**, bringing together educational teams from **Asia and Europe**, along with external industry experts. Through collaboration, the committee develops **innovative and high-impact training programs** for the luxury sector.



ADVANCING LEARNING & DEVELOPMENT

The committee focuses on **enhancing training content** based on learners' prior experiences while integrating **the latest educational trends**. The goal is to cultivate **stronger competencies and professional attitudes** among trainees.

Elevating Luxury Excellence

LBI Training & Beyond



SERVICE EXCELLENCE



- Luxury Attitude
- Selling Ceremony
- Challenge Management
- VIC Management
- CRM & Clienteling
- Chinese Sales Coaching
- Understanding Duty-Free Market



LEADERSHIP & MANAGEMENT



- Followership & Leadership
- Link Leadership
- Brand Myself
- Team Management
- Coaching Essence
- Negotiation Skills



QUALITY OF SERVICE



- Customer Service(CS) & Experience(CX) Guideline Development
- Luxury Experience Programs
- On-Site Inspection & Store Assessment
- Mystery Shopping

LBI KEY TRAINING #1.

Luxury Attitude

This program **cultivates brand philosophy and values**, shaping employees into **authentic brand ambassadors** through **exceptional customer care**.

With a tailored approach, it empowers teams to exceed expectations and deliver **true luxury service**.

Presentation of
the Latest
Market Trends

Hands-on
Learning
Approach

Joint
Development
with French
Educational
Institutions



LBI KEY TRAINING #2.

Luxury Selling Ceremony

This program is designed to enhance the ability to deliver exceptional customer experiences by utilizing **specialized and advanced sales techniques** tailored to the luxury industry.

By providing **emotionally engaging customer experiences** that align with luxury brand values, participants will contribute to **increased sales and foster long-term client relationships.**

Grow Together
with the Brand

Tailored
Support Across
the Customer
Journey

Maintain
Consistent,
High-quality
Service



LBI KEY TRAINING #3.

VIC Management

This program enhances the understanding of luxury customers' expectations and lifestyles while strengthening client management skills to deliver **personalized VIC experiences**.

By adapting to evolving sales environments and luxury trends, it ensures **exceptional, value-driven service, setting the standard for true luxury**.

The Latest
Industry
Information &
Cases

Customer
Management
Know-how

Understanding
the New Luxury
Paradigm



LBI KEY TRAINING #4.

Art of Storytelling

This program refines storytelling skills, enabling participants to craft **authentic and persuasive brand narratives**.

Through a structured approach, it enhances engagement, builds customer connections, and effectively conveys brand values, empowering participants to **become compelling storytellers**.

Understanding
the Story

Storytelling
Design

Practical
Application



LBI KEY TRAINING #5.

Store Assessment & Mystery Shopping

Experience your brand through the eyes of your customers.

Our expert evaluators assess service quality, staff expertise, and store ambiance—delivering sharp insights to elevate customer experience and drive performance.

Key Objectives

✓ Service Quality Assessment

✓ Store Environment Analysis

✓ Competitive Benchmarking



YEAR 2024

LBI's Refined Training Highlights

※ Explore further highlights in the latter section of this deck.

- Audemars Piguet 'Flagship Store Opening Project'
- Balenciaga 'Link Leadership'
- Balenciaga 'People Management'
- Balenciaga 'My Vision, My Career'
- Balenciaga 'Excellent Store Management for Assistant Store Managers'
- Bang & Olufsen 'Customer Experience in the New Normal Era'
- Burberry 'Burberry Presentation'
- Burberry 'Conflict Management'
- Burberry 'Advanced Art of Presentation'
- Chanel 'Chanel et Moi les Atelier - Luxury Attitude, Art of Storytelling, Challenge Management, Artisan Luxury Service Signature'
- Dr. Martens 'Sales Performance Management'
- Dr. Martens 'Follow-up Training'
- Dyson 'Leadership Essentials'
- Golden Goose 'Diversity & Inclusion'
- Genesis 'Genesis Hospitality' (Dubai)
- Genesis 'Genesis Ownership Experience' (Australia, Canada, USA)
- Genesis 'Genesis Ownership Experience' (Retail Experience team at HQ)
- Genesis 'Luxury Experience' (Namyang Lab)
- Genesis 'Coaching for New Employees' (Suji)
- Genesis 'Genesis Hospitality' (Anseong, Gangnam, Hanam, Incheon Airport)
- Genesis 'Cheongju Opening Project - Genesis Hospitality, Business Manners, Followership, Voice Training, Standard Customer Interaction Practice, Stress Management, Challenge Management' and more.
- Gucci 'Art of Storytelling'
- Hotel Shilla 'F&B Dining Upselling Technique Training'
- Hotel Shilla 'Global Communication Manners'
- Inbetween 'Challenge Management'
- JPDC 'Practical Leadership'
- KCL Law Firm 'Luxury Attitude'
- LHUB 'Luxury Attitude'
- Lotte Department Store 'Art of Storytelling'
- Lotte Department Store 'The Role of Luxury Brand Store Managers and VIP Management Strategies'
- LVMH P&C 'Luxury Trends, Diversity & Inclusion'
- Mercedes Benz 'Accessories & Goods, VMD & Sales Training'

YEAR 2023

LBI's Refined Training Highlights

- CHANEL 'New Chapter For Next Leader'
- LVMH BEAUTY 'Office Workshop_Luxury Trend & Understanding MZ'
- HERMES 'Luxury Attitude e-Movie Learning'
- SAINT LAURENT 'Clienteling'
- RICHEMONT KOREA 'Boutique Master Management'
- BURBERRY 'Middle Power Leadership for ASM'
- CLE DE PEAU BEAUTE 'Modern Art & Luxury Art Market'
- LORO PIANA 'Store Manager Leadership-Knowing Myself'
- GENESIS '2023 H1 Genesis Space Field Coaching'
- POMELLATO 'Luxury Service Essential & Luxury Selling Ceremony'
- FMK MASERATI '2023 Luxury Trend Watch'
- PERNOD RICHARD 'Luxury Attitude'
- NOW WATCH (ROLEX/TUDOR) 'Clienteling Essential'
- GENESIS '2023 H2 Genesis Space Field Coaching'
- SEPHORA 'New Normal Selling Skills'
- GOLDEN GOOSE 'Diversity & Inclusion_Unconscious Bias'
- G-FORE 'Luxury Service Essential & Luxury Selling Ceremony'
- GENESIS 'Global Service Guideline_Genesis Hospitality' Development
- GENESIS 'Pre-opening Training for Edinburgh Studio, UK'
- GALLERIA DEPARTMENT STORE 'Galleria Attitude for VIP Lounge'
- VALENTINO 'Moving Forward Leadership for SM'
- SHINSEGAE DEPARTMENT STORE 'FRIEZE SEOUL VIP LOUNGE Project'
- GOLDEN DEW 'Golden Dew Experience'
- SAMSUNG ELECTRONICS 'Premium Retail Trend & Design Thinking'
- NESPRESSO 'Customer Centric Sales Communication'
- GENESIS 'Genesis Hospitality' Launching in Australia
- VACHERON CONSTANTIN 'Luxury Service Excellence'
- GENESIS 'Art of Storytelling'
- DR. MARTENS 'Advanced Sales Techniques'
- OTB KOREA 'Coaching Essence for SM'
- OTB KOREA 'Luxury Attitude & New Normal Selling Skills'
- GOLDEN GOOSE 'Voice Up Workshop'
- LOTTE DEPARTMENT STORE 'Luxury Service for AVENUEL Lounge'
- GENESIS 'Genesis Hospitality' Launching in Europe

YEAR 2022

LBI's Refined Training Highlights

- MONCLER 'Leadership based on Strength & Clienteling Essential'
- HERMES 'Travel Retail VMD Training Program' Training
- PRADA (PRADA / MIUMIU) 'New Client Journey' Training
- RICHEMONT GROUP 'Boutique Master Management' Training
- KERING Korea (BOUCHERON) 'BM Management Program'
- VAN CLEEF & ARPELS 'Flagship Store Pre-Opening Choreography' Training
- BALENCIAGA 'Luxury Experience Program' Training
- ALEXANDER MCQUEEN 'Client Journey Training'
- BACCARAT 'Clienteling Essential & Luxury Service Signature(Intensive Role-play)' Training
- BOUCHERON 'Inspire' Training
- DOLCE & GABBANA 'Management Master Training Project' Training
- FRED 'People Management Essential' Training
- GIVENCHY 'Retail Management Service' Training
- LORO PIANA 'Understanding Generation MZ' Training
- RIMOWA 'Team Synergy Program' Training
- GOLDEN GOOSE 'Sales Coaching for Coach' Training
- GOLDEN GOOSE 'Diversity & Inclusion' Training
- BUCCELLATI 'Luxury Insight Program' Training
- ROGER DUBUIS 'Luxury Service Signature' Training
- ROLEX & TUDOR 'Annual Luxury Service Project' Consulting & Training
- TOD'S 'Winning Client's Heart & Storytelling' Training
- GENESIS CDJ Field Coaching, VIP Lounge Guideline Manual Development
- JENNY HOUSE 'Luxury Service Project' Consulting & Training
- KOLON FnC 'Luxury Attitude' Training
- LOTTE DEPARTMENT STORE 'Store Management Panel Talk'
- LOTTE GROUP 'Global Business Manner' Training
- HYUNDAI DEPARTMENT STORE 'Evolution of Customer Experience in Luxury Retail' Training
- DL ENC 'High-end Service Manual Development'
- NOW WATCH (ROLEX/TUDOR) 'Annual Luxury Service Project' Training & Consulting

YEAR 2021

LBI's Refined Training Highlights

- FAIRMONT AMBASSADOR HOTEL SEOUL 'Signature Program' Training
- GOLDEN GOOSE 'New GOLDEN Retail Customer Service' Training
- JOSUN HOTEL & RESORT 'Luxury Service Signature' Training
- JIMMY CHOO 'Clienteling Essential' Consulting & Training
- TEMPUR 'People Management for Leaders' Training
- SAINT LAURENT 'Saint Laurent Attitude with Luxury Storytelling'
- GENESIS 'Luxury Storytelling Insight' Training
- SIMMONS 'Luxury Service Signature' Training
- BVLGARI 'Understanding Generation' Training
- SOFITEL AMBASSADOR HOTEL SEOUL 'Art of Storytelling' Training
- ADV KOREA (BACCARAT / BERNARDAUD) 'Art of Storytelling' Training
- FOUR SEASONS HOTEL SEOUL 'Art of Storytelling' Training
- BERLUTI Korea 'Retail Leadership Academy' Training
- TIFFANY & Co. 'Tiffany Signature' Training
- JEJU SHINHWA WORLD 'Complain Management' Training
- THE AMBASSADOR SEOUL 'Luxury Attitude & Art of Storytelling' Training
- KERING 'Managing & Boosting EQ / Influencing & Persuasion' Training
- MONTBLANC 'Evolution of Customer Experience in Luxury Retail' Training
- CHAUMET 'People Management Essential' Training
- TOD's GROUP (TOD's / Roger Vivier / Hogan) 'Link Leadership / Understanding Generation Gap / Clienteling Essential' Training
- SEPHORA KOREA 'Evolution of Customer Experience in Luxury Retail & Luxury Attitude' Training

YEAR 2019~2020

LBI's Refined Training Highlights

- FENDI Korea 'Telecommunications Clienteling Skills' Development
- BURBERRY Korea 'The BURBERRY Presence' Service Training
- BOTTEGA VENETA Korea 'Italian Craftsmanship & Culture' Training
- HOTEL SHILLA 'VIP Service Attitude' Training
- FMK Corp. 'MASERATI Luxury Branding Strategy' Training
- AMORE PACIFIC 'Understanding Luxury' Training
- RIMOWA Korea 'Luxury Attitude' Training
- MAX MARA 'Luxury Service Signature' Training
- SAMSUNG ELECTRONICS 'Premium Client Service Guideline'
- DIOR KOREA 'Followership' Training
- LVMH Cosmetics (GUERLAIN) 'Store Operation Management' Training
- KOLON FNC 'Luxury Service Signature' Manager Workshop
- GENESIS 'Luxury Service Guideline' Consulting and Development
- FOUR SEASONS HOTEL SEOUL 'Luxury Experience' Training
- GENESIS Hanam Studio 'Service Excellence Program' Consulting
- GENESIS Suji 'Pre-opening Training' for Managers and Curators
- GENESIS On-site Coaching for 'New Test Drive Program'
- GENESIS Utilization Strategy and Execution Idea Creation Project Based on Luxury Customer Psychological Survey
- SAMSUNG ELECTRONICS 'Clienteling Service' Guideline and Manual Development
- HERMES KOREA (DUTY FREE) 'Luxury Attitude' Training
- FAIRMONT AMBASSADOR SEOUL 'Pre-opening Digital Marketing' Consulting and Development
- GENESIS 'Luxury Service Guidelines' Training
- WE WORK KOREA Service Mind & Complaint Management' Training for Emotional Customer Experience
- HANSUNG MOTORS (Mercedes-Benz) 'Retail Leadership Academy_Luxury Business Market Insight' Training

LUXURY BUSINESS GROUP'S
BUSINESS UNIT #3.

LBT SOLUTION

LBT

LUXURY BUSINESS TALENT
*Recruitment Services for the
Luxury & Retail Sectors*

LBT by the Numbers: Connecting Talent with Excellence

Proven Success in Luxury Recruitment

45⁺

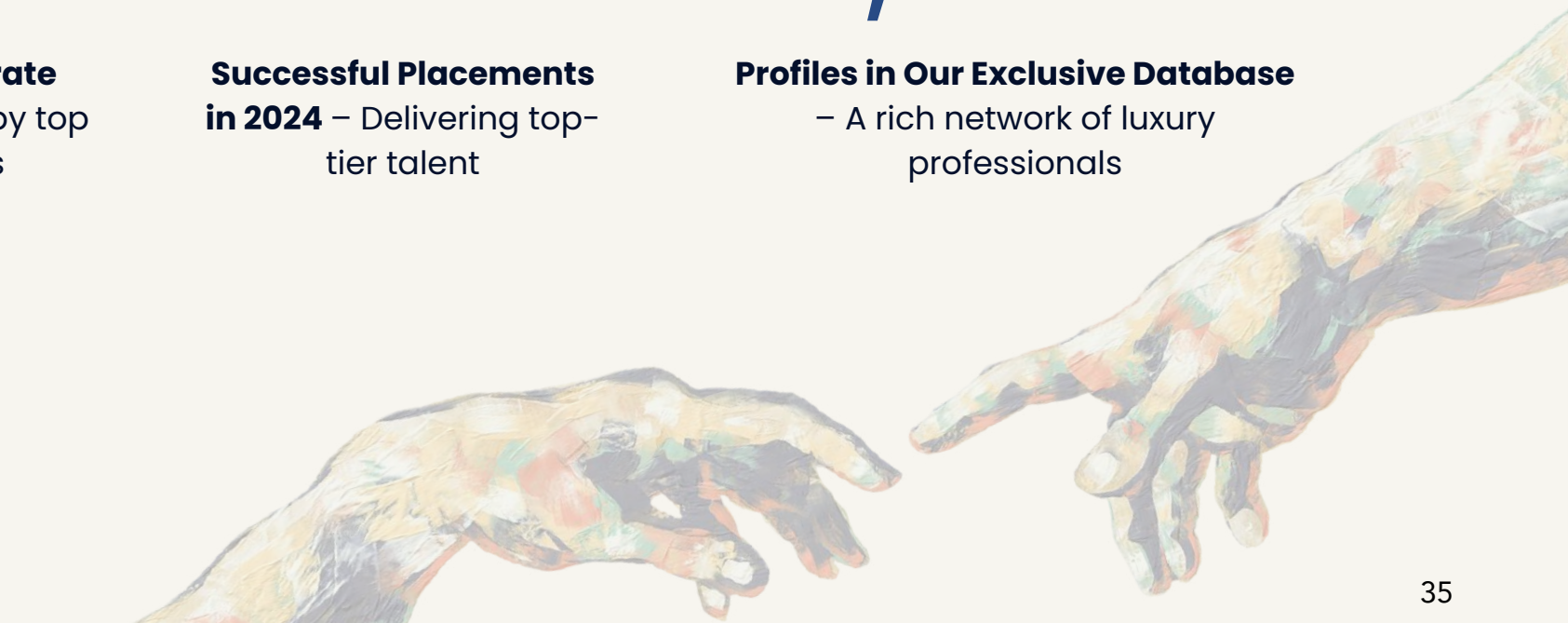
Satisfied Corporate Clients – Trusted by top luxury brands

400⁺

Successful Placements in 2024 – Delivering top-tier talent

7,500⁺

Profiles in Our Exclusive Database – A rich network of luxury professionals



Finding the Right Talent, the Right Way

Flexible Recruitment Services

Service 01.

Contingency

Performance-based hiring solutions

Service 02.

Retained

Exclusive, dedicated talent search

Service 03.

Key Account

Long-term strategic recruitment partnerships

Service 04.

Search & Train

Hiring combined with specialized training



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LUXURY BUSINESS GROUP

Since 2009