

JEWELRY

Cartier sponsors masters program in luxury management

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Students will learn how to provide service tailored to modern, affluent customers. Image credit: EHL

By LUXURY DAILY NEWS SERVICE

French jewelry maison Cartier has signed an agreement with Switzerland's [EHL Hospitality Business School](#) (EHL).

As part of their collaboration, the house is sponsoring a new educational framework. Cartier is now the official corporate partner of the EHL Master in Hospitality Management (MiHM) Specialization in Luxury Experience Management program, slated to begin in September 2024.

"Cartier is committed to nurturing the next generation of luxury professionals," said [Batrice Wenzel Lux Kronig](#), senior vice president and chief human resources officer at [Cartier](#), in a statement.

"This partnership with EHL Hospitality Business School will help us to develop exceptional talents who can drive innovation and excellence in the luxury industry."

Class is in session

The partnership brings together the realms of luxury products and hospitality, both sectors heavily reliant on excellent service.

Prestige brands are focusing more and more on the experiential nature of their offerings, making those who can please affluent customers vital for business. At EHL, students enrolled in the MiHM program learn how to harness tried-and-true management principles to enhance engagement and develop innovative concepts for the sector.

EHL presents the Luxury Experience Management program with Cartier

The courses take a human-centric approach. Following suit with the maison's past endeavors to support budding talent ([see story](#)), Cartier is providing the leaders of tomorrow with the skills they will need to bring success to their businesses.

Sparking unique consumer moments and establishing a strong corporate culture are also part of the curriculum. Marketing, finance and operations specific to the segment are outlined, with emerging trends likewise addressed.

Students dive deeply into issues such as sustainability, purpose-driven luxury and the evolving expectations of shoppers.

"Our collaboration with Cartier represents a significant enrichment of our educational offerings, providing our students with unparalleled access to the luxury sector," said [Achim Schmitt](#), dean of EHL, in a statement.

“Through field and industry discovery expeditions, immersive experiences, and expert lectures provided by Cartier, our students are uniquely positioned to conceptualize and create cutting-edge luxury experiences.”

Ahead of the September 2024 start date, applications are **now open**.

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