

“HEC-IFM-Tsinghua AMP in Fashion and Luxury” celebrates its fifth anniversary with “Paris Experience” Week,
May 16, 2011

中法时尚行业管理者齐聚一堂

共庆巴黎HEC商学院、法国时尚学院、清华大学经管学院高级时尚管理项目五周年

The “HEC-IFM-Tsinghua Advanced Management Program (AMP) in Fashion and Luxury” celebrates its fifth anniversary in Paris on May 2011. The AMP 5 was held in Beijing, Shanghai, Shenzhen (Sept 2010-March 2011). The 18 participants who have travelled to Paris from May 9 to May 17 have attended the optional seminar of the AMP Fashion and Luxury “Paris Experience”. First program in the field of fashion and luxury management in China, the Advanced Management Program in Fashion and Luxury was created in 2006 by HEC Paris School of Management (HEC Paris), Institut Français de la Mode – French Institute of Fashion (IFM) - and Tsinghua University School of Economics and Management (Tsinghua SEM).

巴黎HEC商学院、法国时尚学院、清华大学经管学院联合开办的高级时尚管理项目于今年5月在巴黎庆祝了项目五周年。第五期项目课程分别于北京、上海和深圳（2010年9月-2011年3月）进行。18位学员于5月9日到17日来到巴黎，自愿参加高级时尚管理项目“巴黎体验”阶段。作为国内首个时尚管理领域的项目，高级时尚管理项目由巴黎HEC商学院、法国时尚学院、清华大学经管学院于2006年合作创立。

With “Paris Experience”, participants have lived a unique experience with an exceptional exposure to Paris fashion and luxury world, for a better understanding of the keys of success of the haute couture fashion and luxury industry in France. Beyond courses and visits, this experience includes VIP encounters with key players in the fashion industry in Paris including Cartier, Chanel, Printemps.

通过“巴黎体验”周，学员们在巴黎的时尚和奢侈品世界里收获了独一无二的体验，对于法国高级订制时尚和奢侈品行业的成功要素有了更深入的了解。除了课程和参观，学员们还可以与行业内的翘楚，包括卡地亚、香奈儿、春天百货，进行面对面交流，

The “Paris Experience” week ended with the official ceremony held on May 16, 2011 at Paris Chamber of Commerce and Industry (CCIP) Headquarters “Palais Potocky”. Participants have received the AMP Fashion and Luxury Certificates co-signed by HEC, IFM and Tsinghua SEM, in presence of representatives of the Paris Chamber of Commerce and Industry, CCIP (Vice-president, Mr. Jean-Paul Vermès), HEC Paris (Associate Dean for international development, Prof. Jean-Paul Larçon), IFM (Executive Director, Mrs Sylvie Ebel), Tsinghua SEM (EDP Associate Director, Ms WU Xiaoyu), and of French Fashion and Luxury enterprises including Printemps CEO, Mr Paolo di Cesare. The program is receiving the support of world industry leaders including Hermès, Gucci, l’Oréal, Devanlay-Lacoste.

“巴黎体验”周于5月16日在巴黎商会总部“Palais Potocky”举行了闭幕仪式。巴黎HEC商学院、法国时尚学院、清华大学经管学院共同授予学员高级时尚管理项目证书。参加当晚庆祝活动的有巴黎商会副主席Jean-Paul Vermès先生，巴黎HEC商学院国际发展副院长

Jean-Paul Larçon教授，法国时尚学院行政总监Sylvie Ebel女士，清华经管学院高级管理培训副总监吴晓宇女士，以及来自法国时尚界的企业代表，比如春天百货CEO Paolo di Cesare先生。这个项目收到了来自全球顶级企业的支持包括爱玛仕、古驰、欧莱雅、鳄鱼。

Two delegates of the Paris Experience on behalf of the 18 participants summarized:

"During the last 30 years, China has run many reforms in order to satisfy the basic needs of the Chinese people. The coming 30 years will be dedicated to the pursuit of a better way of life, the pursuit of luxury. The future of

China will be the future of luxury. This is the reason why China needs programs such as this seminar." Mrs ZHU Lingying, General Manager, Chengdu Power Dekor Wooden Product Co., Ltd

“过去的30年，中国进行了多项改革，旨在满足国民的基本需求。未来30年，人们将注重追求更好的生活，追求奢侈品。中国的未来将是奢侈品的未来。这就是为什么中国需要这样的项目。”- 成都圣象木业有限公司总经理朱玲英女士。

“Everyone knows that France represents luxury with great brands such as Chanel, Dior, Louis Vuitton, Hermès... For us, the best way to approach this vision of luxury, is through two prestigious institutions: IFM and HEC Paris. Thanks to this seminar, we will feel more confident in doing our job in China, and in making our firm become a luxury firm". M. LI Yong, CEO, Juangsu CEMNI Jewellery Corp. Ltd

“众所周知，法国拥有奢侈品领域最好的品牌，比如香奈儿、迪奥、路易威登、爱玛仕.....对我们来说，接触这一奢侈品世界的最佳途径就是通过两所享有盛誉的学校：法国时尚学院和巴黎HEC商学院。感谢这个项目，我们更有信心在中国做好我们的事业，令我们的企业成长为一家奢侈品企业。”— 江苏CEMNI珠宝有限公司CEO李勇先生。

The goal of the AMP Fashion & Luxury is to provide opportunities for executives and managers of the fashion and luxury sectors to develop the knowledge, international perspective and managerial skills required to enhance their company's competitiveness, innovative capabilities and brand reputation. This is based on an integrated view of the successful business models in the industry, the forces shaping competition, technological and sociological changes, and opportunities for international collaboration.

高级时尚管理项目旨在为时尚行业的高管经理人提供进修专业知识、开拓国际视野和提升管理技能的机会，从而提升他们企业的竞争力，创新能力和品牌声誉。这一点是基于行业成功商业模式、竞争力、科技与社会变革、国际合作的机遇等综合因素。

More than 250 international and Chinese managers have received the "AMP in Fashion and Luxury Certificates" from Tsinghua SEM, IFM and HEC Paris since its inception in 2006 such as Mrs. Laurence MA, Lancôme Brand General Manager, L'Oréal - Luxury Products Division, Shanghai, Ms. GAO Luying Editor in Chief, SOHU Women Channal, Beijin and Mr. Dongsheng XU General Manager, FIYTA, Shenzhen.

自2006年开办至今，共计250名学员被授予了巴黎HEC商学院、法国时尚学院、清华大学经管学院颁发的高级时尚管理项目证书，包括欧莱雅奢侈品上海分公司兰蔻品牌总经理Laurence MA，搜狐女性频道主编高女士，深圳飞亚达总经理许东升先生等。

The 6th edition of the AMP F&L (AMP 6) will be held from September 2011 to March 2012. More Information for applications are available in Paris and in Beijing: 第六期高级时尚管理项目正式授课时间为2011年9月到2012年3月。更多关于招生方面的信息请参见：

- 清华经管学院，北京 at Tsinghua SEM, Beijing www.sem.tsinghua.edu.cn

联系人：王琳女士 Contact: Ms Crystal WANG, Tel: +86-10-62796479, Email: ampfl@sem.tsinghua.edu.cn

- 巴黎商会,巴黎 at the CCIP, Paris www.hec.edu/amp

Contact : Mrs Anais Ravet, Tel+33 1 4954 2893, Email: aravet@ccip.fr

Contact : HEC Paris

Media relations

Elisabeth De Reals dereals@hec.fr