



# ELITE POUR LA VIE

COUTURE BRIDAL AND SPECIAL OCCASIONS

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## 2020-2021 College Internship

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### PLEASE NOTE:

Any information provided within this document is confidential business information and is intended only for the individual(s) or corporation(s) approved by Elite Pour La Vie, LLC. All or any information is subject to changes, sharing of any and all of the information will violate our requests and will be pursued in any and all legal capacities.

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## TABLE OF CONTENTS

I	GENERAL BUSINESS DESCRIPTION
II	PROGRAM DETAILS
III	REQUIRMENTS
IIII	FOCUS AREAS
IIIII	WHY INTERN WITH EPLV
IIIIII	PUBLICATIONS

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# GENERAL BUSINESS DESCRIPTION

## Company Statement:

Located in Atlanta, Georgia, Elite Pour la Vie has become an international sensation from the collection of couture bridal and special occasions gowns they have acquired. Paris, Milan, Beverly Hills, and New York have come together into one exquisite boutique. Renowned red carpet designers are now housed in one location and we are catering to the worlds most distinguished women. Within our doors, experience opulence through our curated collection like none other. Carrying envious couture bridal from Zuhair Murad, sophisticated Mother of the Bride selections from Kourosh New York, to the epitome of extravagance through hand crafted creations by Baracci. Our clientele are predominately in the entertainment industry, following international personalities. Cross promotions are through high-profile private stylists, luxury promotional events, and top 1% charitable events and galas. Being featured in several luxury publications and national media, Elite Pour La Vie has become one of the few choices in North America for their selections of gowns.

## Company Mission:

Elite Pour La Vie curates and collects the most important and infamous designers, both nationally and international, in one couture gowns boutique that provides a high level of standards and an exquisite experience.

# Program Details

The fashion and luxury industry is facing historic disruption as a result of big data, digitalization, and social media. Success in this industry now requires new strategies and adaptable, innovative leadership. The EPLV Fashion and Luxury Management Program is the result of an innovative collaboration between different organizations in the Atlanta Metro area. The program is designed to provide participants with exclusive insight and a global perspective of the fashion and luxury industry. Students will learn a wide range of the luxury fashion industry, but most importantly, they will learn how a set-up business runs and how they brand themselves. The program will be accepting one to two students from accredited colleges and universities. We also work with your school to give you credit for your courses.

Below are just a few factors students will master at the end of the program:

- Managing the brands presence on various digital media platforms (Facebook, Instagram, and Pinterest).
- Assisting in the development and management of brand development targeted projects.
- Collaborating and managing the development of unique digital media content.
- Collaborating, developing and executing effective digital media strategies designed for increasing media engagement, acquiring followers and hosting brand developmental campaigns.
- Planning, testing, launching, monitoring, optimizing and measuring digital media campaigns and strategies.
- Establishing and cultivating digital media brand/influencer partnerships

# Requirements

Elite Pour La Vie is looking for someone who is extremely creative with an entrepreneurial spirit – who hustles hard, isn't intimidated by challenges and loves to find creative solutions to problems. If you love fashion, business, art, and design and have an eye for aesthetics then this is the perfect fit for you.

- Must be able to work both independently and as a team with others in a fast-paced, deadline-oriented environment.
- Interest in Fashion, Design, Business Administrations, and Event Hosting.
- Willingness to learn and open to constructive criticism and feedback.
- Excellent organizational, interpersonal, communication and writing skills.
- Excellent time-management and prioritization skills, meticulous attention to detail, and the ability to multi-task across projects, and self-manage.
- Hardworking, responsible and reliable with a dedicated outlook, a positive attitude, and an outgoing personality.
- Proficient with Instagram, Facebook & Pinterest.
- Familiarity and a working knowledge of Microsoft Word, Excel, basic Photoshop & Canva.
- Social media savvy.
- Up-to-date on the latest design and digital media trends.
- Your own laptop and reliable transportation.
- Availability to intern at least 10 hours per week (or what is required by your high school in order to receive full academic credit)

# FOCUS AREAS

During each module, faculty will utilize the most relevant case studies and course materials aligned with each of the six focus areas to provide a global outlook of the fashion and luxury industry.



The subject will deliver strategic tools to understand marketing from a value creation and customer driven perspective. The program will cover core concepts that are oriented to help participants to develop skills and frameworks that help them prepare to generate strategic marketing plans. The subject will deliver strategic tools to understand marketing from a value creation and customer driven perspective. The program will cover core concepts that are oriented to help participants to develop skills and frameworks that help them prepare to generate strategic marketing plans. This area will also focus on digital technologies and the evolution of marketing as a data-driven science.

This area of the program will focus on how companies work in a globalized world, and how organizations can develop value propositions that in this global context are able to create value from and for it. The program will cover core concepts such as competitive advantages, global reach, changes and strategy, and flexibility to capitalize on market opportunities.



The program will equip participants with cross-functional skills, cultural understanding and a strategic vision to drive changes in organizations. Participants will learn how to recognize leadership in their teams, attract and retain talent, receive and deliver feedback, and develop a personal leadership style to contribute to individual and organizational success.

The area of innovation has been designed to help participants to recognize the impact of technology and innovation in the fashion and luxury industry, guiding them through the process of developing and managing a creative culture to transform organizations.

During the classes, participants will be provided with frameworks to acquire the skills to anticipate and respond to new trends. Faculty will guide participants in the design of thinking and innovation processes to improve and innovate with new products and services.



The International Fashion and Luxury Management Program will teach participants how to design organizational systems, with an emphasis on strategic alignment.

Upon completion of the program, participants will be able to design and implement metric systems to align organizations to reach company goals. Participants will understand the relationship between strategy, finance, and operations.

The subject focuses on financial concepts to acquire a deeper understanding of corporate finance to respond to changes.

Participants will be able to understand financial systems and read capital markets, evaluating strategies to maintain financial stability.



# Why intern with us?

1. Leverage relevant case studies and proven frameworks that have immediate applicability to real business challenges.
2. Action learning components create real-world applications of classroom knowledge.
3. Form part of a dynamic learning environment and networking with peers from around the globe and engage with key industry leaders.
4. Hands-on activities to develop a more innovation-driven and strategic mindset. Program formats allow the flexibility to study and work during the academic year.
5. Take part in an innovative collaboration between Elite Pour La Vie, publications, and much more.
6. Creative & Fun Work Environment



# Publications Featuring Elite Pour La Vie

