

THE GLION INSTITUTE:

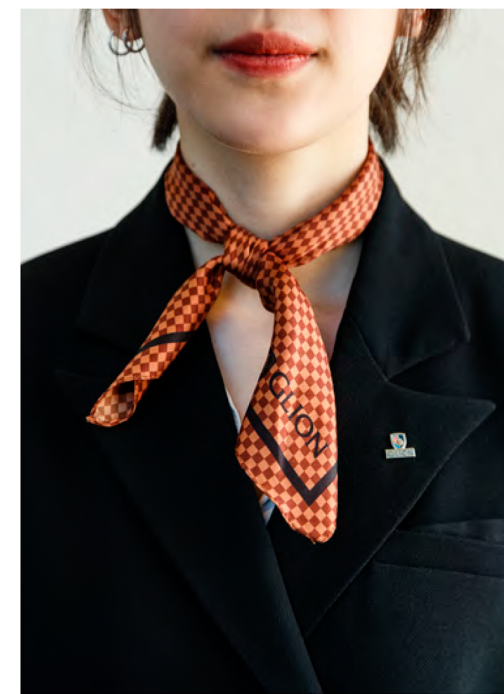
WHERE
LUXURY
BECOMES A
PROFESSION



Don't call it a hotel management school. At the Glion Institute, we don't train cooks, butlers, sommeliers, maître-Ds, but the entrepreneurs of the future. And each student - with their own unique peculiarities - will choose their own field. Because Glion introduces its students to the world of business through luxury hospitality.



Mi, tendige nimus, utes veles et, omnim quatum eum exerspis untur, ulpa exceptas evelendanis volupis dignieni velenet quiae. Movitiam hos, vendin hostrae essenam hil conequa red iam occi



if you don't know what happens in the dining room, kitchen, or winery first, or if you don't know how to interact with people. Then the program moves onto the fundamentals of hospitality, followed by management (to which the second stage in Administration or Supervision is dedicated), and lastly strategies. Underlying this model, which leans on the traditional liberal arts of the business school, there is a simple, yet delicate concept: the importance of maximizing values and generating profits.

It's about learning and obtaining hard and soft skills that can then be applied to different fields, from the business industry to the organization of sports events, from the management of transportation companies to the creation of fashion brands. Creating success starts with attention to strategy, quality, and luxury.

Today, the volatility of the market does not allow for brand positioning to be stable over time. This is why more and more luxury brands recruit Glion graduates when they are looking for new professional figures. Their preparation foresees practical work, theoretical studies, relational abilities, focus on business strategies, and self-reflection (students are also assessed based

Managing a hotel, a Michelin-star restaurant, or a luxury resort is like managing a business. Yet, who would have thought that learning the art of hospitality could lead you to be the head of a business, a fashion brand, or a luxury enterprise? This is what happens in Montreux, on the Lake Geneva shoreline.

Imagine the most important universities in the world - MIT, Oxford, Stanford, just to mention the top ones in the 2022 world rankings - then convert them into universities dedicated to luxury hospitality: what you get is the Glion Institute of Higher Education, one of the best in the world. With a seven-semester degree in International Hospitality, four Masters in Hospitality, Hotel Development and Real Estate, Luxury Management and Entrepreneurship, and four short programs (include the Luxury Hospitality summer program), the Glion carries forward the tradition of high-level hospitality schools.

In its 60 years of operations, every year it trains 2,000 students from 98 countries in the world (only 9% are Swiss) following the Swiss experience method. This starts with practical arts, to which the first of the two apprenticeship semesters are dedicated - because you cannot learn to manage a Michelin-star restaurant







Nam earum vero quis a nam et utis id etur? Quid quae et cuiam
coriasitibus et, totae nonsectus accuum harum quidem luptatempor

on how they turn up to class, elegance and take care of their own rooms), which can only be an advantage in an ever-changing economic climate.

Glion pursues interdisciplinarity also through collaboration programs with other institutes: in 2015, a Luxury Brand Management course was designed with the Domus Academy Milanese School of Design and, in 2017, the MBA and MSC programs were designed with the Grenoble École de Management. Then there's partnerships with brands: two of the seven semesters entail internships in important international chains – from the Marriott to the Four Seasons, the Accor to the Peninsula; and special programs were founded alongside Roger Debuis.

With 98% of its students employed in 600 companies in 144

countries around the world, the Glion is far from being short of work opportunities. Its students hail from different backgrounds and their unique circumstances open unforeseen doors: the institute has also welcomed Joker Xue, a famous Chinese singer and musical producer, but also well-known journalists (France Leheldt), philanthropists (Maximilien de Hoop Cartier), skiing champions (Jackie Chamoun) and fashion entrepreneurs (Isoken Ogiemwonyi).

Intrigued? You can put yourself to the test with the free online course on the luxury industry to answer key questions such as 'what is luxury?', 'how does it evolve?', 'how do clients relate to luxury brands?' and 'how can brands create transformational experiences for their clients?'