

INTRO TO LUXURY RETAILING: A WORKSHOP

Facilitated by:

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Technological University Dublin, East Quad,
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Exact link: <https://w3w.co/neat.rate.link>

in partnership with



ABOUT WORKSHOP

In partnership with the Design & Craft Council Ireland (DCCI), we have developed this half-day workshop for DCCI members. The workshop offers a taster experience for designers and crafters considering further developing their luxury retailing and brand-building know-how. The workshop serves as a precursor to a university-accredited micro-credential programme in Luxury Retailing Principles at Technological University Dublin (TU Dublin).

THE CHALLENGE

Design and craftspeople have the skills to create luxurious, highly desired products. The next step of the journey is to learn how to understand the value of their product and how to position their design story in the luxury market.

THE SOLUTION

This half-day workshop will offer an overview to designers and craftspeople of the core principles of luxury in a retail context. Alongside their peers, they will consider the development of their own brand story to reach their luxury consumers.



ENTERPRISE ACADEMY

TU Dublin's Enterprise Academy offers a single-entry point for enterprises to partner with TU Dublin on their talent development initiatives and long-term skills strategy.

We work with enterprises to create flexible, accredited solutions that address sector-specific, cross-sector and transversal skills needs.

Below are key capabilities of the Enterprise Academy that will support the strategic intent of the DCCI:

- Short, flexible learning pathways
- Microcredentials
- Continuous Professional Development
- Accreditation of Existing Programmes
- Recognition of Prior Learning certification



800+
collaborations with
industry



1,000+
academic
collaborations



26%
of undergraduate
new entrants via
access routes



**Award Winning
Staff**

TU DUBLIN SCHOOL OF ART & DESIGN

Our vision is to lead education, practice, and research for Ireland's creative and cultural industry and act as a national and international benchmark for the creative arts.

Our fundamental values are excellence in scholarly activity through creative practice and research combined with a student-centred learning environment encouraging creativity, flexibility, and innovation



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The School of Art & Design has a longstanding relationship with the DCCI and wider design community and sees university-enterprise engagement as a central part of our mission in supporting the professional development of designers and craftspeople and the sector generally.

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John Walsh, Head of School, TU Dublin School of Art & Design



JOHN WALSH

HEAD OF SCHOOL, ART & DESIGN



PROFILE

Head of School and Lecturer in Product and Furniture Design. John is founder of TU Dublin CreateLAB, an applied design research lab which supports industry and entrepreneurs in the development of new products and creation of Intellectual Property



EXPERIENCE

John has 18 years of design industry experience working primarily in the area of Product and Furniture design. His office furniture has been chosen by clients such as Google, Microsoft, British Telecom, O2, the BBC, Lloyds, and British Airways for major installations.

MEET THE SPEAKERS



KATRIONA FLYNN

LECTURER, LUXURY GOODS MANAGEMENT

PROFILE

A full-time lecturer in Fashion and Luxury Goods and Acting Programme Co-ordinator for the MSc Programme in Fashion Buying and Management. Katriona lectured at London College of Fashion and continues to guest lecture at University of the Arts London, and the National College of Art and Design, Dublin.

EXPERIENCE

Katriona has worked with the design and product teams of some of the world's most prestigious fashion brands Burberry, Alexander McQueen and Vivienne Westwood. She also undertook roles at the URBAN INC brands Anthropologie and Urban Outfitters. Her PhD research explores the lived experiences of first-time parents in the fashion industry.

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The success of luxury will only be guaranteed for brands that are reactive to their consumers' desires.

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Katriona Flynn, Lecturer, Luxury Goods Management

MEET THE SPEAKERS



AIMEE HAZELDINE

FREELANCE FASHION BUYER AND ASSISTANT LECTURER
IN FASHION RETAIL AND SUSTAINABILITY AT TU DUBLIN

PROFILE

For the past four years, Aimee has worked with TU Dublin lecturing in the area of fashion retail. She has a Masters in Strategic Management & Planning from UCD and a degree in Business Studies & Economics from Trinity College Dublin. She also has a Diploma in Fashion Buying from London College of Fashion and qualifications in sustainability from LCF & Harvard Business School. As an academic, her interest is predominantly in the area of fashion sustainability and she delivers content around fashion buying, fashion retail and fashion sustainability within TU Dublin. She plans to complete her PhD in the area of technology and its role in sustainable fashion.

EXPERIENCE

Aimee has worked as a senior fashion buyer for Brown Thomas Arnotts for 17 years, working across menswear, womenswear and childrenswear. During her time there, Aimee worked on numerous exciting retail projects and she has worked with the world's most prestigious luxury brands. She has bought and sourced new brands from all around the globe and garnered a wide network of contacts in luxury fashion.

As well as working for TU Dublin, Aimee now runs a fashion consultancy business where she works with new and established stores to improve and expand their brand portfolio. She also helps Irish brands develop new products and prepare collections for the international marketplace.

MEET THE SPEAKERS



MÁIRTÍN MAC CON IOMAIRE

SENIOR LECTURER, CULINARY ARTS & FOOD TECHNOLOGY

PROFILE

Máirtín is a senior lecturer in the School of Culinary Arts and Food Technology at Technological University Dublin. He is the co-founder and chair of the biennial Dublin Gastronomy Symposium and a former trustee of the Oxford Symposium on Food and Cookery. He is chair of the Masters in Gastronomy and Food Studies in TU Dublin, the first such programme in Ireland.

EXPERIENCE

Máirtín is co-editor with Eamon Maher of 'Tickling the Palate': Gastronomy in Irish Literature and Culture (Peter Lang: 2014), and with Rhona Richman Kenneally on 'The Food Issue' of The Canadian Journal of Irish Studies (2018), and in 2021, Máirtín guest-edited a special issue of Folk Life on Irish food ways. He has published widely in peer-reviewed journals, edited books, conference proceedings and encyclopaedias, and is a regular contributor on food history, chefs and restaurants in the media. In 2018, he presented an eight-part television series for TG4 called 'Blasta' celebrating Ireland's food heritage. Along with Michelle Share and Dorothy Cashman, he is co-editor of the new European Journal of Food Drink and Society.

HOW TO GET HERE

The University's Grangegorman Campus is located in Dublin 7, about 1 km from Dublin City Centre. Our Eircode is: [D07 H6K8](#)

The campus is car-free, and there are no parking spaces available. Limited Pay & Display spaces are available on side streets. The University has a special all-day rate of €9 per day in the Parkrite car park in Smithfield, and a validator is installed in Rathdown House (on Grangegorman Campus)



“ Before anything else,
preparation is the key to success ”

Alexander Graham Bell



For a range of public transport options, please visit our [website](#).

This link gives you an exact direction to find the East Quad building on campus: <https://what3words.com/neat.rate.link>.

On arrival to the East Quad, you will find our registration desk in the lobby, and will be directed to the workshop room on the second floor, Room: EQ212.

WORKSHOP SCHEDULE:

10.30

Welcome Address

10.35

DCCI Showcase Ireland
Luxury Opportunities

10.50

Session 1: Introduction to
Luxury Retailing

11.30

Session 2: Brand-building
exercise

12.10

Campus Tour



12.35

Coffee break

12.50

Session 3: Pitching brand:
A luxury buyer perspective

13.30

Session 4: Craft meets
Commerce: fireside chat

14.00

Closing session

14.10

Lunch

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ACADEMY**