

ICN SUMMER PROGRAM

**GO AND STUDY LUXURY, WINE AND FINE FOOD
IN FRANCE WITH ICN BUSINESS SCHOOL ARTEM!**
JULY – AUGUST 2020

20 days to study luxury and tourism in France!

Special Tour sponsored by Baccarat, Chanel, Galeries Lafayette...

Amazing discoveries such as cooking with *grands chefs*, learning the French *art de vivre* in Lorraine and Bourgogne, discovering French history with castles in *Vallée de la Loire*, attending oenology lessons in Bordeaux, meeting with professors in charge of luxury affairs at ICN Business School Artem!



↑ *French wine - Bordeaux*



↑ *Eiffel Tower - Paris*



↑ *Arts of Baccarat*



↑ Place Stanislas - Nancy



↑ CNIT La Défense - Paris



↑ Châteaux de la Loire

↓ Fashion show of Chanel - Spring/Summer 2020



DETAILED PROGRAM:

DAY 1 TO 5 IN NANCY AND SURROUNDINGS

1st day → Fly from your home country to Paris *Charles de Gaulle* airport and transfer to Nancy

Break and tourism in Nancy

One day at Baccarat → Luxury lifestyle goods with lunch

One day with a textile company → Lifestyle goods including textile

Discovery of the cheese french tradition → Gourmetitude/Savencia

DAY 6 TO 12 IN DIJON AND SURROUNDINGS

Nancy-Dijon → Stop at Grand for mosaic discovery

Dijon → Tourism and gastronomic menu

3 days of French cooking, wine, molecular cuisine and table dressing device lessons at a famous catering school

From Dijon to Lyon → Discovery and tasting on Burgundy wine road and amazing discovery of the French medieval cuisine

DAY 13 TO 17 IN BORDEAUX AND SURROUNDINGS

Bordeaux → Tourism and visit of the wonderful Worldwide Wine City

One day in *Bassins d'Arcachon* → Discovery of oysters farms

Night in Medoc → Bordeaux wine road and tasting/1st day

Night in Medoc → One day working with a wine producer/2nd day

DAY 18 TO 20 IN PARIS AND SURROUNDINGS

Royan → Visit of the town Royan with casino, free visits

Near Blois → Discovery of the *Vallée de la Loire* with the wonderful *Châteaux de la Loire*

Paris → Tourism in Paris and free visits

ICN CNIT La Défense Paris:

→ Luxury goods marketing course with an amazing olfactory exhibition by Chanel

→ Eco-friendly luxury goods / course with a customs officer

→ Luxury goods distribution / visit Galeries Lafayette

Paris → Last day for free visits

DAY 21: GO BACK HOME

Free day and airport transfer

Further information: ICN international department , Frédérique BOUTIN

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