

## Université Côte d'Azur, Launchmetrics, TikTok & the City of Cannes partner to launch the first Luxury Tech Riviera

*The south of France to become home to the new academic and research program focused on Luxury Tech Entrepreneurship & Affluencer Management*

CANNES, FRANCE (Thursday May 6, 2021) - Université Côte d'Azur announced today its partnership with Launchmetrics — the leading Brand Performance Cloud for Fashion, Luxury and Beauty — TikTok and the City of Cannes to create an academic and research collaboration focused on Luxury Tech with an emphasis on Luxury Tech Entrepreneurship & Affluencer Management.

When the world recovers from the pandemic and businesses turn to new mediums to connect with their customers, creators and *affluencers* will be pivotal in driving success in today's economic climate. This new global research and innovation program targets the analysis of affluencers — affluent consumers who also influence others' shopping and buying behaviors — through a scientific approach that combines: artificial intelligence, deep learning, predictive analysis, nowcasting, semantic web, customer analysis, behavioral economics and emotions. Given the city's long standing connection to the glamourized lifestyle, it's fitting for a program as such to be launched in Cannes, affirming its status as the first **Luxury Tech Riviera**.

The collaboration will launch with a *Master of Science program in Luxury Tech Entrepreneurship & Affluencer Management* at the Université Côte d'Azur commencing this October (enrollment is now open). The partnership will draw on the University's knowledge in academia, the City of Cannes' resources, Launchmetrics' industry expertise and TikTok's experience in working with the modern consumer of today and tomorrow, to bring together professionals from all over the world to organize field projects and research collaborations with top companies like **TikTok**, **LVMH**, **Clarins** as well as guest workshops from partners like **Jing Daily** and market experts including **Pascal Morand** - Executive President of the Fédération de la Haute Couture et de la Mode, **Xavier Romatet** - General Manager at the French Fashion Institute (Institut Français de la Mode, IFM), **Reesa Lake** - Partner & EVP at Digital Brand Architects, **Belinda Bowring** - VP Communications at Endeavor, **Jessica Michault** - Editor-at-large of ODDA Magazine and BoF 500 member, **Melilim Fu** - Chinese beauty KOL and makeup artist **and more...**

"There is no doubt that the luxury landscape has changed over the past year — and luxury marketing has changed with it, requiring new methods and new approaches to reach the modern consumer," **states Michael Jais, CEO of Launchmetrics.** "I'm proud to say that Launchmetrics will be bringing our industry-specific insights and data, to create the industry's most relevant educational program alongside the Université Côte d'Azur and the City of Cannes. Thanks to our collective strength, we can make a significant contribution to the world's educational recovery as we prepare the future business professionals of tomorrow."

"The luxury industry, emblematic of French know-how and of our territory, poses exciting challenges in research and innovation that are now being renewed by the growing importance of digital approaches, particularly artificial intelligence," **says Jeanick Brisswalter President of Université Côte d'Azur.** "These new approaches imply the need for new training programs that combine artificial intelligence, economics, and consumer behavior. We are bringing to this partnership all of our research potential not only in these fields, but also in training, with the creation of the **Master of Science Luxury Tech Entrepreneurship & Affluencers Management**, which will provide a unique combination of skills to future graduates in the field. This master's degree, co-developed with Launchmetrics, offers a highly professional program with renowned speakers from the luxury industry and researchers from Université Côte d'Azur."

"Cannes is becoming the epicenter for avant-garde innovation, research and higher education," **declares David Lisnard, Mayor of the City of Cannes.** "Thanks to our collaboration, we will enrich the academic and research programs offered in the region, with innovative fields of study based on how new purchasing behaviors are linked to the use of social networks. This project reinforces the positioning of Cannes as a city of creative industries, a source of new attractiveness, prosperity and jobs for our youth. The event-driven, globally recognized vitality of the city, its new University Campus and its recognized expertise in the luxury sector contribute to the strength of the Luxury Tech project and we are delighted to help it flourish by offering one of the world's most unique experimentation sites to students, researchers and entrepreneurs."

"TikTok is pleased to support such an ambitious and pioneering research and academic program dedicated to affluencers, these new consumers that are shaping the trends of the luxury sector and largely present on our platform, launched by the Université Côte d'Azur, the city of Cannes and Launchmetrics", **announces Eric Garandeau, Director of Public Policy & Government Relationships for TikTok France.** "As a home of creativity and self-expression, TikTok has also naturally become a new catwalk for luxury brands, accompanying their digital transformation and allowing them to reach and connect with a highly engaged and diverse community."

Inclusion and diversity being among our core values, TikTok will also sponsor access to the Master's program."

For more information about the program, please visit <https://univ-cotedazur.eu/msc/affluencers-luxury-business>.

#### **Press Contacts**

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#### **About Launchmetrics**

Launchmetrics is the leading Brand Performance Cloud used by Fashion, Luxury and Beauty (FLB) executives to connect with the modern consumer in a constantly changing landscape. With over a decade of industry expertise, Launchmetrics helps more than 1,000 customers create inspiring, impactful and measurable experiences.

Its Brand Performance Cloud provides companies with the tools and intelligence they need to optimize the use of their creative assets, execute powerful brand amplification programs and measure their brand performance. The company's AI-driven and proprietary Media Impact Value™ gives customers the ability to benchmark their performance against 2,000 competitors worldwide. Launchmetrics' intelligence empowers these companies to grow their businesses and streamline their processes, bringing a sharp focus to profitability, accountability, and efficiency while enabling the type of quick decision-making required for agility.

Founded in New York and with operating headquarters in Paris, Launchmetrics has employees in ten markets worldwide and offers support in five languages. Launchmetrics has been the trusted brand performance technology to brands worldwide such as Dior, Fendi, Shiseido, NET-A-PORTER and Adidas as well as partners like IMG, the Council of Fashion Designers of America, the British Fashion Council, Camera Nazionale Della Moda Italiana and the Fédération de la Haute Couture et de la Mode.

#### **About TikTok**

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok has global offices including Los Angeles, Silicon Valley, New York, London, Paris, Berlin, Dubai, Singapore, Jakarta, Seoul, and Tokyo. [www.tiktok.com](http://www.tiktok.com)

#### **About the University Côte d'Azur**

Université Côte d'Azur is an experimental university that since January 1, 2020 has replaced the University of Nice Sophia Antipolis and the Université Côte d'Azur Community of Universities and Institutions (ComUE). The establishing decree was published on July 26, 2019 in the Official Journal. Recognized in 2016 as an initiative of excellence, Université Côte d'Azur is one of the major French research universities.

Formed of components with increased responsibilities, placing excellence in research at the core of all of its activities, nurturing strong ties with the region, and associated with the major national leaders in the field of research, Université Côte d'Azur aims to have a worldwide impact and rank among the best European universities.