

Torsten Müller-Ötvös



THE ART OF LUXURY POSITIONING

Crafting Iconic Luxury Brands

Former CEO at Rolls-Royce and the person who transformed Rolls-Royce into a House of Luxury.

On Day 1, participants will immerse themselves in the core of luxury brand positioning, beginning with a deep exploration of what defines a brand as truly luxurious.

Through engaging case studies and discussions, we'll examine the essential factors that elevate a brand to iconic stature, fostering desirability among consumers.

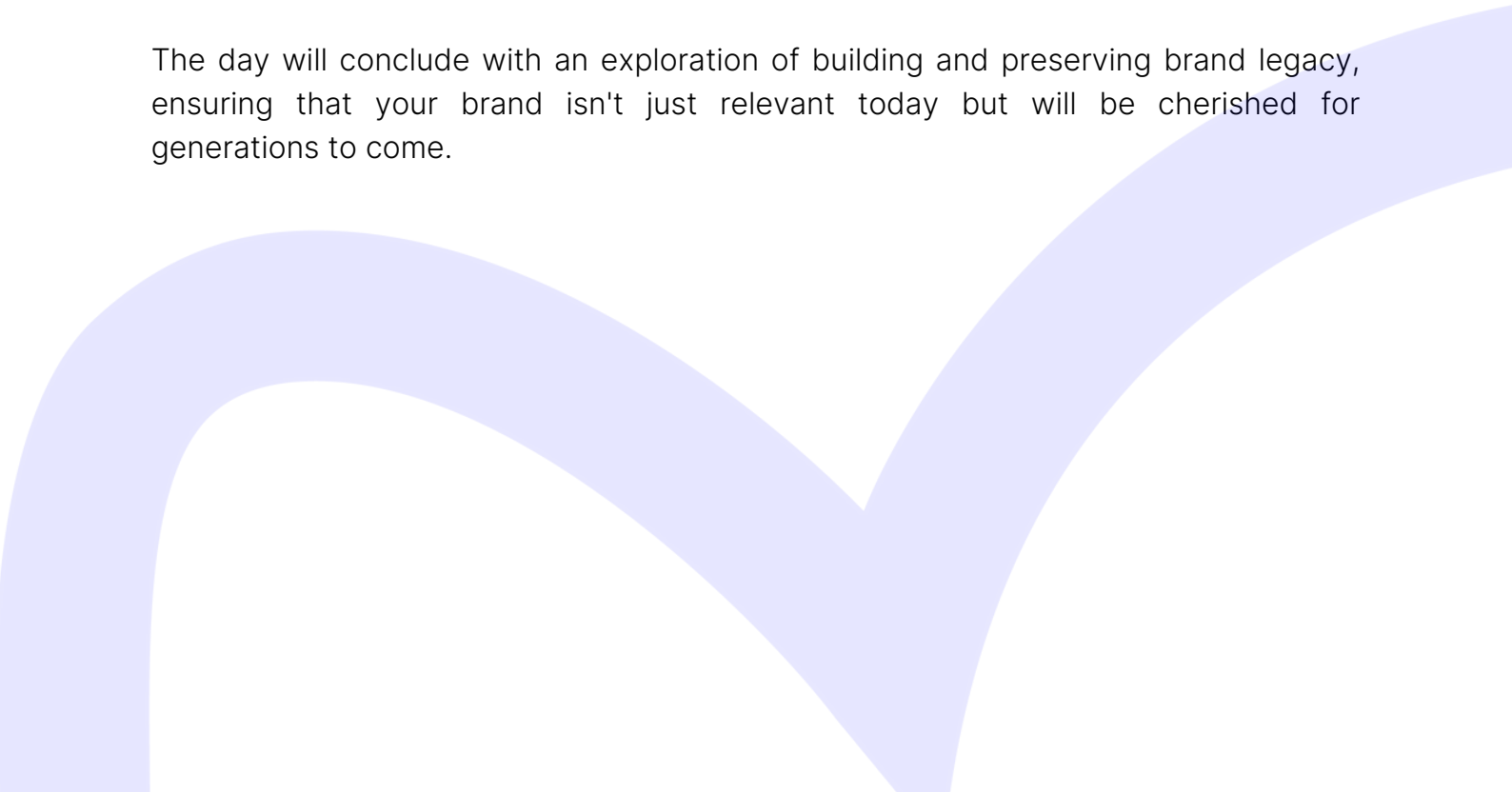
The day concludes uncovering the profound role of craftsmanship in creating timeless products that are critical to sustaining the prestige and allure that luxury brands command.

On Day 2, the focus will shift to the consumer's perspective—understanding why high-end consumers are drawn to luxurious experiences and products.

We'll explore the journey of crafting unforgettable customer experiences by mapping key touchpoints that forge lasting emotional connections.

Strategies to elevate brand prestige through co-creation and collaboration will be highlighted, demonstrating how successful collaborations have propelled luxury brands to new heights.

The day will conclude with an exploration of building and preserving brand legacy, ensuring that your brand isn't just relevant today but will be cherished for generations to come.



Agenda



An Historic Evening within Convento de Cristo

October 1st

Imagine walking through the grand halls of the Convento de Cristo, a site where history whispers from every stone, and being greeted by none other than Torsten. On 1st October, you will join 15 other individuals for an unparalleled meeting where Torsten will reveal the inner workings of luxury principles—right in the heart of this UNESCO World Heritage site.

16:30 - 21:00 | Meet Your Mentor and Peers

Torsten Müller-Ötvös will kick things off with a comprehensive preview of the next two days, laying the groundwork for engaging discussions.

Everyone will be guided through thoughtful questions to build connections. An icebreaker activity “Luxury show & tell” will foster the networking.

Pre-Preparation

Please be so kind and bring a small item or photo that represents luxury to you (e.g., a piece of jewelry, a luxury travel photo, a high-end gadget, etc.)

As night falls, we´ll enjoy a lavish dinner - a perfect end to a day of first meet and great.



08:00 - 09:00 | A breakfast crafted with the finest local ingredients, lovingly prepared by our dedicated Chef

09:00 - 10:00 | The Luxury Ecosystem

In this session, we will embark on an exploration of the luxury market - a dynamic and diverse sector that spans a breathtaking array of high - end products and services. Ready to transform your understanding of luxury?

10:00 - 10:30 | Understanding What Makes a Brand Truly Luxurious

This is where we uncover the essence of what makes a brand truly luxurious. You'll delve into the defining characteristics that set luxury brands apart from the rest and discover the subtle yet powerful elements that create an aura of exclusivity and prestige. We'll explore why brand positioning is crucial in the luxury market, and how the right positioning can transform a brand into an icon.

Dive in, absorb the insights, and prepare to elevate your brand strategy to unparalleled heights. This is your first step towards mastering the art of luxury branding.

11:00 - 11:30 | Ascending Your Brand to Iconic Stature

Key Elements of Building a Luxury Brand. Here, we unlock the core components that elevate a brand to luxury status. We'll dissect the pillars of luxury branding - heritage, exclusivity, craftsmanship, and emotion - and how they interlace to form an irreplaceable brand narrative.

Through compelling case studies, we'll witness how iconic brands have mastered these elements to rise above the ordinary.

Are you ready to uncover secrets of success and gain insights that will inspire and transform your approach to luxury branding? It's time to pave the way for your brand's ascent to iconic stature.

11:30 - 13:00 | Interactive Exercise

Developing a brand positioning statement.

13:00 - 14:30 | A lunch crafted with the finest local ingredients, lovingly prepared by our dedicated Chef

Begin with a selection of starters, including free-range ham, local organic cheese, and a seasonal, farm-fresh soup. For the main course, savor a wild duck risotto. To finish, indulge in a dessert tasting inspired by our grandmas' recipes, each handmade with tradition and care.

14:00 - 15:30 | Interactive Exercise

Presenting the brand positioning statement.
Discussion / Exchange.

16:00 - 16:30 | Elevating Brand Desirability

Get ready to delve into the fascinating world of scarcity in luxury branding. Discover the art of creating and maintaining a sense of scarcity that elevates a brand's desirability. We'll also explore the psychology of exclusivity - why people crave what they can't easily have, and how this drives brand loyalty and prestige.

16:30 - 17:00 | Craftsmanship profound role on creating timeless pieces of art

This is where we delve into the soul of luxury brands - the meticulous craftsmanship that sets them apart.

We'll uncover the profound role that exceptional craftsmanship plays in defining a luxury brand, creating not just products but timeless pieces of art. You'll learn how ensuring unparalleled quality and authenticity are critical to sustaining the prestige and allure that luxury brands command.

Get ready to be inspired by the dedication and precision that transform ordinary into extraordinary. Let's celebrate the artisans behind the scenes who make luxury what it truly is.

17:00 - 18:00 | Closing Q&A

08:00 - 09:00 | A breakfast crafted with the finest local ingredients, lovingly prepared by our dedicated Chef

09:00 - 09:30 | Uncovering Why Consumers Choose Luxurious Products

A deep dive into the heart of what truly drives luxury brands- their customers. We'll explore the psyche and unique expectations of the luxury consumer, uncovering why they choose premium experiences and products.

Next, we'll unravel strategies to create exceptional customer experiences that not only meet but exceed these elevated expectations. This session is about forging emotional connections and fostering loyalty that transforms customers into brand ambassadors. Ready to elevate your brand's customer experience to extraordinary levels?

09:30 - 11:00 | Crafting Unforgettable Experiences Through Mapping Customer Journey

This is where the magic happens. Understanding each touchpoint that elevates your brand from ordinary to extraordinary. We'll navigate through the intricate path your customers take, from the first spark of interest to the moment they become loyal advocates. By mapping this journey, you'll unlock the secrets to crafting unforgettable experiences that resonate deeply with your discerning audience.

Get ready to create a roadmap that not only meets expectations but exceeds them at every turn. This is your gateway to transforming every interaction into a masterpiece.

Group Activity:

Creation of a creative and luxury customer journey.

11:30 - 13:00 | Elevating Brand Prestige Powered by Collaboration

Discover the transformative power of co-creation in luxury branding, where brands and consumers come together to create something truly unique. We'll delve into the ways co-creation can elevate a brand's prestige and foster deeper connections with its audience. Through compelling case studies, you'll see how successful collaborations have propelled luxury brands to new heights.

Group Activity:

Brainstorming Co-creation Opportunities.

13:00 - 14:30 | A lunch crafted with the finest local ingredients, lovingly prepared by our dedicated Chef

Begin with a selection of starters, including free-range ham, local organic cheese, and a seasonal, farm-fresh soup. For the main course, savor a wild duck risotto. To finish, indulge in a dessert tasting inspired by our grandmas' recipes, each handmade with tradition and care.

14:00 - 15:00 | Presenting Results Group Activity

Co-creation Opportunities.

15:00 - 15:30 | Building and Preserving a Brand's Legacy

This is where we delve into the enduring essence of luxury brands. We'll explore how to build and preserve a brand's legacy, ensuring that it stands the test of time. The importance of heritage in luxury branding cannot be overstated - it's the foundation that upholds the brand's identity and exclusivity.

Immerse yourself in the timeless art of creating a legacy that speaks of heritage, quality, and enduring value. This session is all about ensuring that your brand isn't just relevant today but will be cherished for generations to come.

16:00 - 17:00 | Panel Discussion

The future of luxury.

17:00 - 18:00 | Q&A and Closing Session

Package



Date

1st, 2nd & 3rd October 2025

Audience

CEO's and Founders of boutique luxury businesses & executives from premium brands

Local

Meet & Greet:

Convento de Cristo, Tomar, Portugal

Masterclass:

Santa Iria Hotel, Tomar, Portugal

Admittance

8500€ +VAT

Package

- Meet & Greet 1st October 2025
- 2 Day Course 2nd & 3rd October 2025
- Slide Deck + Workbook
- Hotel & Food Included
- Backyard Grill Experience
- Signed Certificate
- Airport & Hotel Transfer

Contact

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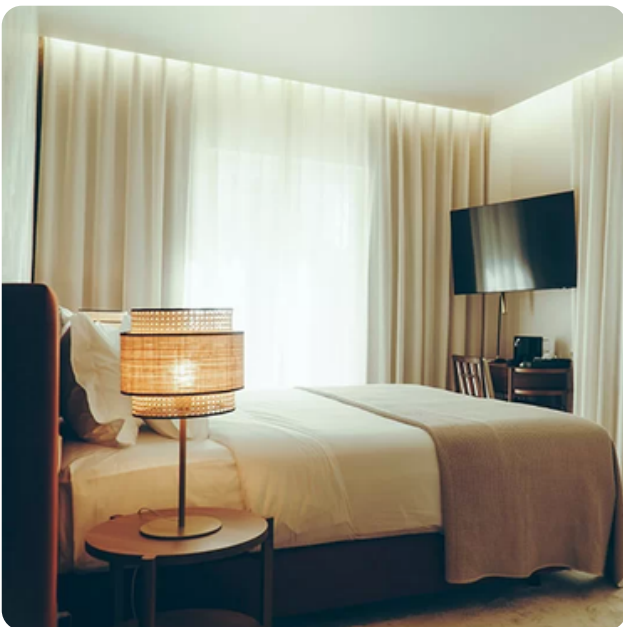
"Grown the company and its world-class people to the position it is in today, at the pinnacle of the luxury industry"

Accommodation



Santa Iria Hotel, Mouchão Garden

Indulge in a stay at the Santa Iria Hotel in Tomar, where comfort meets historic charm. Nestled in a serene setting, your accommodations offer a perfect blend of elegance and tranquility, providing a restful retreat after each day's enriching experiences. Enjoy luxurious amenities and breathtaking views, ensuring a truly memorable stay.



Backyard Grill



Backyard Grill

Immerse yourself in our Backyard Grill Experience, where premium cuts of meat are expertly grilled to perfection, and lively music sets a vibrant backdrop for engaging conversations. This relaxed, informal setting invites you to savor delicious flavors while deepening connections and reflecting on the day's insights.



Workbook



The Luxury Workbook

Receive a high-quality printed manual, meticulously crafted to capture all the methodologies and strategies shared throughout the masterclass. This valuable resource will serve as your guide, helping you implement the principles long after the retreat concludes.



Personal Driver



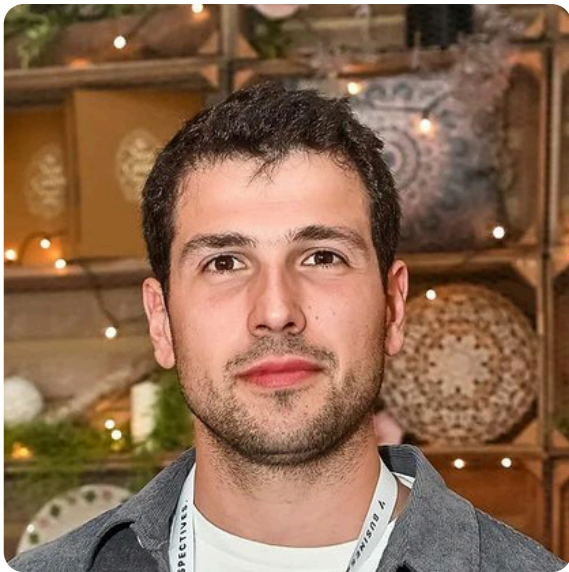
Airport Transfer

Experience seamless airport transfer with our dedicated team, who will ensure a smooth and comfortable journey to Tomar. From the moment you arrive, relax as we take care of every detail, guiding you effortlessly to Tomar, so you can focus on the incredible experiences that await.



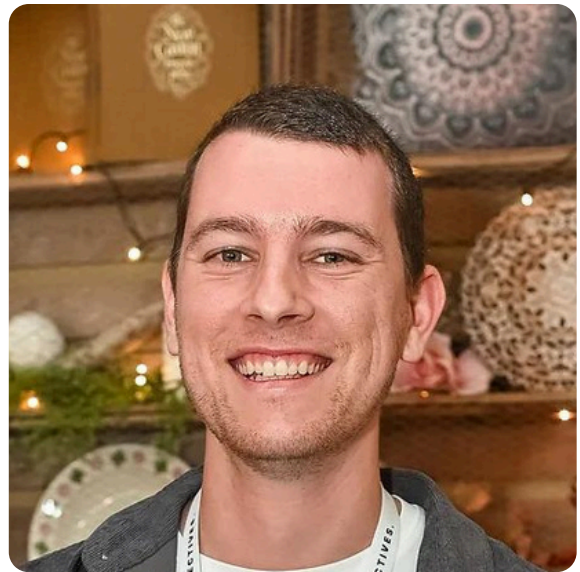
Business Retreats Committee





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