

Denis Morisset short biography

Denis Morisset obtained his MBA degree from ESSEC Business School in Paris in 1979.



He then worked for more than 20 years in the Luxury Fashion Industry and occupied CEO/COO positions with companies such as Polo Ralph Lauren (Europe) , Pierre Balmain and Giorgio Armani (France). He was also for 6 years the President & CEO of Group Sac, the second largest shoes manufacturing group in France and developed both in-house brands and licensed brands internationally.

In May 2004, he started his own consulting company, specialized in Luxury Brand Management and International Luxury Distribution, with a particular focus on emerging markets. He has collaborated with international companies on brand extensions & branding issues. He has advised new brands and designers from emerging markets on their international distribution and retail strategies.

Since September 2004, he is also the Executive Director of ESSEC MBA in International Luxury Brand Management as well as a professional faculty in various ESSEC Programs, including ESSEC general MBA, ESSEC Luxury brands MBA and IHMI (Hospitality MBA).

His main areas of expertise are related to luxury brand management, luxury brand international distribution, luxury retailing and retail margins, branding in the luxury hospitality sector.

He has delivered key-note speeches and lectures, animated workshops in various Luxury Summits and conferences in the last three years.

Shanghai “Reach the Reach” Summit in 2005

Moscow: 2005

China Luxury Summits in Shanghai (2005, 2006 and 2007)

Luxury Property and Real Estate Summit in Hong-Kong in 2006

Singapore (2005)

China Branding Summit in Shanghai (2007)

Les Echos Luxury Seminar – Paris (2005)

Brazil - Sao Paulo (2007)

Korea – Seoul (2007)