

Professor Denis Morisset
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Denis Morisset obtained a Master degree from Essec Business School in 1979. He then worked 25 years in the luxury industry and occupied CEO/COO positions for various luxury brands such as Pierre Balmain, Ralph Lauren and Giorgio Armani. He traveled intensively to Asia and China since 1995 while working in the luxury industry.

In 2004, he became consultant for luxury groups and marketing professional faculty specialized in luxury marketing, from luxury brand management to luxury retailing and luxury guest experience in the luxury hospitality sector.

He has been the executive director of Essec MBA in International luxury brand management between 2004 and 2012. He is teaching in Essec business School in Paris in various MBA programs including IMHI (Essec MBA in hospitality and tourism).

Since 2011, Denis is based in China and is now also participating in Luxury Executive programs in the region, in Singapore Essec Asian campus or with partners of Essec business Schools such as School of Hotel and Tourism Management of The Hong Kong Polytechnic University.