

# Foundations of Aesthetic Intelligence

The World's First-Ever Certified Course in the Business of Aesthetics

October 16th – December 13th

Taught by Pauline Brown

- Former Head of LVMH North America
- Current Professor at Columbia Business School
- Author of Aesthetic Intelligence

[Click to Enroll](#)







# Aesthetic Intelligence Labs

The word aesthetics is derived from the Greek αἰσθητικός, meaning sensitive, sentient and pertaining to αἴσθησις, or sensation. It is the pleasure derived from perceiving an object or experience through the senses.

Aesthetic businesses draw on and appeal to all five senses.

They sell products and services that are a pleasure to buy and consume. They are founded and run by those with exceptional Aesthetic Intelligence, or, what we call, “the other A.I.”

Aesthetic Intelligence Labs is the world's first platform for teaching executives, entrepreneurs and other professionals how to cultivate their own “A.I.” and use it to strengthen their companies and careers.

# Course Syllabus



## Phase 1

# Understanding Aesthetic Experiences: The Principles of Taste

By engaging our senses and imagination, aesthetic experiences elicit powerful emotions, inspire action, and forge deep and lasting connections.

Phase 1 delves into the basic tenets of aesthetics and provides guidelines for applying them to your business and building your brand.

You will learn:

- How aesthetics affects emotions and behaviors.
- How personal tastes are formed and evolve.
- How other leaders have used aesthetics to transform entire sectors.



# Phase 2

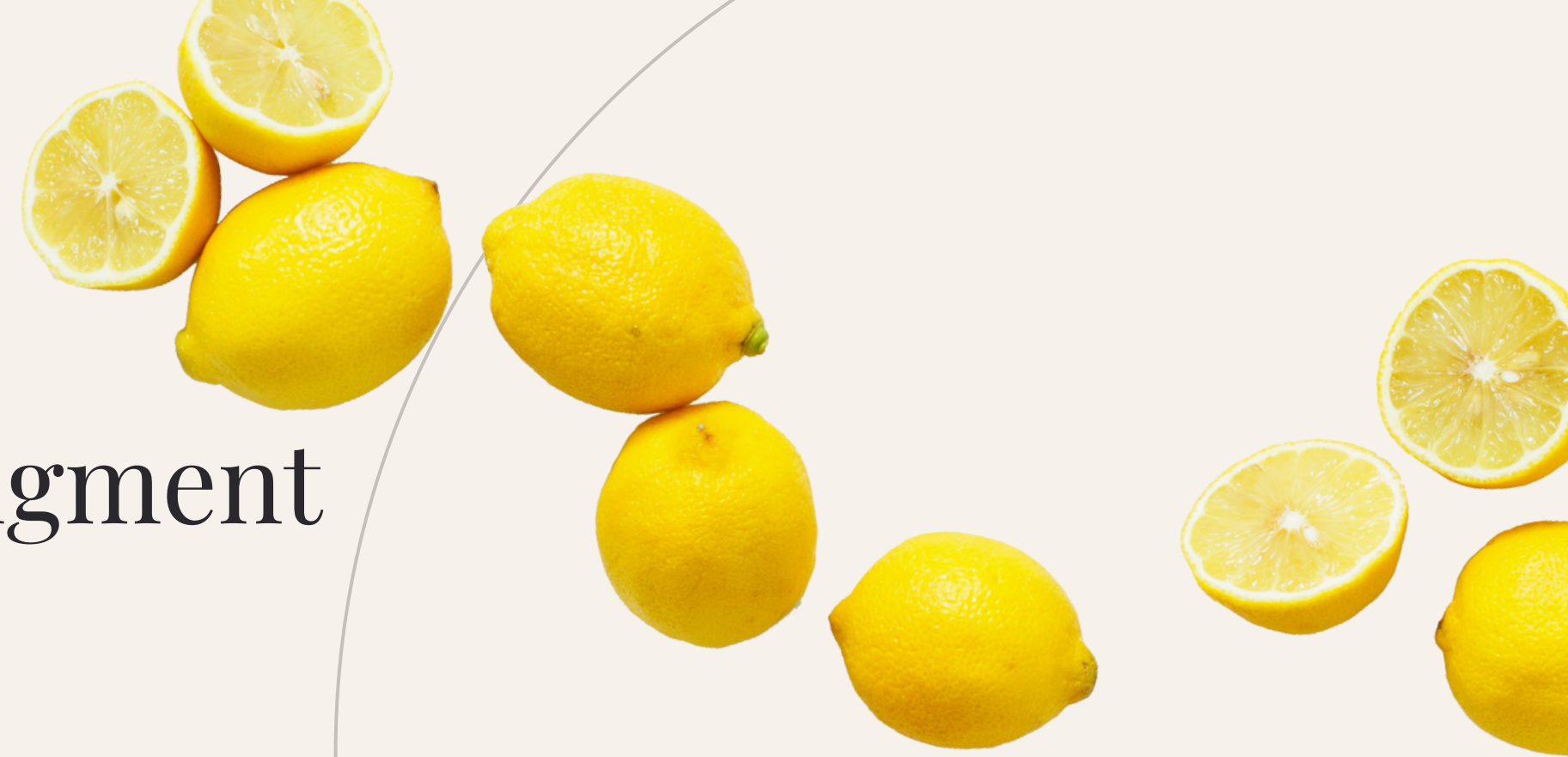
## Sharpening Your Taste and Judgment

To deliver delight for others, you must start by building your own aesthetic gifts. You must know what looks and feels good to you and how to express it creatively and authentically.

Phase 2 is designed to cultivate your personal tastes through our innovative, engaging and time-tested methodology.

You will learn:

- How to become more sensorially attuned and aware.
- How to refine your aesthetic identity and align your inner values with your outer expressions.
- How to express your ideas and strategies through tasteful curation and communication.



# Phase 3

## Unlocking Financial Value

Aesthetic brands forge meaningful relationships and deliver rich experiences across all touch-points. They tap into their customers' dreams and desires, and, in so doing, they maximize their company's value proposition.

Phase 3 guides you through a practical application of your skills. You will develop an aesthetic solution to your biggest strategic challenge.

You will learn:

- How to understand and appeal to your customers' dreams and desires.
- How to convert your connections with customers from transactional to relational.
- How to capitalize on external trends that will drive future styles and aspirations.

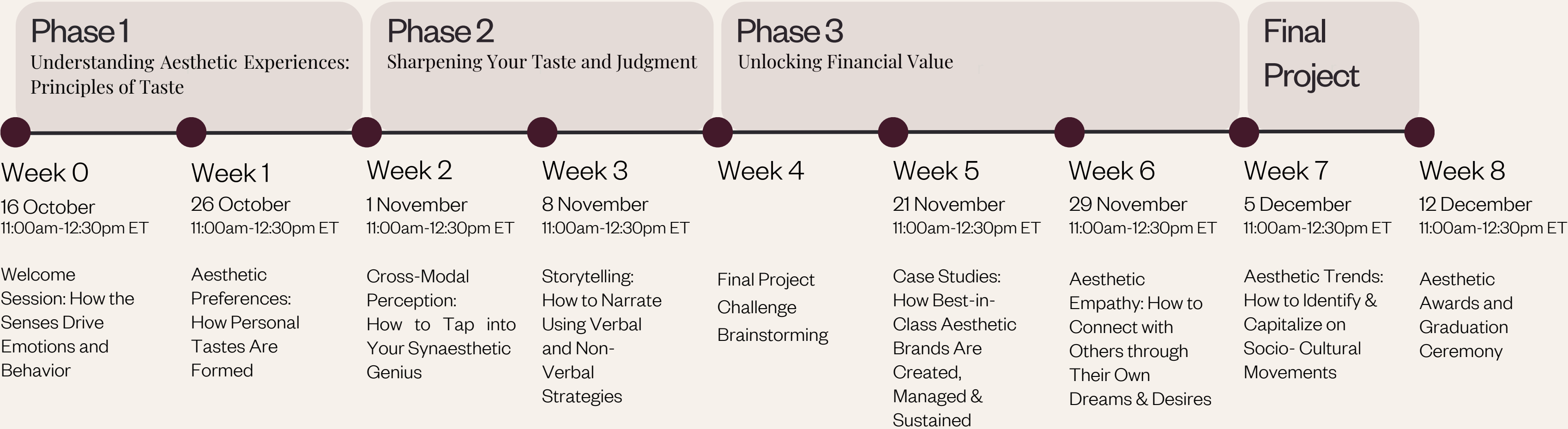


# Course Schedule



# Timeline & Key Dates

This is an asynchronous, cohort-based course.  
While content can be accessed at your own pace and convenience,  
students are encouraged to attend our virtual workshops, outlined below.





# Course Features

## Self-Paced Learning

Participants may access the program at their own pace, but we recommend that they allocate around 2 hours per week throughout the 2-month course.

- Microlearning units (< 15 mins )
- Fits your schedule

## Live Events

In addition to the asynchronous, cohort-based program, participants are encouraged to attend our virtual weekly workshops

- Dive deeper into topics
- Be mentored live by Pauline Brown and team

## Interactive Community

This cohort-based course emphasizes team engagement and idea sharing through our innovative community platform.

- Peer-to-peer learning
- Direct correspondence with A.I.Labs team
- Engaging Conversations

## Hands-On Approach

We empower learners to build aesthetic solutions for real business challenges by guiding them through assignments and a Final Project

- "Learn by doing" approach
- Experiential Learning
- Personalized feedback



# Testimonials



# Industry Experts

*"Aesthetic Intelligence shows executives and entrepreneurs how to harness and apply their personality, preferences and taste to their companies and, in doing so, create long-term sustainable advantage"*

John MacKey  
CEO of Whole Foods



*"Pauline Brown shows how you can apply critical lessons from fields like fashion and beauty to transform all kind of businesses"*

Walter Isaacson  
Journalist and Biographer



*"Aesthetic Intelligence emphasizes just how important it is for people to develop a strong voice"*

Donna Karan  
Fashion Designer



*"Pauline Brown opens up a new area of inquiry as she highlights the power of aesthetic intelligence as a success factor for business leaders today"*

Dan Nordstrom  
Retail Veteran



# Participants' Feedback

*"I have really enjoyed the AI course. It has encouraged me to be more attuned to my environment and examine how and why aesthetic experiences make me feel a certain way. This course has fundamentally changed the way I experience the world."*



Rob Kolowich  
Retail Director  
Boston, MA

*"A.I.Labs has been instrumental in shaping the approach of my company. The practical strategies taught have set us apart from the competition and deepened our connection with clients. I highly recommend the course to anyone looking to enhance their brand, engage customers more effectively, and drive success by setting themselves apart."*



Keanna O'quinn  
Event Designer  
Los Angeles, CA

*"The caliber of guests, content and conversations were exquisite. The additional extraordinary value is the community - connecting with other tastemakers around the world. Lastly, having Pauline's guidance, mentorship and teaching through the program was beyond my expectations."*



Scott Martin  
Media Entrepreneur  
Calgary, Canada

*"I was challenged to think outside the box and tap into my sensorial experience. I was given the opportunity to apply my learnings to my business, get feedback from industry leaders and boost my professional confidence. A.I.Labs creates the ideal environment to thrive!"*



Sarah Mundo  
Fitness Influencer  
Los Angeles, CA

*"Aesthetic Intelligence is a fascinating field of study. In my experience, A. I. Labs offers a unique program that sparks rich ideas for innovation and collaboration."*



Elizabeth Lindsay  
Documentary Film Producer  
Washington, DC

# Contact Us

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