

Bachelor – Luxury & Fashion Management

The study path aims to develop the new generation of managers in the luxury & fashion sector providing a comprehensive and practical approach to fulfill the market demand for highly qualified professionals. With a global appeal, it is also intended for those who want to evolve in an international context.

The path will help students better understand the specificities of management within luxury & fashion companies. From background to present day, the program will provide a deep comprehension of these markets and the strategies and tools for a successful administration.

Classes will provide a framework regarding luxury & fashion management with theory, specific know-how about key sectors, trends but also with a pragmatic approach (teachers who are experts of the sector) & practical application with case studies, conferences and internships.

The skills acquired will match with needs of the firms:

- Specific & in-depth knowledge of luxury & fashion
- Sense of luxury, ability to make the distinction between luxury & premium
- Know-how to deal with creativity, understand the innovation in order to take over the culture of creation as a key success factor
- Business orientation & leadership
- Retail focus

By the end of this program, students will have different options:

- Begin their career in the luxury and fashion sector for a brand or as a service provider
- Develop an independent business thanks to the solid basis acquired
- Continue with a Master degree.

Regarding the careers, there is a large range of possibilities.

Luxury Account Manager / Luxury Sales representative

Role Summary:

- To sell the products (fashion / collections of products...) following key directions
- Work with acquisition and retention accounts
- Required to configure, price, negotiate and quote sales solutions.
Need to provide proactive follow-up, product information and overall support account support.
Manage weekly forecast and opportunity management.
Working closely with shipping and customer operations to ensure that regular updates are communicated to customers
- Carry out analysis on sales looking at specifics around customers and category
- Maximize sales wherever possible

Profile

- Goal oriented
- Interest for negotiation
- Good communication skills
- Persevering
- Ability to work under pressure
- Geographic mobility
- Autonomy
- Salary usually based on a fixed and a variable

Product Manager Assistant

Role Summary:

- Give support to the Product Manager in the marketing department.
- Implementation of promotional and trade marketing plan for products/lines
- Creation of monthly reports on sales performance of products and launches results

- Analysis of market, competition and consumer data to make recommendations to management
- Review and revise product forecasts on a monthly basis / forecast PLV and promotions for small brands
- Interact effectively with other departments (sales, logistic, merchandising, education, etc) to support marketing objectives

Profile

- Good knowledge and sensitivity to the Luxury Industry
- Strong analytical skills
- Conceptual
- Organized and detail oriented with entrepreneurial spirit.
- Strong computer skills (mainly with Excel)
- Be able to work as a team
- Fluent in English

Public Relations Assistant

Role Summary:

- Give support to the PR team
- Keep calendars (editorial, press conferences, events etc.) and media lists
- Participate in brainstorming and planning sessions
- Assist in organizing and execution of events, campaigns etc.
- Participate in the development and execution of PR plans and strategies.
- Conduct research to support PR planning
- Draft and distribute content such as newsletters and releases
- Assist in tracking media coverage or PR metrics (e.g. web analytics)
- Undertake general administrative and clerical duties

Profile

- Excellent communication and writing skills
- The goal is to facilitate the smooth running of daily operations and success of PR efforts.
- Understanding of PR and marketing concepts and practices
- Willingness to follow industry trends and current methods
- Computer savvy; working knowledge of databases and design software (e.g. Photoshop) is a plus
- Well-organized, able to work with deadlines
- An analytical mind with attention to detail
- Outgoing and confident

Luxury / Fashion Store Manager

Role Summary:

- Develop business strategies to raise customers' pool, expand store traffic and optimize profitability
- Meet sales goals by training, motivating, mentoring and providing feedback to sales staff
- Ensure high levels of customers' satisfaction through excellent service
- Complete store administration and ensure compliance with policies and procedures
- Maintain outstanding store condition and visual merchandising standards
- Report on buying trends, customer needs, profits etc
- Propose innovative ideas to increase market share
- Conduct personnel performance appraisals to assess training needs and build career paths
- Deal with all issues that arise from staff or customers (complaints, grievances etc)
- Be a shining example of well behavior and high performance

Profile:

- Powerful leading skills and business orientation
- Customer management skills

- Strong organizational skills
- Good communication and interpersonal skills
- Be able to work as a team
- Be prepared to work weekends or holidays

Merchandiser

Role Summary:

- Plan and develop merchandising strategies that balance customers' expectations and company's objectives
- Analyze sales figures, customers' reactions and market trends to anticipate product needs and plan product ranges/stock
- Collaborate with buyers, suppliers, distributors and analysts to negotiate prices, quantities and time-scales
- Maximize customer interest and sales levels by displaying products appropriately
- Produce layout plans for stores and maintain store shelves and inventory
- Forecast profits/sales and plan budgets
- Monitor stock movement and consider markdowns, promotions, price changes, clear outs etc
- Build constructive customer relationships and team with channel partners to build pipeline and close deals
- Remain up to date with industry's best practices

Profile:

- Highly creative with experience in identifying target audiences and devising campaigns that engage, inform and motivate
- Up-to-date with the latest merchandising trends and best practices
- Excellent verbal and written communications skills
- Strong listening, presentation and decision making skills
- Commercial acumen and the ability to "decode" customers
- Be ready to go on the field

Purchase assistant

Role Summary:

- Participate in the development to purchasing strategies
- Track and report key functional metrics to reduce expenses and improve effectiveness
- Assist in negotiation meetings
- Forecast price and market trends to identify changes of balance in buyer-supplier power
- Perform cost and scenario analysis, and benchmarking
- Determine quantity and timing of deliveries
- Monitor and forecast upcoming levels of demand

Profile:

- Interest in market dynamics along with business sense
- A knack for negotiation and networking
- Ability to gather and analyze data and to work with figures
- Solid judgment along with decision making skills
- Strong leadership capabilities

Broad range of possibilities:

Family companies, big companies or even start-ups, agencies, providers

Different sectors, like clothing, jewelry, accessories, food (gourmet), cosmetics

Different segments: luxury / premium / selective

Network and partnerships

Companies of the sector

Many testimonies

Research professors

The course is organized in 7 modules:

1. The World of Luxury

- Background: history & evolution
- Definition and concepts
- Positioning of luxury in our present-day society
- Business Models
- Geographical origins and developing markets
- Sector perspectives

2. Fashion Overview

- Background: history & evolution
- Specificities of the fashion industry
- Trend prediction
- The role of technology
- Fashion industry in the 21st century

3. Marketing Strategic Approach

- Industry Strategic Frame
- Market Assessment
- Consumer Profiles and Behaviours
- Multicultural Considerations
- Competition Assessment
- The Power of the Brand
- Brand Management

4. Marketing Tactical Approach

- Advertising
- Promotion
- Public Relations
- Events
- Social responsibility

5. Managing Creation, Innovation and Design

- Creative Activities and Strategy
- Conceiving the Product
- Designers and their influence
- Customized Clothing
- Production Process and “Made in” Considerations
- Sourcing and Purchasing
 - Raw Materials
 - Suppliers management
 - Strategic relationships
 - Legal, ethical, and social responsibility issues for buying Merchandise

6. Distribution

- Cross and Multi Channel strategy
- Distribution alternatives
- Digital Strategy and Management
 - Web scope and web design
 - E-commerce
 - Social networks
- International Expansion

7. Store Based Retail

- Store Location
- Store Concept and Design
- Merchandising and Customer in-store Behaviour
- Pricing Techniques
- Team Management
- Sales Techniques for Luxury and Fashion Brands
- Loyalty and Relationship Building

Ideally, each module would include at least one conference with a specialist.

Complementary events

- Visits in fashion or design brands
- Retail tour
- Artistic tour
- Conferences with luxury experts