

MSc LUXURY AND FASHION MANAGEMENT

MARKETING

INTAKES: JANUARY & SEPTEMBER
CAMPUSES: BELO HORIZONTE (BR),
SOPHIA ANTIPOLIS (F) & SUZHOU (CN)
TAUGHT IN ENGLISH



In-depth, strategic management know-how in these two fast-moving fields

Career opportunities

The professional orientation of the MSc Luxury & Fashion Management guarantees its relevance and ensures that students are professionally operational by the end of the year. The programme opens opportunities to pursue careers in a wide range of fashion and luxury fields. Whilst having a strong disciplinary base in international luxury brand management, its range is such that graduates will be able to work with specialists in other areas, getting involved in creative, marketing or finance positions. Graduates can go on to work in top level management, designing, sourcing, merchandising, budgeting, advertising, global luxury or fashion brand management as well as strategy. Graduates of this MSc have the education and training to work in a variety of organisations including: commercial and marketing firms, consultancy and research, corporate luxury or fashion institutions. Graduates take on roles that are essentially strategic, analytical, marketing and planning. Recent graduates have been recruited around the globe into a wide range of fields by leading fashion or luxury institutions and multinational corporations such as DHV, Rodriguez, Dassault, LVMH, Baume & Mercier, Hermes, Jitrois, Caudalie, BETC Design, Gucci Group...

Programme outline

The MSc Luxury and Fashion Management is international in its orientation, reflecting the industry itself: international manufacturing and distribution, cross-border ownership, and global branding and communications. This MSc recognises that design, trend-recognition and marketing skills –rather than production/manufacturing skills– are what make today's luxury and fashion firms successful. These skills are the skills related to new product development, marketing, strategic brand management and communications delivery. The programme's objective is to enable students to achieve their career ambitions by:

- ▶ giving students regular access to experienced fashion and luxury specialists who have both strong academic skills and practical in-company experience;
- ▶ improving and expanding participating students' career prospects by providing them with training in fashion and luxury management as well as understanding the issues in international trends and working across cultures;
- ▶ providing the opportunity for a change in career direction for those who may be working or studying outside the field of art, fashion and luxury.

Why choose this programme

- ▶ Professors have both strong academic backgrounds and relevant expert professional experience in luxury and fashion. This mix of the academic and the professional provides students with: an insider's perspective of the constantly developing world of luxury and fashion.
- ▶ The programme draws on the advantages of its locations: on the south coast of France, with its long history in fashion and luxury, the rapidly developing Shanghai area and in Brazil with its focus on design and luxury management in partnership with IED (Istituto Europeo di Design)
- ▶ Classes are complemented by various presentations and seminars given by full time, leading professionals. These practising professionals also act as consultants on the programme's curriculum; their input means changes are made continuously to the course of study to ensure its relevance.
- ▶ The teaching emphasises an applied, problem-solving approach that means graduates can work productively from the first day on the job.
- ▶ The obligatory internship period is the culmination of this applied teaching method: in many cases this internship period leads straight to a contract with that same company.
- ▶ Small classes with a high international ratio mean students build fruitful inter-cultural relationships with one another and with their teachers

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campuses on four continents

8000
students

120+
nationalities on SKEMA's campuses

42,000
graduates throughout the world in 145 countries

Triple
accreditation



WWW.SKEMA.EDU

Admission contacts for French students

France: +33 (0)1 41 16 76 71
or +33 (0)3 20 21 59 25
admissionspostgraduate@skema.edu

Admission contacts for International students

France: +33 (0)3 20 21 59 69
or +33 (0)1 41 16 75 34
USA: +1 (919) 535-5701
China: +86 512 6260 2865
international.admissions@skema.edu

skema
BUSINESS SCHOOL

PROGRAMME STRUCTURE

SOPHIA ANTIPOLIS CAMPUS

SEMESTER ONE

Mandatory Courses	Credits
Global Luxury & Fashion	3
International Marketing Strategies for Luxury & Fashion Goods	4
Design and Innovation	4
Integrated Luxury and Fashion Communication	5
Fashion & Brand Management	4
State of the Art in Fashion and Luxury	3
Retail and Luxury Analytics in the Current Context	3
Regulatory Issues in the Luxury Industry	3
Employability and Career	1
TOTAL CREDITS SEMESTER ONE	30

SEMESTER TWO

Mandatory Courses	Credits
Growth Strategies in Luxury & Fashion	3
Value Management and Marketing	4
Pricing, Distribution & Retail in Luxury and Fashion	4
Consumers Trends and their Impact on Marketing Strategies	4
Finance and Accountability in Luxury and Fashion	4
Sustainable Development: Sustainable Value Creation in the Luxury Industry	3
How to Build a Brand	3
Advanced Advertising Strategies	2
Advanced Service Management in the Luxury Industry	2
Employability and Career 2	1
TOTAL CREDITS SEMESTER TWO	30
Dissertation	30
TOTAL CREDITS	90

PROGRAMME STRUCTURE

SUZHOU CAMPUS

SEMESTER ONE

Mandatory Courses	Credits
Global Luxury and Fashion 3	3
Updates in Luxury & Fashion and Critical Thinking 3	3
State of the Art in Fashion and Luxury 3	3
Regulatory Issues in the Luxury Industry 3	3
Fashion & Brand Management 4	4
Design & Innovation 4	4
Integrated Luxury and Fashion Communication 5	5
International Marketing Strategies for Luxury & Fashion Goods	4
Chinese & Employability and Career 1 *	1
TOTAL CREDITS SEMESTER ONE	30

SEMESTER TWO

Mandatory Courses	Credits
Growth Strategies in Luxury & Fashion	3
Value Management and Marketing	4
Pricing, Distribution & Retail in Luxury and Fashion	4
Consumers Trends and their Impact on Marketing Strategies	4
Finance and Accountability in Luxury and Fashion	4
Sustainable Development : Sustainable Value Creation in the Luxury Industry	3
How to Build a Brand	3
Advanced Advertising Strategies	2
Advanced Service Management in the Luxury Industry	2
Chinese & Employability 2 *	1
TOTAL CREDITS SEMESTER TWO	30
Dissertation	30
TOTAL CREDITS	90

*Chinese & Employability includes 30 hours of Chinese language course and six hours of career activities.

To validate the 1 credit, students need to get at least 10/20 for both. If both are $\geq 10/20$, the final grade would be the average of the two; If one of the two is < 10 , students need to take the resit and the final grade would be the resit grade.

BELO HORIZONTE CAMPUS

SEMESTER ONE

Mandatory Courses	Credits
Consumers Trends and their Impact on Marketing Strategies	4
Design and Innovation	4
Fashion and Brand Management	4
Integrated Luxury and Fashion Communication	2
International Marketing Strategies for Luxury & Fashion Goods	4
Regulatory Issues in the Luxury Industry	3
Employability and Career 1	1
Elective courses (choose 2 courses totalling 6 credits)	
Strategic Entrepreneurship: From Theory to Practice	3
Critical Thinking in Entrepreneurship and Research Methods	3
State of the Art in Fashion and Luxury	3
Globalization in a Digital Word	3
TOTAL CREDITS SEMESTER ONE	30

SEMESTER TWO

Mandatory Courses	Credits
Research Methods and Critical Thinking	3
Advanced Advertising Strategies	2
Advanced Service Management in the Luxury Industry	2
Advanced Strategy	3
Finance and Accountability in Luxury and Fashion	4
Pricing, Distribution and Retail In Luxury and Fashion	4
Finance and Accountability in Luxury and Fashion	4
Employability And Career 2	1
Elective courses (choose 2 courses totalling 6 credits)	
How to Build a Brand	3
Sustainable Development: Sustainable Value Creation in the Luxury Industry	3
Elective on Latin America	3
TOTAL CREDITS SEMESTER TWO	30
Dissertation	30
TOTAL CREDITS	90

A WORD FROM STUDENTS

François Arnault, MSc Luxury & Fashion Management In-store manager at T.T. Trunks - Paris

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This The MSc in Luxury & Fashion Management is much more than just a diploma, it is a family. The people you meet in this family (students, alumni, teachers, speakers, etc.) already are or will be leaders in the luxury and fashion industry.

Besides this incredible network, the quality of the courses helps you become a professional, and that makes the difference to get a job!

Thanks to the skills developed during the MSc, I was intern and then hired at T.T.TRUNKS, a luxury and contemporary trunk maker based in Paris. I manage in-store sales in our boutique located at the crossing of the prestigious Rue du Faubourg Saint-Honoré and Avenue Matignon, as well as B2B sales and partnerships (Baccarat, Leica, Roland Iten, Devialet...).

SKEMA and the MSc are a real bridge to the luxury world and employment market.”

Olivia Cartier, MSc Luxury & Fashion Management, business creator

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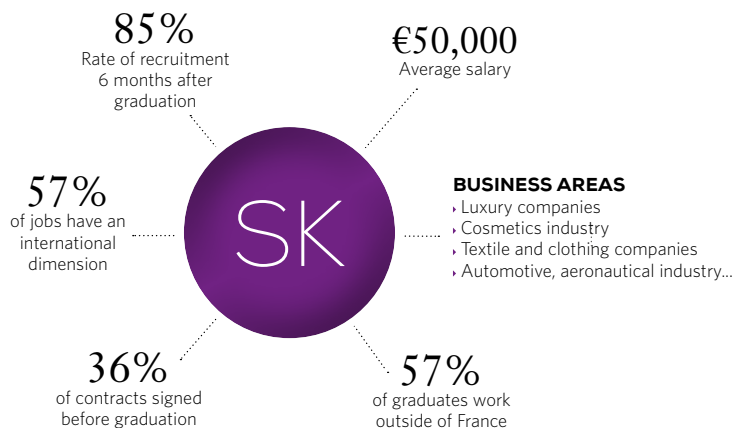
Doing the Luxury & Fashion Management MSc at SKEMA is one of my very greatest achievements. Living in the south of France has been a real luxury. These past nine months have helped me understand French culture and another mindset. In this globalised business world, those who are able to adapt to cultural differences will boost their company's success.

As a result of studying this MSc, I am now starting a luxury business focused mainly on watches: rare time pieces, limited editions – less visible brands. I am able to apply what I've learned on the MSc to my own business straight away.

I've also had help and support from the programme director and a professor to start up my business. If you, new students, know where you are heading, the MSc Luxury & Fashion Management will help you understand what luxury is all about, and how to create a luxury brand.”

SKEMA MSc Employment rate

MSc Luxury & Fashion Management
SKEMA Careers Service employment survey class of 2016



Programme director

Ivan Coste-Manière

Tuition fees

- ▶ One-year MSc: €19,000
- ▶ Two-year MSc option: €29,000
(total fees for two year's tuition)

Recruiting companies

Abercrombie, Accor Hotels, Baume & Mercier, BMW, Céline, Caudalie, Clarins, Christian Dior, Globaltour, Gucci Group, Hainan airlines, Hermès, Improduction, Interparfums, Lanecrawford, MITA, Tiffany Pattinson, TT Trunks...