



**istitutomarangoni**



**SHORT COURSES  
LUXURY FASHION MARKETING  
WITH MIMMA VIGLEZIO**

Online Option

**General Introduction**

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

**1. Certification Attained**

Istituto Marangoni Certificate

**Course Information****2. General info:**

- Course Duration: 4 Weeks
- Total hours: 75
- Course Delivery mode: full online

**3. Short Course Description****Brief description paragraph:**

The short course in Luxury Fashion Marketing is a unique opportunity to refresh knowledge and enhance leadership, management and digital strategies and techniques, including the management of luxury brands.

The course looks at the latest economic and social trends and their influence on Luxury Fashion consumption in today's business world. The goal is to gain a better understanding of the concept of luxury and its meaning and value, with a more complex value chain; from craftsmanship to digitalization.

Learn some of the key marketing and communication strategies for international 'high-end' consumers in the luxury fashion industry. On this course participants discover how companies determine the best marketing strategies of luxury brands and products by understanding the power of communication, the seduction of the brand, and the creation of 'aspirational desire' necessary to successfully market to consumers of luxury.

Participants work at an advanced level, learning how to apply management strategies in the fashion, design and luxury life-style industries, provided with the tools to analyse current trends and understand how they are likely to evolve in the future. The course covers different communication theories and practices, brands and branding techniques through industry case study analysis. At the end of the course participants will be able to evaluate and propose action in marketing plans in order to turn luxury services and goods into new iconic objects of prestige and desire.

**Key Topics**

- The Luxury Fashion Market
- Fashion marketing and branding
- New technology in luxury
- Luxury communication and new media
- The omnichannel experience

**Week by Week description****Week 1**

Participants study the meaning of luxury fashion today and how it is likely to develop in the future. They analyse and understand economic and social evolution and its influence on luxury consumption.

Participants look at the meaning of the concept of luxury: what luxury means today in the fashion market (its characteristics and values), how it materialises in the various segments (clothing, accessories, cosmetics, jewellery, watches, home collections) and the competitive panorama. By outlining possible evolutionary trends, participants learn how to define luxury fashion of tomorrow by performing a specific analysis of its possible forms in the future, in terms of products and services, and its developments. Participants have the opportunity to apply the learning to specific brands and present the findings

**Week 2**

Participants analyse the brand strategies of the luxury fashion sector: the course looks at the main players in the luxury fashion industry and the strategies used by both the legendary luxury brands and new, emerging brands. By identifying the strategic factors, participants learn to understand how a winning market position can be achieved in the luxury fashion segment. Brand leveraging techniques will also be explored and applied to specific cases. Participants begin by looking at the role and responsibilities of the marketing manager of top luxury companies, learning how they optimise economic, distribution, and production aspects of luxury products through successful communication and digital marketing methods. The course looks at how luxury companies communicate to the target audience, as well as create brand awareness above and beyond their target group.

**Week 3**

Participants examine aspects relative to the communication of fashion and luxury brands, analysing and comparing the different communication systems of the fashion segments.

They also analyse luxury digital marketing by case-study method. The course moves quickly onto provide an overview of fashion advertising, public relations and visual display in both traditional and online media, giving participants key tools to communicate an authentic, aspirational and emotional message, aimed at sustaining and consolidating a luxury brand image. The impact of social media and new technology has changed the face of communication and participants also evaluate the impact of new media and viral platforms – key to the success of luxury brands today.

**Week 4**

Participants look at the distribution of the luxury fashion product and the world of retail fashion both online and offline. They analyse the internationalisation policies of luxury fashion brands and the principles of distribution in relation to products and consumers. Techniques of delivering luxury brand experiences are analysed here in the retail context. Omni channel is the new normal and participants explore the concept and how it is applied in international markets.

**Subjects**

Luxury fashion market

Luxury fashion branding

Luxury product and pricing

Omni channel and new technology

Luxury communication and new media

The luxury consumer

**4. Learning Activities**

Short Courses are taught via:

- Online lessons
- Online Workshops / Seminars

### 5. Learning Outcomes and Final Output

Upon completion of this short course, participants will be equipped with the knowledge and skills to produce a proposal for a luxury fashion brand within a scenario of your choice or provided by the mentor.

#### Learning Outcomes

LO1. Acquire a clear insight into the management of luxury goods and specialist management knowledge to the luxury industry;  
LO2. Understand the fashion cycle of the luxury product, the consumer buying behaviour and expectations of luxury customers;  
LO3. Develop marketing and management competencies related to luxury brands;  
LO4. Demonstrate strategic thinking with regards to current changes in the sector, in transforming a national brand into an international brand;  
LO5. Identify how to create a digital consumer experience and interaction in the digital space, for strategic luxury brand management.

### 6. Course materials

Students will be required to have the following materials:

- Personal Computer/Tablet to attend online classes.

### 7. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:

- a. the use of online resources (where available) help students to reach the skills and knowledge expected on the course;
- b. Tutors guide students during their studies.

### Student & Academic Services

Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.

The Student Support Officers help students in:

- managing their time;
- getting the best from their course;
- understanding and applying the School's rules for online lessons;
- anything else the officers can advise on.

### 8. Student Feedback

Student feedback is essential for future course development and improvement. Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents.

Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.