

## *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 MSc Luxury & Fashion Management 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 and in the rapidly developing Shanghai area.
- ▶ 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.

### RECRUITING COMPANIES

DHV, Rodriguez, Dassault, LVMH, Baume & Mercier, Hermes, Jitrois, Caudalie, BETC Design, Gucci Group, Christian Dior, Jimmy Choo, Essilor, Publicis....

### ADMISSION CONTACTS

#### FRENCH STUDENTS

USA: +1.919.535.5700 - China: +86.512.6260.8988  
France: +33(0)1.41.16.76.71 or +33(0)4.93.95.32.79  
admissionspostgraduate@skema.edu

#### INTERNATIONAL STUDENTS

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internationalprograms@skema.edu

Léa Serfaty, MSc Luxury & Fashion Management 2014-15  
Visual merchandising intern - Jimmy Choo head office - London

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Choosing this MSc has definitely been the right choice. I have gained theoretical and practical knowledge of the industry, and I've met professionals.

Thanks to this strong background, I am now a visual merchandising intern at the Jimmy Choo head office in London, with strong chances of getting a job offer after.

The company is great and I am now able to apply the skills acquired and the global culture of the fashion & luxury industry in my everyday work and missions.”

Caroline Cagninacci, MSc Luxury & Fashion Management 2014-2015  
International press officer intern - Givenchy head office - Paris

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The MSc Luxury & Fashion Management guarantees students the opportunity to develop strong skills and abilities in international luxury brand management.

I joined this MSc in order to complete my training and pursue my professional project. Thanks to this experience, I'm now an international press officer intern at the Givenchy head office in Paris (LVMH Group). I'm now using the skills acquired during the programme to complete my internship objectives. There's a good chance there'll be a job offer at the end!

I recommend this MSc to every student who dreams of working in luxury and fashion.”

## PROGRAMME STRUCTURE

	Credits
<b>COURSES - SEMESTER 1</b>	
Globalisation	3
DPP (Professional & Personal Development)	1
International Marketing Strategies for Luxury & Fashion Goods	4
Design and Innovation	4
Luxury and Fashion Products and Services Management	4
Integrated Luxury and Fashion Communication	4
Fashion & Brand Management	4
State of the Art in Fashion and Luxury	2
Elective: Regulatory Issues in the Luxury Industry	2
Research Methods and Critical Thinking	2
<b>COURSES - SEMESTER 2</b>	
Advanced Strategy Seminar	3
DPP (Professional & Personal Development)	1
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	4
Elective: Advanced Advertising Strategies	2
Elective: Advanced Service Management in the Luxury Industry	2
How to Build a Brand	2
<b>DISSERTATION</b>	<b>30</b>
<b>TOTAL</b>	<b>90</b>

These details are for information only and may be changed by the school without prior notice.

### SKEMA MSc EMPLOYMENT RATE

- ▶ Rate of recruitment six months after graduation for this MSc: 83%
- ▶ Average starting salary: €49,470

Source: SKEMA Career Center 2015 employment survey.

### TUITION FEES

€19,000

### PROGRAMME DIRECTOR

Ivan Coste-Manière

