



MIP

POLITECNICO DI MILANO
GRADUATE SCHOOL OF BUSINESS

INTERNATIONAL MASTER IN LUXURY MANAGEMENT

IN PARTNERSHIP WITH

GUCCI 
CHAMPAGNE
TAITTINGER
Reims

A JOINT PROGRAM WITH

NEOMA
BUSINESS SCHOOL

INTERNATIONAL MASTER IN LUXURY MANAGEMENT

Leading market analysts and industry experts on the whole agree that Luxury Goods routinely perform better than others, even during times of economic downturn. The reason for this lies in their innate ability to meet the demand for the 'exceptional' expressed by an increasingly growing number of customers.

In order to meet these expectations, Luxury companies require cutting edge design skills, outstanding craftsmanship, the ability to deliver a unique customer experience and the ability to create strong associations through brand recognition.

In order to meet this growing need, **MIP Politecnico di Milano** and **NEOMA Business School** have jointly developed the International Master in Luxury Management programme - a

12 month full-time programme, which awards an internationally recognized double degree.

The Master aims at developing expert managers in the luxury industry which encompasses not just fashion but also luxury tourism, hotels, home décor and interior design, perfume and cosmetic businesses, health-oriented tourism properties like spas and resorts, casinos, cruises, wine industry and luxury automobiles.

The course deals with the creation and management of the value chain of a luxury organization.

Thanks to Schools' unique partnerships students will enter in direct contact with the company, through Business Seminars, Lectures and Company visits.



"The luxury market is huge, dynamic and international; it exceeds €850 billion euros and has an overall growth rate of 7 percent.

It is also a heterogeneous market composed of nine segments, including personal luxury goods, cars, luxury hospitality, luxury cruises, designer furniture, fine food, fine wines and spirits, yachts and private jets, as explained in the report by Bain & company" (2014)



MIP Politecnico di Milano

MIP is a global business school accredited by EQUIS, AMBA and ranked by the Financial Times among the best business schools in Europe and has a great reputation in the luxury management education. The school has a wide network of companies in the luxury industry and is supported by the strong links developed with the Faculty of Design of Politecnico di Milano, which is the largest in Europe.



NEOMA Business School

Rich in over 140 years of history, NEOMA Business School benefits from the strengths which have made the excellence of its founding Schools and its international partners. Since their creation, in 1871 for Rouen and 1928 for Reims, the two schools are based on strong links to the professional world, ambition geared towards the international stage whilst remaining well-rooted in its own territory, a network of unified and involved graduates, and academic recognition with EQUIS, AACSB and AMBA. Today, NEOMA Business School represents 8,500 students, 200 professors, 51,500 graduates and 3 campuses. As a first class international school, NEOMA Business School's self-set mission is to educate and support the managers and entrepreneurs of tomorrow, capable of exercising responsible leadership and exceed the prevailing models.



GUCCI

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation and Italian craftsmanship. Gucci is part of the Kering Group, a world leader in apparel and accessories that owns a portfolio of powerful luxury and sport and lifestyle brands. For further information about Gucci, visit www.gucci.com.



CHAMPAGNE TAITTINGER

Taittinger is one of the last great independent Champagne Houses owned and actively managed by the family named on the label. The family are guardians of Taittinger's style, quality and integrity. The hallmark of their fine Champagnes is the high proportion of Chardonnay used in their winemaking which is key for producing wines of great elegance and finesse. Additionally, with its vineyard ownership of 288 ha, (one of the largest in Champagne), Taittinger can guarantee a flawless signature, and wines heralded worldwide for their consistent quality.

STUDY LOCATIONS



Milan - The Fashion & Design Capital of the World

MIP Politecnico di Milano is located in Milan which is one of the best locations of the world to experience the luxury business in all its aspects with its high concentration of companies and events in the luxury industry.

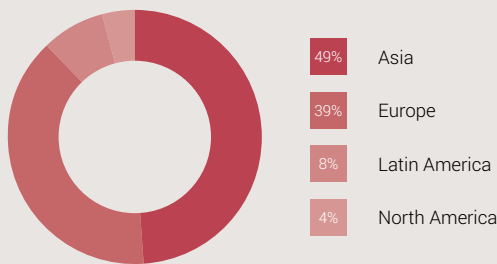
Reims - Heart of Champagne Production

NEOMA Business School is located in the champagne area, where one of the icons of luxury - champagne - is produced and is an ideal location for a deep understanding of the process of luxury product creation and marketing.

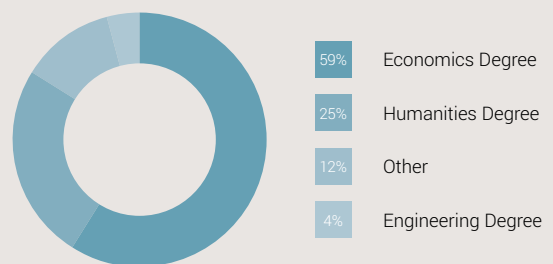
INTERNATIONALITY & DIVERSITY

The IMLUX class is composed of a diverse mix of candidates coming from different nationalities and cultural backgrounds enriching classroom discussion and group assignments.

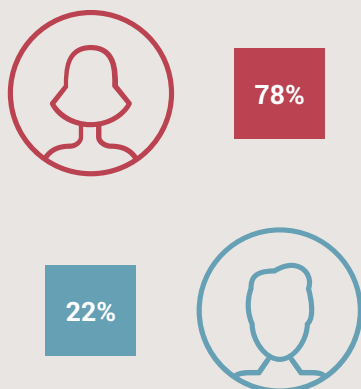
AREA OF PROVENANCE



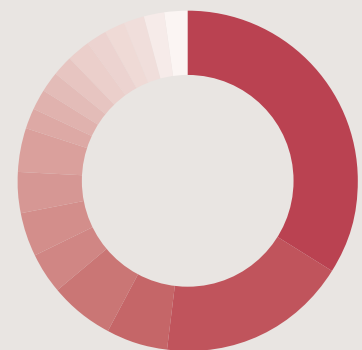
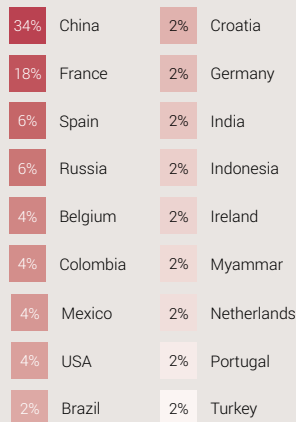
ACADEMIC BACKGROUND



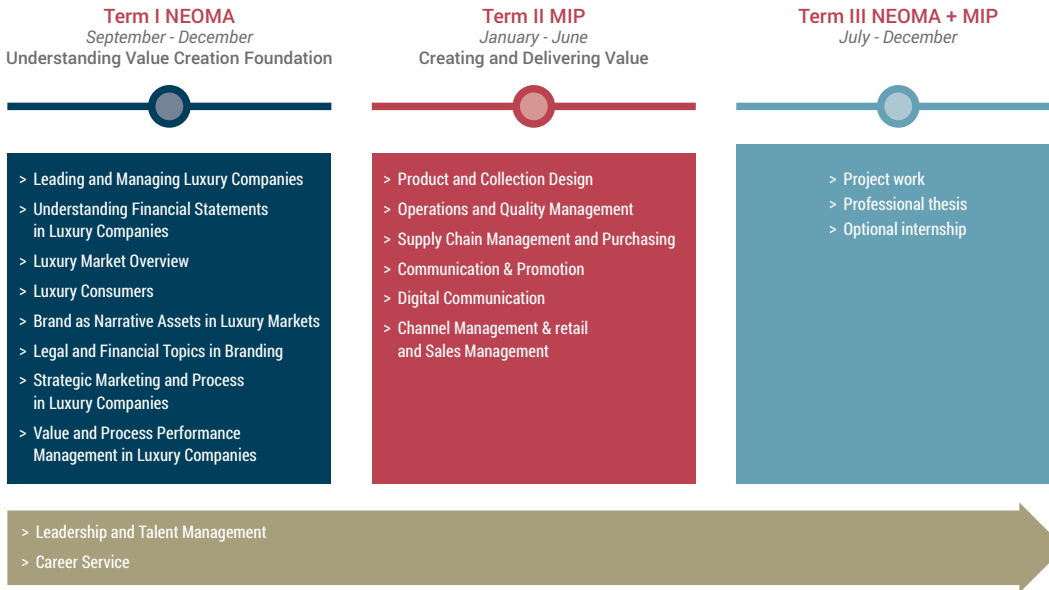
GENDER



NATIONALITIES



PROGRAMME STRUCTURE



The first part, held at Reims, aims at offering an overview on the competitive structure and the business models of the Luxury sector along with an understanding of basics of management.

TERM I: UNDERSTANDING VALUE CREATION FOUNDATION

The first part, held at Reims, aims at offering an overview on the competitive structure and the business models of the Luxury sector along with an understanding of basics of management.

TERM II: CREATING AND DELIVERING VALUE

The second part, based in Milan, will explore in detail Luxury Value Management, with the purpose of illustrating the key processes involved in the value creation and delivery process, as well as management of strategic assets in a Luxury Company.

TERM III:

The final part of the Master is entirely devoted to a Luxury related project work or professional thesis. The final discussion will be held by December. Teaching methodologies: Lectures ex cathedra, Case-studies, Testimonials and Company visits.

For most international specializing masters, MIP offers an intensive Italian language course during the first week of classes. Students have then the opportunity to attend a standard Italian language course (up to 40 hours) along the semester.

Courses and schedules may be changed at the discretion of the Management of MIP and NEOMA.

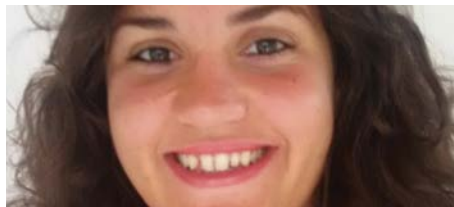
CAREER PROSPECTS



The IMLUX class is composed of a diverse mix of candidates coming from different nationalities. The IMLUX programme trains candidates to assume job roles inside international luxury companies in the field of marketing, brand management, sales, customer service, retail management, export area, licensing, just to name a few.

The Career Development Office of MIP organizes networking events and recruiting

days for IMLUX students throughout the programmes. Previous editions of the program included Conferences, Corporate Sessions, Discussions, and Recruitment on campus by GUCCI, as well as round tables and presentations by leading luxury companies such as Ferrari, Armani, Luxottica, LVMH, Hermès, CMS Interiors, Ermenegildo Zegna, Monnalisa, Calvin Klein, Mercedes Benz, Hugo Boss, Pomellato, Brioni and Zero design magazine.



Alice Zoni

Italy
IMLUX 2015

During the International Master in Luxury Management, I could attend courses which permitted me to discover the world of luxury sector at 360°. Indeed, we had lessons in communication, design, finance and supply chain management.

In addition, being exposed to real business cases, interacting with 42 classmates coming from 18 different countries, studying in the first semester in France and in the second one in Italy, learning from inspiring and extremely knowledgeable professors, networking with luxury businesses by testimonials and visits in company, permitted me to have a deeper knowledge about the sector in an international environment.

Furthermore, thanks to MIP I had the opportunity to start a 6 months internship, which have been renewed for 12 months, in Sephora, which is part of LVMH group. Sephora is the leading company in cosmetics retailing thanks to an international presence and a top quality offer, in terms of goods and customer service.

In this moment, I am working in the Logistics team as warehouse manager assistant. In particular, I am in charge of the export shipments and the logistic activities related to the animation in store for the Italian market.

I am confident that, thanks to this experience, I will enrich my professional profile.

ADMISSIONS

APPLICATION REQUIREMENTS

- > Application form (www.applyformasters.net)
- > Application fee receipt (€100)
- > CV or resume in English
- > University degrees and transcripts
- > English certificate (TOEFL, IELTS or equivalent) for non-native speakers
- > Motivation letter
- > Copy of valid passport
- > Digital passport-sized picture

APPLICATION DEADLINES

For more information regarding deadlines please visit the website www.mip.polimi.it/imlux.

TUITION FEE

The tuition fee amounts to €15,000.

SELECTION PROCESS

Based on the evaluation of the application requirements, candidates will be informed by our admission office whether they have been selected for the individual interview.

At the end of the program, students will gain a Master of Science from Neoma Business School and a Specializing Master Degree from Politecnico di Milano. The eligibility of students to both Masters will be defined by the two Schools during selections.

CONTACTS

MIP Admissions Office

Tel. +39 02 23992820

infomasters@mip.polimi.it

www.mip.polimi.it/imlux



Executive Education
Ranking 2016



European Business Schools
Ranking 2015



MIP

POLITECNICO DI MILANO
GRADUATE SCHOOL
OF BUSINESS

