

# Fashion Brand Management

**Duration** 3 years

**Study mode** Full-time attendance

**Location** Milan

**Language** English or Italian

ACCADEMIA  
DEL LUSSO

## Entry Requirements

- Upper secondary school qualification.
- Suitable level of the language the course is taught in, to be demonstrated through formal certification or via an online interview with the admissions office (for non-native speakers).

## Career prospects

Marketing manager, Product manager, Sales manager, Fashion buyer, Retail manager, E-commerce manager, Event manager, Co-branding manager, Fashion product manager

## Course objectives

The 3-Year Course in **Fashion Brand Management** at Accademia del Lusso is a comprehensive and extensive programme. The brand has the important role of conveying the **identity of its products or services**. In particular, within the fashion and luxury goods sector, the brand expresses the lifestyle and values of the purchaser. There are important business areas and specialised professional figures involved in brand development and creating brand value. **Brand managers** are present in businesses of a certain size and revenue within the fashion and luxury world. These brand experts examine the landscape of fashion and luxury, the competition, and the potentialities.

This course aims to shape a professional figure who is capable of analysing **market trends** and of influencing **consumer desire** through detailed sales data analysis, qualitative and quantitative analysis, and client satisfaction analysis. The curriculum seeks to provide students with the professional skills that enable them to interpret the economics of fashion and analyse market evolution in relation to retail store positioning. Operationally, brand managers interact with creative professionals, working alongside them in developing new products to promote

on the market; and with the sales team in promoting brand image through care of stores and showrooms.

## Teaching and learning

The teaching method at Accademia del Lusso is **dynamic and interdisciplinary**. The programme of the 3-Year Course in Fashion Brand Management includes various types of lessons and activities which differ in form and in educational objectives.

- **Classroom lessons:** traditional classroom teaching, which is compulsory to attend. Including classes based solely on theory, those based on practice, and some which combine both theory and practice.
- **External visits:** guided visits to museums and showrooms, including the analysis of fashion and luxury locations.
- **Seminars:** seminars to consolidate learning, with experts from the fashion and luxury system.
- **Work Weeks and Workshops:** interdisciplinary educational workshops focussed on developing an assigned project.

## Teachers

The 3-Year Course in Fashion Brand Management is taught by **expert** higher education teachers who, as well as teach, also currently work in the luxury sector. This allows students to establish a **direct contact with the business world** right from the start of their course.

## Assessment

Students are assessed through **periodical tests**. At the end of the course, students must take a **final exam** and present their thesis before the Examination Committee of Accademia del Lusso.

# Fashion Brand Management

## Curriculum - Year 1

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Module code	Discipline	Credits
ABST47	<b>History of art 1</b> The figurative tradition in modern culture. The main artistic movements from the Renaissance to the end of the eighteenth century. The evolution of styles in relation to the world of fashion and applied arts.	4
ABST48	<b>History of fashion and design 1</b> The historical evolution of fashion and costume from the dawn of Mesopotamian textiles to the early twentieth century in Europe and the United States. Comparative analysis of the economic, political and social situation and of aesthetic influences in the artistic-architectural field.	6
ABTEC38	<b>Computer graphics for fashion 1</b> The role of graphic design in the fashion system. Technical tools for manipulating digital images. Photoshop: basic tool management, use of layers and masks, image retouching tools.	4
ABPC67	<b>Communication of fashion products 1</b> Glossary and tools for understanding communication techniques. Communication mix. Analysis of the advertisement: structure and contents. The advertising narrative. Genesis of the fashion product, socio-economic processes and dynamics, distribution.	8
ABPR34	<b>Textile culture and colour</b> Fashion design and materials. Analysis and evolution of the textile product from its origins to today. Colour: knowledge and awareness of its uses. Perceptual, communicative, social, symbolic, aesthetic and synthetic aspects of colour. Colour value and chromatic accords. Colour change in relation to surface and light.	10
ABLE69	<b>Brand design</b> Strategic marketing. Identification of needs. Competition analysis. Effective promotion. Present and future scenarios of the world of fashion and luxury. Leading companies: case studies.	6
ABLE70	<b>Fundamentals of financial economics</b> Financial markets. Stocks, bonds, mutual funds, derivatives, financial operators, investment systems. The company as an organized system. Financial and economic aspects of business management. Operating income, assets, accounts, VAT, general accounting. Companies and their features. The company and the environment in which it operates.	4
ABLE69	<b>Fashion markets and business positioning</b> Analysis of the different fashion sectors. The changes in the fashion distribution system from the nineties to today and the impact on the structure, performance, and indicators of the sector. The brand today: an indivisible mix of product, creativity, services, and sales environment. Development of monobrand distribution strategies exercised by major luxury brands and beyond. The experiential charge of retail that excels over manufacturing by creating new relationships. The distribution and disposition of the markets as fundamental elements for understanding the evolution of the fashion industry. New skills and analysis of new roles. Overcoming the division between producers and figures that deal with positioning.	6
ABLE69	<b>Fashion digital marketing</b> The current digital transformation and its evolution within the fashion sector. Opportunities for the perception of megatrends and for the achievement of corporate business objectives (turnover, loyalty, and awareness). Management of fashion digital marketing and levers that can be used individually or in total synergy. Social media strategy and online advertising starting from SEO and content analysis.	6
ABLIN71	<b>English Language 1</b> English language and revision of grammar rules. Written exercises, tests, conversations, dialogues, readings related to the world of fashion.	8

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## Curriculum - Year 2

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Module code	Discipline	Credits
ABST47	<b>History of art 2</b> Overview of the main contemporary artists. Analysis of the relationship between art and fashion. Comparison between the work of artists and the work of designers. Languages of art in fashion.	4
ABST48	<b>History of fashion and design 2</b> National and international landscape of the most recent trends in fashion design. Analysis of emerging brands and comparison with established brands. Historical / social excursus from the 1980s to today. Dynamics underlying the new forms of design.	6
ABPR15	<b>Media phenomenology</b> Traditional media. Analysis of contemporary trends driving the digitisation process. Communication tools and applications in contemporary art. Critical analysis of the relationship between production and creativity. Technical language and analytical categories applicable to the media.	6
ABTEC38	<b>Digital technologies applied to online sales</b> Fundamental tools for understanding the current context of digital and multi-channel retail planning and distribution. Dynamics and changes of retail in physical and digital channels. Main players. Generational consumer behaviour. Strategic analysis of distribution channels and their distinguishing features from an evolving market perspective towards becoming omnichannel. kit.	6
ABTEC38	<b>Computer graphics for fashion 2</b> Image editing and post-production techniques with Photoshop. Main InDesign tools for design processing and layout.	4
ABPC67	<b>Communication of fashion products 2</b> Social media management in the digital marketing strategy. Analysis and understanding of communication tools. Creativity and objectives.	4
ABTEC37	<b>Packaging design</b> Packaging design and production intended as a tool capable of extending business identity and influencing brand positioning. Formal, material, technological, and functional aspects of packaging. The constraints linked to the different types of distribution. The needs dictated by marketing and logistics. The traits connected to circularity and, in general, to sustainability, considering the various roles involved throughout the entire life cycle.	6
ABPR34	<b>Eco-Fashion and innovative techniques for fashion</b> The world of eco-sustainable fashion with a view to ethical/global product development. Sustainable materials and production processes. New technologies for more responsible production. Human rights in the world textile industry.	6
ABLE70	<b>Law and licensing</b> Elements of private law. Protection of the trademark applied to the luxury goods sector. Legal forms involved in licensing contracts. Discussion of case studies to fully comprehend the dynamics.	4
ABLE69	<b>Fashion brand management 1</b> Definition of brand identity as a strategic lever for the success of the fashion product and the brand. Distinctive features of the brand: verbal brand and iconic brand, interaction between consumer and brand, brand equity, brand awareness, brand fidelity, cobranding. Process analysis. Analysis of sampling and production costs. Compilation of a basic itemised list of materials and definition of the most suitable mark-up margin for the target and the type of product.	6
ABLIN71	<b>English Language 2</b> English language and revision of grammar rules. Written exercises, tests, conversations, dialogues, readings related to the world of fashion.	8

# Fashion Brand Management

## Curriculum - Year 3

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Module code	Discipline	Credits
ABPC67	<b>Advertising communication and cultural marketing</b> Advertising communication and marketing strategies applied to cultural products. How to create and use effective market strategies to increase the use of cultural products. New ways of promoting cultural products to monetise and make art become a sector that brings wealth to the local area. How to build the credibility and reputation of a cultural event by relating to the target audience and creating value in the promotion process.	8
ABTEC38	<b>Computer graphics for fashion 3</b> Techniques for professional portfolio development and personal online graphic presentation.	4
ABPC67	<b>Communication and inside marketing</b> Definition of inside marketing and the importance of the internal team in companies with customers in the B2C logic. Employee satisfaction as a lever for the development of more profitable, customer-centric, and market-oriented activities. Strategies to improve the relationship between customer and business team. Internal sharing of the company's mission, services, and products to generate benefits that also reach outside.	8
ABST51	<b>Latest trends in visual art</b> Analysis of the most recent manifestations of contemporary art. Tools for understanding the artistic production of the last few decades and the complex scenario of the most recent trends. Comparison and debate on text, interviews, works, audiovisual testimonies, and other forms of authorship production with a focus on content, on the socio-cultural context, and on exhibition displays. Artistic practices in the public space and in the virtual context.	8
ABLE69	<b>Fashion brand management 2</b> New marketing and positioning strategies, from retro marketing to the application of classic persuasive levers (limited edition and exploitation of market niches). Understanding distribution. Implementing digital communication tactics. Approaching the logics of buying and merchandising within the fashion sector. Analysis of these new strategies with reference to the situation provoked by the pandemic and its consequences.	6
ABLE69	<b>Fashion start-up management</b> How to start a business project in the fashion sector. Main business models in the sector. Principles of modern entrepreneurship. Development of a winning start-up strategy and an action plan for the launch of a business project.	6
	<b>Credits chosen from optional modules, workshops, and work weeks</b>	10
	<b>Individual work under tutoring</b>	12