



BUILDING & MANAGING A LUXURY BRAND

CURRICULUM

PART 1: UNDERSTANDING LUXURY – WEEK 1

SESSION 1:

UNDERSTANDING THE TRILOGY OF LUXURY

Concept of Luxury – Why is Luxury subjective?

Trilogy of Luxury – What are the main characteristics of luxury?

SESSION 2:

UNDERSTANDING LUXURY BRANDS: THE ICONS

Iconic Brands – Why is storytelling important?

Examples with real brand cases like Dior, Chanel, Rolls Royce, Macallan, Cartier, to name a few.

Categorisation of luxury brands by strategy and history. What makes each of them unique?

SESSION 3:

HISTORY & LUXURY BRANDS

History & Luxury brands, importance of the connection of luxury to royalty. Luxury is deep-rooted in history, brands like Hermès who made the first saddlery for the military, brands who were part of World War I & II.

SESSION 4:

CHARACTERISTICS OF LUXURY

Luxury is Relative, Subjective, Universal & Eternal. How does one define each characteristic? Why are these characteristics vital to the existence of luxury? (Then and now)

SESSION 5:

GLOBAL LUXURY – IMPORTANCE OF REGIONS

Every luxury brand has a village, every luxury concept relates to a particular culture, why is there an importance of 'Swiss made' when we talk about luxury timepieces, or German automotive industry is globally recognised?

PART 2: LUXURY: BRAND BUILDING & EVOLUTION – WEEK 2

SESSION 6:

THE ART OF BRANDING:

Why is there power and meaning behind a name? What is the success to the art of branding?

SESSION 7:

BRAND STRATEGY – AN INTRODUCTION:

Brand Architecture with examples of brands like Armani, Rolex, etc. What is brand architecture?

SESSION 8:

BRAND STRATEGY & ARCHITECTURE:

Defining brand architecture. How do brands create Luxury Maison's and become mega brands? Example of companies like LVMH & Kering. How are they different from independently operated brands like Hermès?

SESSION 9:

THE EVOLUTION OF LUXURY BRANDS:

Define Evolution, what does it mean in luxury? How does brand evolution become the very foundation of democratisation and globalisation of luxury?

SESSION 10:

ELEMENTS OF BRAND HIERARCHY:

Flowchart on brand hierarchy. Different sectors in luxury with brand hierarchy explained. Top-to-bottom model is different from bottom-to-top.

PART 3: LUXURY BUSINESS & MANAGEMENT – WEEK 3

SESSION 11:

MANAGING A LUXURY BRAND:

Importance of a Luxury Brand Manager. Traits of a brand manager. What does brand management in the luxury sector entail? Critical factors of brand management.

SESSION 12:

LUXURY BRAND OPERATIONS:

Brand Operations, Offline and Online operations, omni-channel approach in luxury. Activities across different regions, sectors and divisions within a luxury brand.

SESSION 13:

LUXURY BRANDS & GLOBAL EXPANSION:

Brand expansion framework. Key pricing strategies and cultural dynamics observed during global expansion of luxury brands.

SESSION 14:

LUXURY BRAND EQUITY MANAGEMENT:

What is luxury brand equity? How to manage equity using different tools?

SESSION 15:

BRAND IDENTITY & IMAGE MAPPING:

Creating the brand positioning map, making the POS / POD axes using brand alignment methods

BUILDING & MANAGING A LUXURY BRAND: CAPSTONE PROJECT

The final project will require the learners to put together a luxury brand and business plan using their creative ideas with the help of the tools and methods learnt during the 15 sessions. Each session helps the learners to use different tools and techniques to understanding brand creation and development models in different markets with different target groups.

The project includes a written report plan with defined goals, and a visual presentation explaining their understanding of all the checklists required to execute the creation of a luxury brand within diverse regions.

Participants doing the projects reflect on what they have learnt on understanding luxury and showcases their application of brand management abilities.

THE CAPSTONE PROJECT WOULD ENCOMPASS THE FOLLOWING AREAS OF LEARNING:

- Understanding the Concept of Luxury
- Understanding Luxury Brands: The Icons
- Importance of History in the Luxury Goods Industry
- Characteristics of Luxury
- Luxury Brand Universe
- The Art of Branding
- Brand Strategy and Brand Architecture
- Evolution of Luxury Brands
- Brand Hierarchy
- Luxury Brand Management
- Luxury Brands & Global Expansion
- Luxury Brand Equity Management
- Brand Identity & Image Mapping