



MSc FASHION, DESIGN AND LUXURY MANAGEMENT

Grenoble - Paris

THE FASHION AND LUXURY INDUSTRIES ARE CONSTANTLY EVOLVING AND TOMORROW'S INDUSTRY MANAGERS NEED TO BE EQUIPPED WITH THE TOOLS THAT ALLOW THEM TO ATTRACT AND RETAIN DIVERSIFIED GLOBAL CUSTOMERS.

Our Mission: To provide companies with the talent needed to embrace the challenges of innovation, heritage, and creativity in the fashion, design and luxury industries. By the end of the program, students will have acquired the necessary competencies to undertake key roles in fashion, design and luxury companies and will be able to evolve professionally within the cosmopolitan, culture-intensive, and hypercompetitive environment typical of these industries.

DURATION

1 full-time academic year
on campus +
Final Management
Project (can be
completed while
working)

START DATE

September

TO APPLY

en.grenoble-em.com/fdlm

TUITION FEES

€23,450

Valid for the Grenoble
and Paris campuses for
September, 2020.

INTEGRATION

Students will be advised
about visa requirements,
accommodation and
orientation.

ADMISSIONS

Tel.: +33 4 56 80 66 50
admissions@grenoble-em.com

GEM Ranked

25th

In the Financial Times
European Business
Schools 2019 Ranking

86%

of graduates
employed within 4
months of graduating
(FDLM - class of 2018)

91%

of graduates hold
jobs with international
projects
(FDLM - class of 2018)

Program Highlights

Specialized field
research project &
study trip** with visits
to leading fashion,
design & luxury
industries

Benefits

- Accelerate your career by gaining the **business and managerial skills** required for the fashion, design and luxury industries.
- Develop a deep understanding of the dynamics of the innovation-oriented fashion and design industries and the ability to **manage companies and develop brands** in a successful way.
- Benefit from teaching staff with extensive scientific and **professional industry experience**.
- Prepare for working in international contexts with a **multicultural and creative learning environment**.
- Enjoy study trips** with **exclusive behind-the-scene visits** to companies and industry-specific fairs and events.
- Gain real-life experience through a **Live Business Case**.
- Earn a degree from a **triple-accredited institution**.

Program Structure

The program begins in September and requires full time attendance for one academic year (September-May) followed by a Final Management Project on a Fashion and Luxury-related subject of the student's choice. The Final Management

Project may be completed in parallel with a full-time internship or employment.

Faculty

Classes are taught by GEM faculty, visiting professors from top universities worldwide, and top business professionals. Most of the permanent faculty are engaged in applied research, with teaching linking theory to practice through business cases. Their diverse cultural and international background lends a strong international dimension to the program.



PROGRAM*

YEAR 1

Introduction Session - Management Essentials

- Marketing
- Branding and Brand Equity Management
- Strategic Management
- Accounting
- Corporate Finance
- Intercultural Management
- Talent Management
- International Trade

Fashion, Design and Luxury Management

- Fundamentals of Fashion and Design
- The Legal Context of the Design and Fashion Industry
- Principles of Luxury and Managing Luxury Brands
- Integrated Communications Strategy (Corporate Communications and PR)
- Production, Operations, Purchasing and Supply Chain in the Fashion Industry
- Customer Management and Customer Intelligence
- Technology and Innovation in the Fashion and Design Business
- Industrial Design
- Retail Management
- Sustainable Luxury and Design
- Field Research
- Digital Marketing in Fashion, Design and Luxury Industries
- Luxury Sectorial Analysis including Consumer Behaviour, for example :
 - Cosmetics Industry
 - Food, Wine and Hospitality
 - Cars and Motorbikes
 - Jewelry and Watches
 - Perfumes and Eyewear
 - Accessories and Leather Goods
- Final Management Project
- Research Methods for Managers
- Language (optional)

YEAR 2

Final Management Project

The second year of the program is dedicated to the Final Management Project conducted under the supervision of a tutor. This is an applied or theoretical research project that can be completed in parallel with full-time employment or an approved internship.

*Program content subject to change.



"Now working at Christian Dior Couture in Marketing, I realize that the MSc Fashion, Design and Luxury Management program contributed to my career success in many different aspects.

The program combines a theoretical and practical approach, developing core management skills in the fields of fashion, design and luxury which equipped me with a competitive outlook, highly employable skills and flexible career options.

It also offers access to invaluable resources and privileged connections with leading brands in the luxury field." - **Danny Zhang**

PROFESSIONAL DEVELOPMENT

Specialized Field Research Project / Study Trip**

Students will take part in a one-week study trip to a European Fashion Capital. They will have the opportunity to meet with leading industry professionals and visit companies in the fashion, design and luxury industries. During the company visits students will work on a project relating to one of these industries and in alignment with their future career ambitions.

**Study Trip is contingent on global conditions and travel restrictions.

Internship

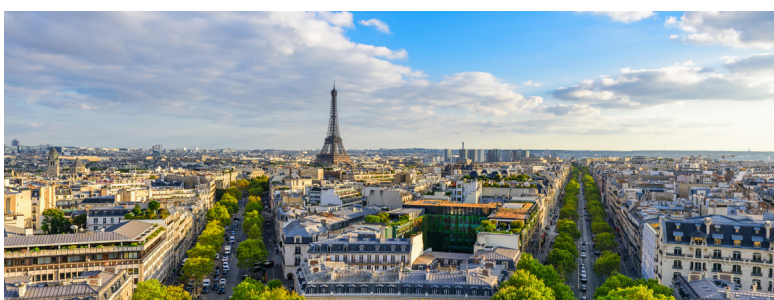
Students are encouraged to undertake an internship of at least three months in a company of their choice at the end of the taught part of the program. It is expected that the internship will contribute to the content of the Final Management Project. The internship may take place anywhere in the world.

Personal and Professional Development Workshops

In addition to the core courses, students have the opportunity to attend personal and professional development workshops led by professionals, industry and subject matter experts. These will strengthen the employability profiles of graduates to help them achieve their career goals. Students will also have access to individual counselling sessions, interaction with corporate partners and online resources with jobs and internship opportunities as well as access to specific in house sectorial career focused communities.

Foreign Languages

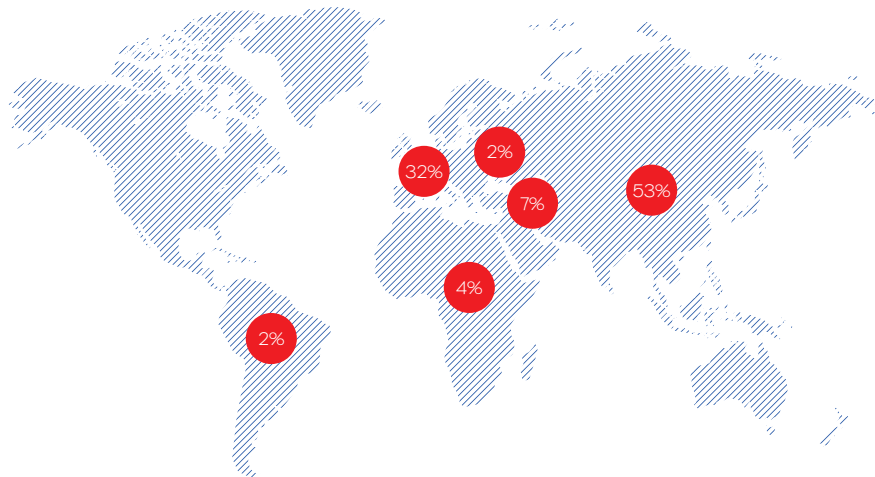
Learning a foreign language is a recommended program option for all students who are looking to work internationally. Non-French speakers have the option of studying French (beginner to advanced level), a recommended option for students looking to work in France following their studies. French speakers may choose from a number of other languages at beginner level.



CLASS PROFILE

September 2019 intake

Geographical origin percentage

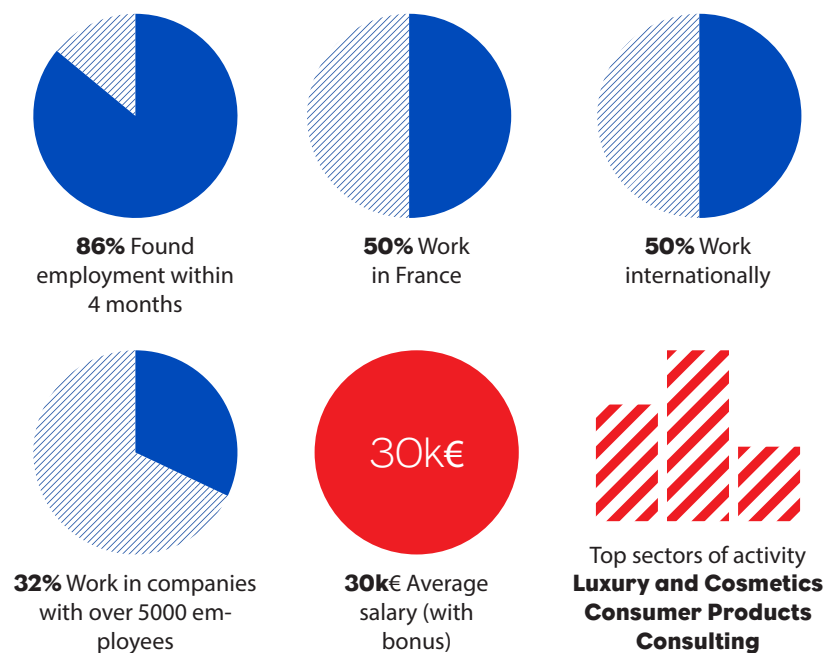


Diversity and Excellence

17	Countries represented
68	Students enrolled
54	Female
14	Male
23	Average Age
01	Year average work experience
14	Participants who have lived or worked outside their home country

CAREER STATS

based on 2018 graduates who were employed at the time of the survey



Top Employers

- Cartier • Celine • Chanel
- Christian Dior • Diesel
- Estee Lauder • Fred Paris
- Galeries Lafayette
- Giorgio Armani • Givenchy
- Guerlain • Hermès
- Hugo Boss • Longchamp
- L'Oréal • LVMH • Max Mara
- Ralph Lauren • Roche Bobois
- Swarovski • Tommy Hilfiger
- Uniqlo

GEM MSc FDLM Student Profile

Candidates should have excellent written and oral communication skills, as well as strong interpersonal skills and the motivation to pursue an international career. No prior knowledge of the fashion, design and luxury sectors is required, but applicants should demonstrate a strong interest in this area and have a clear idea of how the program will help them achieve career goals.





A word from the program director: "This MSc program provides students with a unique exposure to the world of fashion, design and luxury brands. It is a perfect combination of lectures and activities with professors and professionals encompassing the latest challenges faced by this industry such as sustainability or digitalization. It's also combined with very practical insights during a study trip** to a major fashion capital. Thanks to GEM's widespread business network and dedicated careers service you will be able to connect with major players in this industry. If creativity, innovation and culture define you, come and join us!" - **Isabelle Chaboud**

ADMISSIONS

Prerequisites

Candidates should have a Bachelor's degree in any subject. Work experience is not required. Students from all academic and cultural backgrounds are welcome to apply.

Application Process

Admissions are rolling, though we strongly encourage early application as programs are open to a limited number of students.

Applying early will also allow you to be considered for financial aid and scholarships.

From the moment you submit an application you will receive a response within 2-3 weeks.

Checklist

- Bachelor-level undergraduate degree in any subject with good grade average.
- Fluency in English (see website for criteria)
- 3 short essays
- 2 academic or professional references
- Administrative documents (degree certificates, CV, passport)

Please consult our website for full admissions criteria

APPLY NOW

<https://en.grenoble-em.com/fdlm>

Feel free to contact us with any questions:
admissions@grenoble-em.com

GEM QUICK FACTS

Triple-accredited:
Among the top

1%

of business schools worldwide holding this distinction



International faculty comprising reputable academics and leading corporate professionals

Dedicated career center with over

14800

online job and internship offers per year

Over

8000

students from more than

159

nationalities

125

international partner institutions (alliances, student and faculty exchanges, research...)

Vast network of more than

35000

alumni holding positions of responsibility



**GRENOBLE
ECOLE DE
MANAGEMENT**

BUSINESS LAB FOR SOCIETY

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