

luxury & design management


PARIS / nancy

HEAD OF SPECIALISATION



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LANGUAGE

 English

ADMISSION

- ▶ Candidates with 3 years of studies/180 ECTS credits : **2 years**
- ▶ Candidates with 4 years of studies/240 ECTS credits : **1 year**

(Please, note that the programme contains an additional third semester in MSc 2)

THE 3 KEYS STRENGTHS

A multidisciplinary course that draws on the ARTEM alliance to expose students to luxury marketing and also product design, development and manufacture.

A course that ensures students are prepared for a career in this sector thanks to the involvement of various industry professionals and the vocational aspect of the activities on offer (workshops, projects and company visits).

A course accredited by the Conférence des Grandes Écoles and recognized as one of the top luxury management programs.

STUDY RHYTHM

MSc 1

Full time studies at Nancy campus
 1 week at school /3 weeks at work. Paris campus

MSc 2

Study/work rhythm: 1 week at school /3 weeks at work. Paris campus

PROGRAMME OBJECTIVES

The course is designed to produce multi-talented executives who are able to enter the luxury industry (products and services) with a far-reaching and holistic vision of this sector.

Specifically, course students will be able to:

- ▶ Broaden their knowledge of the luxury sector's key international markets.
- ▶ Understand the complex nature of the "luxury" segment, its key players (large corporations and sub-contractors) and the steps taken to preserve the expertise that is vital for this industry.
- ▶ Develop an awareness of the key role creativity and design play in this sector.

PROGRAMME MODULES

The programme is split into modules that enable students to keep track of the process used to design, manufacture and launch a product or service from start to finish. The course also covers the luxury industry's key international markets and its most important sectors. Last but not least, special emphasis is placed on providing students with everything they need to find a job in this industry, with "How to succeed in job interviews" and "How to build a career in the luxury industry" workshops.

Module overview:

- ▶ Managing Luxury Production and Design (Product and Pricing Policy, Conception and Product Design, Materials and Manufacturing Techniques, Workshop "Design your Product")
- ▶ Managing Luxury Distribution (Luxury Distribution Strategy, Store Design, Workshop « Design your Store »)
- ▶ Managing Luxury Communication (Luxury Communication Strategy, Workshop « Design your Story »).
- ▶ Luxury Markets : Mature (Europe, USA and Japan) and Emerging Markets (BRICS)
- ▶ Luxury Sectors : Fashion, Wines and Spirits, Perfumes and Cosmetics, Watchmaking et Jewellery, Hospitality, Mobility.



The MSc in Luxury and Design Management enabled me to channel my passion for leatherwork during my final internship at Maison Louis Vuitton. The specialization provided by the MSc played a key role in my being selected by the Maison, as did my experiences abroad. This internship gave me the chance to prove myself and continue on this trajectory since I am now Head of Leatherwork for the Menswear Fashion Show reporting to Virgil Abloh, an exciting role at the heart of the fashion and luxury world.

Constance Martel
 Head of Leatherwork for the Menswear Fashion Show and Collections | Louis Vuitton

CAREER OPPORTUNITIES

- ▶ Product Manager
- ▶ Product Development Manager
- ▶ Project Manager
- ▶ Quality/After-Sales-Service Manager
- ▶ Customer Relations Manager
- ▶ Style Coordinator
- ▶ CRM Manager
- ▶ Sales/Store Manager
- ▶ Retail Coordinator
- ▶ Visual Merchandiser
- ▶ Buyer
- ▶ Communications Manager
- ▶ Recruitment Manager
- ▶ Consultant

EXEMPLES D'ENTREPRISES PARTENAIRES

- Louis Vuitton
- Dolce & Gabbana
- Chanel
- Cartier
- Montblanc
- ST Dupont
- Boucheron
- Diptyque
- Swarovski
- Baccarat
- Daum
- Make up for ever
- Le Plaza Athénée
- Printemps Haussmann
- Galeries Lafayette Haussmann
- Vaucher
- Cristal Saint-Louis
- Girard-Perregaux
- Parmigiani
- Le Mandarin Oriental...