



PROFESSIONAL CERTIFICATE

# Luxury Brand Management

Shape the future of visionary executives. Navigate the intricacies of luxury brand leadership, forging a path for future generations in an increasingly global market.



## About the Programme

The Certificate in Luxury Brand Management is designed to provide learners with a comprehensive understanding of the luxury goods and services industry. The course explores how luxury brands create value, maintain exclusivity, and develop strong brand identities.

Participants will learn the principles of luxury branding, consumer behaviour, brand storytelling, and digital transformation within the luxury sector across fashion, hospitality, and automotive industries.

## Who is it For?

This course is perfect for:

- Brand Managers** responsible for maintaining prestige.
- Retail Professionals** seeking strategic insights.
- Entrepreneurs** launching premium brands.
- Sales Experts** elevating service standards.

## Benefits



### Benefits to You

- ▶ Master global luxury dynamics
- ▶ Learn value creation strategies
- ▶ Understand consumer psychology
- ▶ Develop leadership skills



### Benefits to Organization

- ▶ Stronger brand differentiation
- ▶ Enhanced customer loyalty
- ▶ Increased premium revenue
- ▶ Strengthened digital engagement

## What will you learn?

- Historical & Contemporary Perspectives
- Business Models in Luxury
- The Luxury Identity
- Understanding Luxury Clientele
- Luxury Market Overview
- Luxury Environment
- Luxury Branding & Creativity
- Brand Positioning and Communications
- Luxury Marketing – Effective Marketing Mix for Success
- Leadership and Management in Luxury

## The LSB Experience

**Expert Trainers:** Specialists keeping pace with the latest global luxury trends.

**Quality Delivery:** Annually assessed trainers ensuring high engagement.

**Practical Training:** Real-world case studies from leading iconic houses.



Company visit & industry guest speaker



Vlog, group work and final presentation



Level

B1+



2 weeks

Join the League of Leaders

Apply now to propel your career.

## Gain global skills when you study with us

At the London School of Business, enrolling in our Luxury Brand Management programme goes beyond traditional academic study. You will cultivate key global competencies specifically aligned with the luxury sector, including Communication and Intercultural Competence, Critical Thinking, Collaboration, Problem Solving, Digital Literacy, and Professional Presentation skills. Upon successful completion, you will receive a digital Global Skills Certificate that formally recognises and validates these highly sought-after capabilities.

Additionally, you will gain the opportunity to develop practical skills outside the classroom. Our specialised professional development programmes in Networking, Leadership, Brand Communication, and Employability are carefully designed to strengthen your profile and position you competitively within the global luxury industry.



## Summer School Events

- ✓ WELCOME RECEPTION
- ✓ BBQ & SPORTS TOURNAMENT
- ✓ LUXURY NETWORKING EVENINGS
- ✓ FAREWELL EVENT

## Dive into the world of Luxury!



Experience Luxury. Learn Strategy. Build Your Future.



### Expert Teachers

Highly qualified, experienced and passionate about teaching.



### Prime Location

Study in the heart of London and experience world-class culture.



### Wide Range of Courses

General English, IELTS Preparation, Business English & more.



### Global Community

Join students from over 100 countries and build lifelong connections.

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