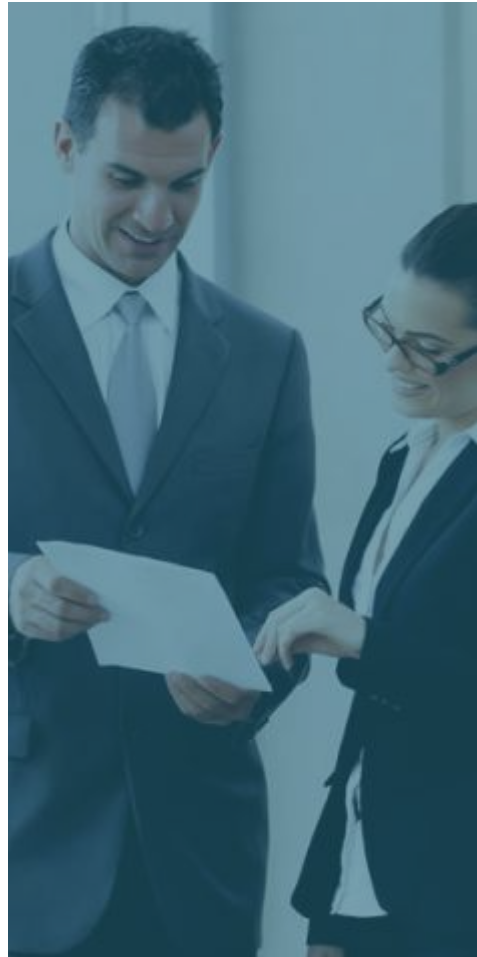




LCBS  
LUXURY CONNECT  
BUSINESS SCHOOL

# LUXURY BRAND STRATEGY SKILLS





## About the Program

India's luxury market is likely to grow nearly tenfold over the next 10 years, says Amitabh Kant, CHIEF EXECUTIVE OFFICER of NITI Aayog. The luxury market has the potential to grow from \$18.5 billion currently to \$50 billion by 2020 and to \$180 billion by 2025. India, now being a major luxury hub, there is an exceptional need for trained and educated professionals in the luxury sector to manage a brand in this competitive and fast-changing market. Luxury Connect Business School nurtures the ambition to '**search – nurture – adapt – train – impart & create**', the **finest force** that will produce **assets for the Luxury Industry**. The best of them will take leadership **roles** in various segments of **tomorrow's INDIA**.

## Who should attend the program?

- Executives who have entered or wish to enter the luxury industry.
- Candidates who wish to accelerate their career in luxury space.
- Fashion designers and consultants who wish to enter the expanding luxury industry in India
- Corporate who wish to share new insights with their team members

## Objective of the Program

- Designed to provide intrinsic luxury fundamental knowledge, enhancing one's understanding power and the skills required for the industry.
- The program helps the candidate innovate and develop business strategies specific to luxury, which is necessary for progressing in the ever-changing luxury market.
- This program will help the candidate gain insights from both local and global perspective and make them ready for the global luxury space.

## Learning Outcomes

- The candidate will be able to manage, strategize and implement business models specific to luxury industry in India.
- The program will enable them to realize their own potential open their careers for various luxury segments.
- This course prepares the candidates for higher positions such as Brand Manager, Marketing Manager, Marketing executive, Buyer, Merchandiser and Visual merchandiser.

## Program Structure

Session/Day	Day 1	Day 2	Day 3
Session 1	Introduction to Luxury	Emerging, Growing & Mature Luxury Markets	Luxury Boutique Management
Session 2	Luxury Foundation	Marketing Strategies	Buying & Merchandising
Session 3	Fashion & Lifestyle Market Segmentation	Corporate Communication Strategies	Luxury Business Financials
Session 4	Insight into sectors of Luxury	Business Model Innovation & Strategies	Management Skills

### THE TUTORS



**Mr. Abhay Gupta (Founder & CEO, Luxury Connect & Luxury Connect Business School)**

Pioneer of Indian fashion and luxury segment, Mr. Gupta has been an integral part of the evolution of the industry and helped establish luxury brands like Versace, Corneliani, Cadini & others in India. Hailed as industry leader by Forbes, Economic Times, CNN-IBN, NDTV, Hindustan times etc , he has been recognized as the "**Luxury retail icon of the year 2012**" by Asia retail congress. Featured in "**India's 100 most influential men of luxury 2013, 2014 & 2015**" for 3 years in a row, Mr. Gupta has won several recognitions across India, SEA and GCC regions. More recently, he has been listed in the "**100 Most Influential Retail Leader – India; SEA & South Africa**" and he has been awarded with "**Rashtriya Shiksha Gaurav Puruskar 2016**".

<https://in.linkedin.com/in/abhayg>

# PARTICIPATING BRANDS



Mercedes-Benz



GANJAM  
JEWELLERS SINCE 1889



Audi



ASIAN MARINE



SELECT  
CITYWALK  
Go Shopping!

Paul Smith



THE LEEA

ARMANI  
JUNIOR

GENESIS  
LUXURY



KAMA  
YURVEDA



TAJ

M&S



THE GRAND  
NEW DELHI



ROYAL  
ENFIELD

good earth

Mahindra  
Rise.



GIORGIO ARMANI



LODHA  
BUILDING A BETTER LIFE



WARRANT GROUP



ēthos  
SWISS WATCH STUDIOS



SUJATA SE

citibank

FOREVERMARK  
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BOTEGA VENETA



ZARA

M.O.D signature

BARUN TAMBHAN

CANALI



JIMMY CHOO

THE COLLECTIVE

GANT

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