



# LUXECODE

Unlocking Luxury Secrets For Insiders



# LUXURY IS IN EVERY DETAIL

At LCBS, we don't just teach luxury — we live it. Our campus is more than a place to study; it's a space meticulously crafted to reflect the essence of the luxury world.

Designed to inspire creativity, foster innovation, and nurture confidence, every corner of our boutique-style campus speaks the language of elegance and sophistication.

## *AN INTIMATE SETTING FOR BIG DREAMS*

Unlike sprawling, impersonal campuses, LCBS is designed as an intimate, boutique-style environment that mirrors the exclusivity and refinement of the luxury industry.

Our open, thoughtfully curated spaces encourage collaboration, communication, and the development of a luxury professional's refined attitude.

From sleek interiors to luxurious furnishings, the campus embodies the essence of the brands our students aspire to represent. The intimate size of our campus fosters a sense of belonging, where students and faculty collaborate closely to build futures with purpose.



- **Luxury-Inspired Architecture:** The campus design incorporates modern elegance, with bespoke details that inspire a sense of sophistication and exclusivity.
- **Open and Inviting Spaces:** From collaborative conferences to classroom, the campus is crafted to encourage fresh ideas and the free flow of creativity.
- **Professional Ambience:** The design creates an environment that mirrors the workplaces of luxury brands boutiques, preparing students to seamlessly transition into the industry.

*Why Traditional MBAs Are Losing Their Edge*

# MBA IN LUXURY BRAND MANAGEMENT IS DIFFERENT:

## *A CAREER THAT EVOLVES WITH YOU*

This MBA positions you for long-term growth, offering stability and progression in roles that blend creativity with strategic thinking.

### **Unmatched ROI**

In India, the job market is increasingly oversaturated with general MBA graduates, many of whom find themselves stuck in mid-level roles with limited scope for advancement. Many professionals struggle to progress into senior management roles due to stiff competition and a lack of specialized skills. An *MBA in Luxury Brand Management* sets you apart by offering unique expertise in a niche market that rewards creativity, adaptability, and leadership.

The luxury industry places a high value on career progression, often promoting based on performance rather than tenure. Roles in luxury offer not just competitive packages but also faster pathways to senior positions, ensuring that your investment pays off in both the short and long term.

### **Luxury Values Promotions and Growth**

In the luxury industry, talent is recognized and rewarded faster. With the right attitude, skills, and commitment, professionals often see quicker career progression compared to those in traditional industries. Whether you aim to lead marketing campaigns for global brands, manage high-profile retail spaces, or pioneer brand initiatives, an MBA in Luxury Brand Management prepares you for roles that command influence and respect.

### **Global Relevance**

With India emerging as one of the fastest-growing markets for high-end goods and services. This program equips you to navigate both global and local luxury landscapes, opening doors to opportunities. With global brands expanding their reach in India and Indian consumers increasingly valuing exclusivity and quality, the demand for professionals who understand the luxury mindset is at an all-time high.

### **Specialization with Prestige**

Our program dives deep into the world of luxury, focusing on retail, marketing, management, strategic leadership of high-end brands. Think Louis Vuitton, Chanel, and Cartier etc. — names that demand a different level of expertise, not easy to crack into.

Luxury professionals don't just sell products; they curate experiences, uphold brand legacies, and cater to the most discerning clientele. This demands a level of insight and finesse that only a specialized program can provide.



*Real Stories From LCBS Alumni*

# A DAY IN MY LIFE



**UDISHA RAGHUVANSHI**  
**Sr. Sales-Marketing @ Vikram Goyal**

My day begins early, reviewing client queries from across the globe—national and international. Each project is unique, so I spend my morning discussing client needs, identifying the right products, and preparing pitches.

By midday, I connect with my team and meetings to ensure I'm updated on the design process, even though I'm not directly involved. This helps me explain the creative vision to our clients in detail. Immense traveling is involved we to meet clients.

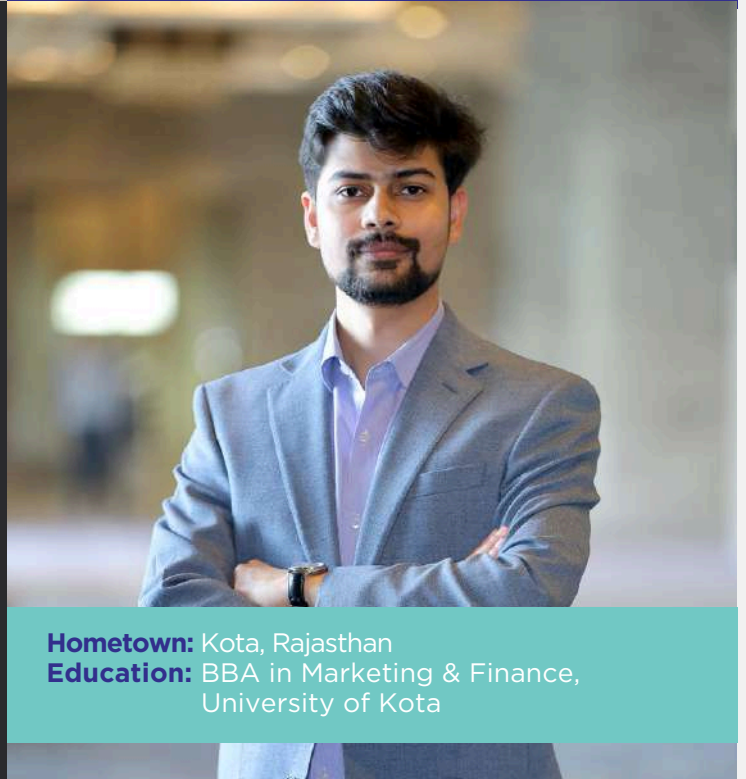
By evening, I wrap up with follow-ups, ensuring every client feels valued and informed. Each day is fast-paced.

**Hometown:** New Delhi  
**Education:** B.A. in Political Science (Hons),  
Delhi University

**TUSHAR SHARMA**  
**Operations Specialist @ Cartier**

At Cartier, my day begins with a comprehensive review of our supply chain processes. I ensure that inventory levels are optimized, orders are processed efficiently, and logistics run smoothly.

I collaborate with cross-functional teams, including sales, marketing, and finance, with analyzing performance metrics, identifying areas for improvement, and implementing strategies to enhance operational efficiency. I also manage vendor relationships, negotiate contracts, and oversee quality control to ensure that our products meet Cartier's exceptional standards.



**Hometown:** Kota, Rajasthan  
**Education:** BBA in Marketing & Finance,  
University of Kota

*Real Stories From LCBS Alumni*

# A DAY IN MY LIFE

**AMAN GUSAIN**  
*Client Advisor @ Tumi*

Everyday, I begin by connecting with clients, answering inquiries, and offering tailored product recommendations based on their preferences. In addition to achieving sales milestones, I ensure that clients always have access to the latest designs and innovations in travel luxury & accessories.

Visual merchandising is key in creating the right atmosphere, so I take pride in maintaining high standards in-store. I also handle special requests such as home shopping services and organizing private events for our clientele, as my role is central to delivering a world-class experience.



**Hometown:** Tamil Nadu  
**Education:** B. Voc. in Hotel Management,  
Tata Institute of Social Sciences



**TANYA MIRANI**  
*Beauty Confidant @ Chanel*

Everyday, my morning starts with global inventory checks, ensuring stock levels are accurate across skincare, fragrances, and beauty essentials. Between system updates and tracking records, I stay on top of logistics while also deepening my knowledge of product formulations and ingredients.

Throughout the day, I assist clients with personalized beauty consultations—beyond sales, I engage with CRM platforms, responding to client queries, and contributing to marketing campaigns that enhance their luxury experience. From product knowledge to seamless client interactions, each day is about perfecting the art of beauty at Chanel.

**Hometown:** Mumbai  
**Education:** Bachelor of Management Studies,  
Sathaye College

# WHAT PARENTS NEED TO KNOW

## **Is it worth the investment?**

Yes, this program offers a high ROI with placements at top luxury brands and a pathway to long-term career stability.

## **How safe is Gurgaon for students?**

We prioritize safety with 24/7 campus surveillance, proximity to secure residential areas.

## **What careers can my child expect?**

Exciting roles in brand management, luxury marketing, product management and retail strategy with global luxury leaders.

## **Will my child need to travel abroad?**

International exposure is optional, but the booming Indian luxury market offers extensive local opportunities as well.

## **What about accommodations?**

We assist with safe, student-friendly housing close to campus, offering a comfortable and inclusive living experience.

## **Are online classes available?**

Yes, we offer flexible online mode program for those unable to attend on-campus.

## **How will my child adjust culturally?**

Our campus fosters inclusivity through diverse events and activities that celebrate different backgrounds and cultures.

## **Is language a barrier?**

Not at all. Classes are conducted in English.

## **What support is available for well-being?**

We provide counseling, mentorship, and access to well-being programs that ensure a holistic learning experience.





# WHAT PARENTS NEED TO KNOW

## **What kind of companies hire graduates from this program?**

Global luxury leaders such as Chanel, Rolex, Bvlgari, Jaguar etc. and even niche Indian luxury brands.

## **Is there hands-on training in the program?**

Yes, with real-world projects, internships/entry-level jobs in the second year of the program.

## **How does the school ensure industry connections?**

We have a strong network of luxury professionals and alumni, ensuring excellent placement opportunities and networking events.

## **What if my child faces academic challenges?**

We provide one-on-one mentorship, academic resources, and workshops to support every student's learning journey.

## **How do you prepare students for leadership roles?**

Our curriculum focuses on strategic thinking, innovation, and people management, ensuring readiness for senior positions.

## **Are there extracurricular activities?**

Yes, students participate in networking events, industry seminars, cultural evenings, and group projects to build confidence and leadership skills.

## **How accessible is the campus for visitors?**

Our boutique campus is centrally located in Gurgaon, easy to reach via metro or auto, cars & bike.

## **How is the student's progress tracked?**

Regular evaluations, mentorship sessions, and feedback ensure every student stays on track and excels.

## **Can we visit the campus before deciding?**

Yes, we welcome parents and students to experience the campus firsthand, meet faculty, and understand the program better.



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