



PLACEMENT REPORT

MBA IN LUXURY BRAND MANAGEMENT

Growth of the Program

A LEGACY OF EXCELLENCE



At Luxury Connect Business School (LCBS), we pride ourselves on being pioneers in luxury education, setting the standard for specialized learning in one of the world's most aspirational and dynamic industries.

Over the course of 16 successful batches, our flagship Postgraduate Diploma in Luxury Brand Management (PGD-LBM) emerged as the benchmark for excellence, equipping students with the skills, knowledge, and confidence to thrive in prestigious roles across the luxury sector.

Recognizing the evolving demands of the global luxury industry and the aspirations of our students, LCBS has taken a bold step forward by transforming the PG Diploma into the prestigious **MBA in Luxury Brand Management**.

This upgrade not only reflects the growing stature of our program but also ensures alignment with international academic and industry standards. Offered in partnership with **Medhavi Skills University (MSU)** — a **UGC - authorized institution** under the Government of India — the MBA program provides students with a degree that holds national and global recognition, enhancing their credibility and career prospects.

This transformation goes beyond a change in title. The MBA program has been meticulously designed to expand on the solid foundations laid by the PG Diploma while introducing cutting-edge advancements that cater to the ever-evolving luxury market.

Key features include:

- 1. Sustainability in Luxury:** Addressing the rising demand for ethical and environmentally conscious practices in luxury industries.
- 2. Digital Transformation:** Equipping students with tools and strategies to navigate the digitalization of luxury, from e-commerce to immersive customer experiences.
- 3. Leadership in Luxury Markets:** Cultivating strategic thinking, managerial expertise, and decision-making skills to prepare graduates for leadership roles in global luxury businesses.

The transition to an MBA program underscores LCBS's commitment to delivering comprehensive and globally recognized education while staying true to its core expertise in luxury-specific training. By bridging academic excellence with hands-on industry exposure, the MBA in Luxury Brand Management offers students a pathway to prestigious careers in fashion, beauty, hospitality, automotive, jewelry, and beyond.

At LCBS, we continue to redefine luxury education, ensuring that every graduate is not just prepared for a career but poised to lead and innovate in the luxury sector.

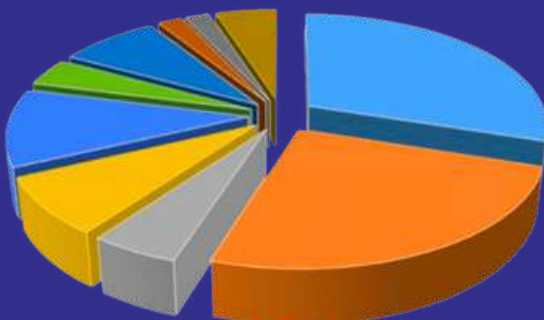
Gateway to Prestigious Careers

PLACEMENT OVERVIEW



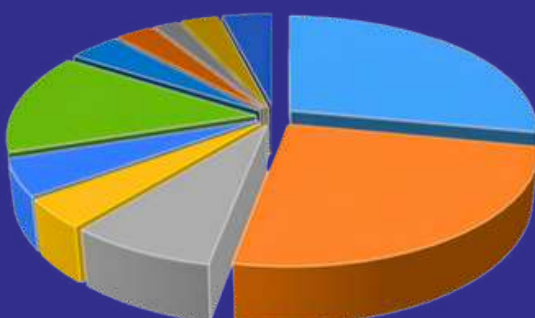
At Luxury Connect Business School (LCBS), placement data illustrates a consistent upward trend, highlighting not only the diversity of industries and job roles but also the long-term value of an LCBS education in building rewarding careers in the luxury sector.

Job Profiles



- 25% Marketing & Branding
- 8% Operations
- 4% Logistics
- 2% Lifestyle Managers
- 5% Entrepreneurship
- 30% Sales
- 5% PR & Communication
- 11% Buying & Merchandising
- 8% Customer Service
- 2% Wealth Analyst




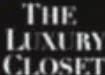


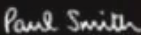



























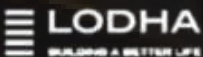







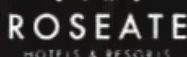


Industry Sectors



- 28% Fashion & Apparel
- 8% Jewellery
- 5% Accessories
- 4% Real Estate
- 2% Banking
- 4% Consulting
- 25% Automobile
- 4% Home Decor & Interiors
- 14% Watches
- 3% E-Commerce
- 3% Beauty & Cosmetics

PLACEMENT HIGHLIGHTS

Across our program's history, LCBS graduates have secured opportunities with leading global and domestic luxury brands. Our diverse key partners include brands in various segments: Fashion, Jewelry, Automobiles, Real Estate, Watches, Home Interiors, Beauty & Cosmetics and many more.

*Either the brands have attended our training programs or are our recruitment partners.

Understanding

COMPENSATION IN LUXURY CAREERS

At Luxury Connect Business School (LCBS), our MBA in Luxury Brand Management prepares students for lucrative and dynamic careers in the luxury industry. With a unique combination of theoretical knowledge and practical experience, the program ensures graduates are ready to thrive in a competitive and rewarding market. LCBS guarantees 100% placement. Moreover, we also maintain connections with all our 'Active Alumni' to provide ongoing job search or switch aid & guidance in their career progression.

100%

Placement Assured

90%

Rewarding roles

Two-Year MBA Program with Built-In Practical Training

The MBA program is strategically designed to blend academic rigor with real-world exposure:

- **Year 1: Theoretical Foundation** - Students gain a robust understanding of luxury management, focusing on areas like sustainability, digital transformation, and brand strategy.
- **Year 2: Practical Training** - Practical experience begins during the second year, often through internships or entry-level roles with top luxury brands. This hands-on training allows students to build professional networks and gain industry insights even before completing their degree.

Boost in Earnings Over Time

The luxury industry rewards consistent performance, with earnings increasing exponentially over time:

- Graduates often report a **doubling of total compensation within 2-3 years** due to promotions and growing commission potential.
- Senior roles, such as Brand Managers or Marketing or Sales Heads, offer higher base salaries alongside team-based bonuses.

Starting Salary and Career Trajectory

The compensation structure in luxury careers reflects the industry's unique blend of base salary and performance-based incentives:

Starting Salaries During Training:

Entry-level roles & internships during the second year of the MBA program offer a typical base salary in the range of INR 6 to 8 LPA, which is standard for freshers entering the luxury industry.

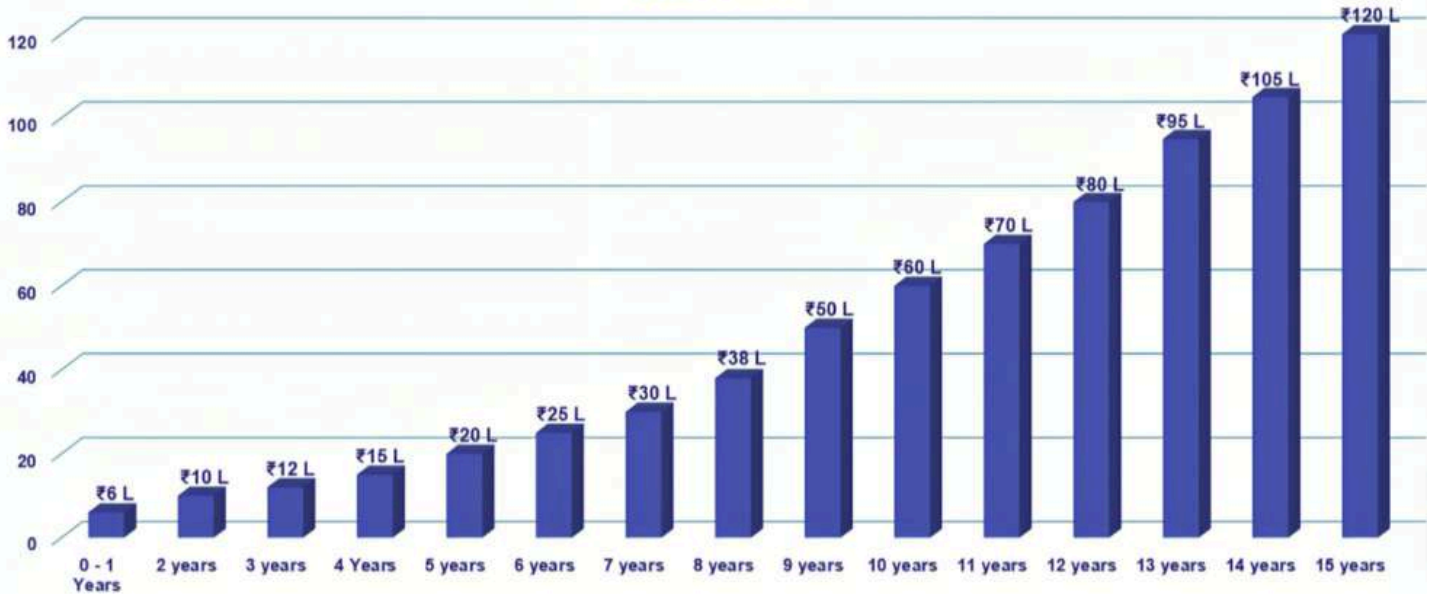
(NOTE: This range of salary package is set by the brands since the respective student is still in the completion stage of their degree. However, it is subject to vary depending on the interview performance and other parameters required by the brands. The set range is a standard, packages can even go beyond this.)

Post-Graduation Career Growth:

With an MBA degree and a year of experience, graduates transition into more senior roles easily either by continuing with the same brand or switching brands, unlocking higher salary brackets and performance-based earnings.

Numbers of years of experience

■ Salary in Lakhs



Years of Experience vs. Salary in Lacs: Understanding the Trajectory Across Years

The Value of Commissions and Performance-Based Incentives

A defining feature of luxury careers is the emphasis on commissions and incentives tied to performance:

- Professionals in sales, front-end, or brand management roles often find their total annual earnings increasing significantly through commissions.
- Example: A luxury sales professional with a base salary of ₹6 LPA may earn an additional INR 6 to 8 LPA or more annually through commissions, bringing their total compensation to INR 12 to 16 LPA.

A Career Built on Excellence

With the LCBS MBA program, students graduate not just with a degree but with a competitive edge. Our focus on building practical skills and understanding luxury's compensation dynamics ensures our alumni are positioned for sustained success in one of the world's most prestigious industries.

Perks and Additional Benefits

Beyond monetary compensation, a career in luxury provides unmatched lifestyle perks:

- **Exclusive Brand Discounts:** Access to high-end products at preferential rates.
- **International Travel:** Opportunities to work or train in global markets.
- **Event Invitations:** Participation in exclusive fashion shows, product launches, and luxury exhibitions.

These benefits, combined with an attractive salary structure, make the luxury industry a fulfilling career choice for MBA graduates.



INSIGHTS BY INDUSTRY EXPERTS

The luxury industry is known for its dynamic career growth and unique compensation structure, combining competitive base salaries with performance-driven rewards. To provide deeper insights, we've gathered perspectives from industry professionals emphasizing the earning potential and lifestyle benefits that come with it.

Here's what the experts have to say about building a rewarding career in the luxury sector:

"A career in luxury management offers unparalleled opportunities than any traditional jobs, like to interact with the world's most influential individuals - celebrities to politicians to the affluent people, one is in constant touch to service their never-ending desire based needs.

Imagine making an automobile pitch to a celebrity like say Sachin Tendulkar? Or a luxury apartment pitch to an actor or even accompanying a master tailor in creating a bespoke suit for the wealthiest person in town. Well, these are the intangible perks of a career in luxury management, besides these experiences, along with excellent compensation & performance-linked incentives, make this industry; both exciting and rewarding!"

**~ Abhay Gupta, Founder & Chairman, LCBS
| Ex-Country Head of India @ Versace**

"Working in the luxury industry offers unparalleled opportunities to engage with high-end brands and allows individuals to connect with discerning clients, providing a platform for exceptional service and craftsmanship. The industry also offers a rewarding career path with opportunities for growth, prestige, and global recognition.

Professionals in this industry often experience rapid career progression, driven by a strong focus on performance and innovation. With access to exclusive global events, international travel, and networking with industry leaders too. The emphasis on creativity, attention to detail, and building lasting client relationships further ensures a deeply fulfilling and aspirational career."

**~ Prachi Yadav | Ex-Director of Quality @ St. Regis Goa
| Ex-Assistant Manager @ Oberoi Hotels & Resorts**

Continuing the Journey of Insights

Here are more enriching perspectives from industry experts, offering invaluable lessons and experiences that define the world of luxury and how it is unique from traditional industries

"The luxury industry offers an extraordinary canvas for those who dare to innovate and excel. With 15 years of experience in this dynamic sector,

I've witnessed firsthand how careers in luxury are not just about compensation but about crafting an aspirational lifestyle and leaving a mark on an evolving market.

As the founder of ILAKSHI, I can attest that the luxury sector demands creativity, precision, and an unwavering commitment to excellence. The unique blend of competitive base salaries and performance-driven rewards and incentives ensure that every effort is acknowledged and celebrated. Kudos to Luxury Connect Business School for shedding light on these perspectives and equipping professionals and youngsters with the skills to thrive in this rewarding industry."

**~ Prakirn Srivastava Founder, ILAKSHI
| Ex-Store Supervisor @ Christian Dior, United Kingdom
| Ex-Area Business Manager @ Ethos Watch**

"Excellent initiative. This is truly the need of the hour. The luxury industry offers one of the most rewarding career paths, allowing individuals to work with globally renowned brands, engage with high-profile clients, and immerse themselves in a world of creativity and exclusivity.

It is an industry that not only provides competitive salaries and rapid career progression but also opens doors to global opportunities, international travel, and unique experiences like exclusive events and collaborations.

LCBS has consistently demonstrated excellence in preparing its students to meet the demands of this thriving industry, equipping them with the knowledge and skills to succeed. I look forward to hiring more talented professionals from LCBS!"

~ Amit Sinha | Chief Operating Officer @ Richemont





Tulika Prasad

Head Marketing & CRM - Lamborghini

"LCBS has been a benchmark for my career in the Luxury Industry. They course structure encompasses every sector required to understand Luxury in India and abroad. The best times are the Industry Connect Session which was held once a week and that helped us understand the real situations in the industry."

Tushar Sharma

Operations Specialist - Cartier

"The quality of education provided by LCBS is utmost! LCBS stands for quality. This really gives a student a practical approach rather than just theory. In addition, even after passing out they were able to help me with my dream job. Having said that I personally feel the time & money invested is totally justified."



Mrinalini Malik

Manager - IIFL Capital

"LCBS has helped me transform into a refined luxury professional. I highly recommend the institution as it offers real time and vast but structured curriculum delivered by highly learned faculty members who are also currently associated with the top luxury brands. Overall I'm glad that I opted for this course and am grateful for the guidance and mentorship that I received along the way!"

Arun Pandey

Area Manager Maharashtra - Sunglass Hut

"Studying and learning at LCBS with an excellent and experienced faculty and course structure, in just 6 months I have been awarded 'Employee of the Year' award and right now I have been promoted as Assistant Department Manager @DDFS. I will personally suggest every one who is part of retail, please go under training in LCBS which is totally different from your experience."





Gagan Gupta
Operations Advisor - Louis Vuitton

"I joined LCBS for Masters in Luxury Brand Management, the online mode of it. All the faculties pay equal attention to both modes. The course is designed in such a way that you get theoretical and practical knowledge of each and every department of luxury retail industry and you can decide where your interest lie."

Tanvi Ajmani
Brand Manager - Campari Group

"I've done my Luxury Brand Management program at LCBS. Having industry professionals from outside and sharing their life experience with us made it really fulfilling journey. Each faculty who was teaching us, were all top shot industry professionals. If I talk about the curriculum, some of the things we did that really stuck with me were our studies around branding and customer service and I think these are two key areas or pillars in running a brand or being a successful brand manager."



Deepak Kumar
Team Manager & Coach - Ralph Lauren

"LCBS truly stands out as an institution that goes beyond traditional learning. The luxury industry, with its fascinating and complex mechanisms, became clear to me through immersive lessons and interactions with top industry professionals. LCBS doesn't just teach—it offers expertise, equipping students with the right skills and practical understanding to build successful careers in luxury."

Shubhi Singhal
Client Advisor - Bvlgari

"I was from the technical background when I joined, the faculty of LCBS is super fantastic and supportive. Never seen such dynamic - all in one faculty. Out there in the industry everybody knows about LCBS and you get a recognition of being a part of it. Whatever you are going to learn is 100% going to help you at your work place, even you might feel that your knowledge about the brands and everything is better than the people you are working with."



FREQUENTLY ASKED QUESTIONS

Q: Why are luxury brand salaries structured this way, with relatively lower starting salaries during the MBA program?

The starting salaries in luxury careers, especially during the MBA program, may seem lower compared to other industries, but it's important to understand the broader picture. The base salary range of INR 6 to 8 LPA for freshers typically reflects the early stages of your career. However, this is only part of the compensation package.

- *Training Phase:* During the MBA program, you're still learning, gaining real-world experience, and building professional relationships. The salary reflects the entry-level nature of these roles, where you're expected to learn and grow.
- *Preventive Measures by Reputed Brands:* Luxury brands tend to be cautious when hiring fresh graduates. Many top companies want to ensure that new employees are committed to staying for the long term and aren't likely to switch jobs soon after hiring. To address this, salaries are often structured conservatively at the start.

Q: How does the commission-based structure work in the luxury industry?

In the luxury sector, the compensation model differs significantly from many other industries because of the performance-driven incentives. Here's how it works:

- *Base Salary + Commissions:* While the base salary provides stability, commissions are a key part of your overall earnings. Commissions are typically tied to sale of each product, client acquisition, or even brand goals. This means that the better you perform, the more you earn.
- *Significant Boost to Total Earnings:* The power of commissions is substantial in luxury roles. For instance, a luxury sales professional with a base salary of ₹6 LPA could earn an additional INR 6 to 8 LPA through commissions, bringing their total compensation to INR 12 to 16 LPA as fresher. This is one of the key attractions of the luxury industry—it rewards those who excel.
- *Sales-Driven Roles:* In roles like retail sales, brand management, or business development, commissions often make up a large portion of your earnings, enabling you to exceed your base salary by a considerable margin.

Q: How do growth opportunities affect compensation in luxury careers?

- *Fast Career Growth:* Promotions are quite fast paced, you can be promoted to higher roles in short span of time with greater responsibilities, such as brand manager or luxury retail manager, resulting in increase of salaries.
- *Incentives for Senior Roles:* As you move into managerial and leadership roles, this leads to higher commissions and often team-based bonuses based on the overall success of the brand or retail outlet.
- *Longevity and Loyalty:* Staying long-term can also unlock higher bonuses, perks, and commissions. The more established your career becomes, the more you can earn, with top professionals in the luxury industry seeing their total compensation exceed INR 15 to 25+ LPA in senior roles.

Q: How does the work life look like in the luxury industry?

Each day is dynamic in luxury industry for every luxury professional. To read further about the Alumni's "**A Day In My Life**" then click on the link : [LuxeCode](#)

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