

LUXURY BRAND STRATEGY SKILLS ONLINE

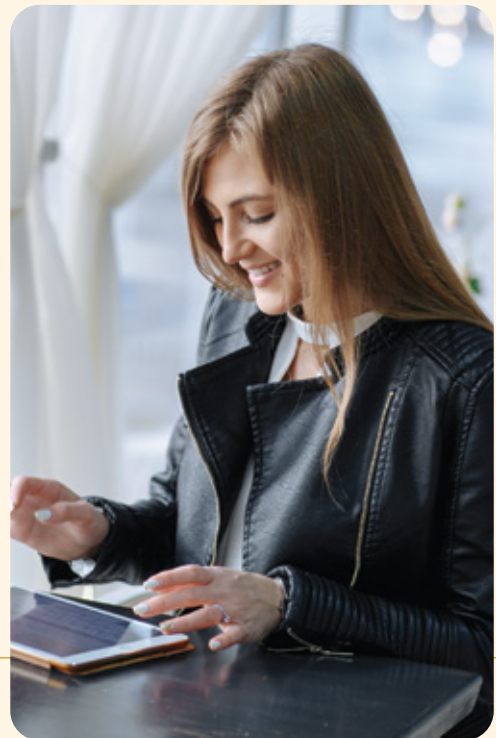
(LBSS - OL)



Program Overview

The main intention of creating this online course is to help you understand the complexities of the luxury matrix, thereby allowing you to fast-track your career in this recession-proof luxury sector. Visionary veterans who have witnessed the industry growth from infancy to current \$60 billion today create this internationally acclaimed course.

The course structure is designed in a manner to guide you through the intricacies of various subjects with a practical and methodical approach. The cutting-edge video-based online learning allows you to study at your own pace and you will benefit from a truly flexible study experience from any location worldwide. A never-before opportunity awaits you to envision your dream, of becoming the next luxury superstar.



Program Objective:

The Luxury Brand Strategy Skills program is ideal for candidates willing or wish to enter the luxury industry and have a keen interest to develop their skills and knowledge further in the luxury business. This program will help you to brush up on your luxury knowledge, gain insights from both local and global perspectives, which in turn will increase your credibility. The objective is to give you insights from the very basics of luxury to merchandising to fashion to all the different segments.



Helps in identifying and assess opportunities through customer needs, analysis and create clear product specifications based on customer needs that are desirable, feasible and viable.



Equips you with knowledge of growth and evolution of the luxury space in Asia and expected trajectory in India, or can be customised to suit student from other countries.



Roles and responsibilities for positions such as a brand and country head, brand manager, marketing manager, buyer, merchandiser and visual merchandiser are explained in depth for you to evaluate employment opportunities in the luxury field.

Program Highlights



Program Structure

LBSS - OL is a completely online course. The structure is such wherein four video sessions will be shared (view - only) with all the candidates at the beginning of each week as per the below schedule.

	Session 1	Session 2	Session 3	Session 4
Week 1	Introduction to Luxury	Luxury Foundation	Fashion Market Segmentation	Insights into sectors of Luxury
Week 2	Emerging, Growing & Mature Luxury Markets	Marketing Strategies	Corporate Communication Strategies	Retail Operations Management
Week 3	Buying & Merchandising	Visual Merchandising	Luxury Business Financials	Management Skills
Week 4	Business Model Innovation & Strategies Part 1	Business Model Innovation & Strategies Part 2	Revision Session	Online Assessment



The Tutor

Named as one of **India's top 100 most Influential Men of Luxury**, Abhay Gupta is widely recognized as India's foremost authority on luxury retail & brand strategy. Awarded as the **Luxury retail icon of India**, Gupta has won several recognitions across India, SEA, and GCC regions. A jury member of **Luxury Lifestyle Awards, Asia and GCC**, his recent book **The Incredible Indian Luxury Bazaar** has been widely hailed as a one stop solution for all things complex in the mystical Indian Luxury paradox.

A **Marshal Goldsmith certified luxury leadership coach**, his efforts to promote and educate the nation about luxury brands & lifestyle. He created Luxury Connect Business School as India's 1st and only Luxury B-School. 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.**

Abhay Gupta
 Founder & Chairman
 Luxury Connect & Luxury Connect Business School
 Advisor to Luxury & Premium Brands

TESTIMONIAL



Arka Sengupta

Deputy General Manager @ Wizcraft

I completed my LBSS OL course from LCBS and I couldn't be more proud of myself. Though my course was Online I still didn't feel any part missing as the Lecture Modules are designed to understand very easily. I personally gained immense knowledge from this course and really appreciate the team and faculty of LCBS.



Artika Nagpal

Founder @ Artify

I completed my certification course in "Luxury Brand Management" from the Luxury Connect Business School which was more than a learning experience, it was an indepth insight into how the luxury ecosystem behaves and related consumer experience. Thank you Luxury Connect Business School & Abhay Gupta Sir for this opportunity to pursue this enriching course.

BRAND PARTNERS



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

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