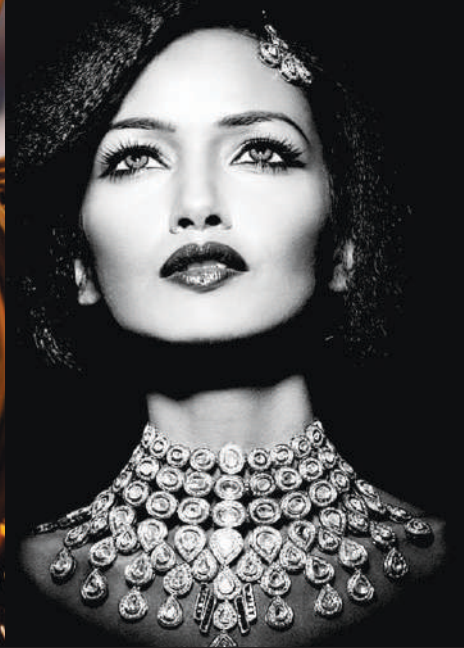




**LCBS**  
LUXURY CONNECT  
BUSINESS SCHOOL



Post Graduate Diploma in **LUXURY MANAGEMENT**





## Post Graduate Diploma in Luxury Management (PGDLM)

Post Graduate Diploma in Luxury Brand Management has been thoughtfully designed for those who have recently graduated and or for professionals with some experience in fashion & retail sector, but wanting to move to luxury. The program is a twining one, which, besides being conducted in India includes a 3 month course term delivered by the **ADL** faculty at Milan. The program is conducted in a manner such that the students get to spend seven months at LCBS in India & three months at the **ADL** campus, Milan. The students also have the option to take their entire program in India at LCBS. The intensive program has been planned to provide a thorough grasp of all important skills of Luxury Brand Management. The program consists of various modules covering different aspects of Luxury and how to manage its intricacies including customer service.

Quality as a concept, and the evaluation of the standards and criteria that constitute quality are implicit throughout the program as are also the most vital of the Luxury industry. The program has been divided into 3 semesters each, which builds from foundation level to advanced professional levels. It is designed in a very compact modular form to enable the student to manage time & resources in accordance to the high pace of the fashion and luxury business where they wish to make their careers.

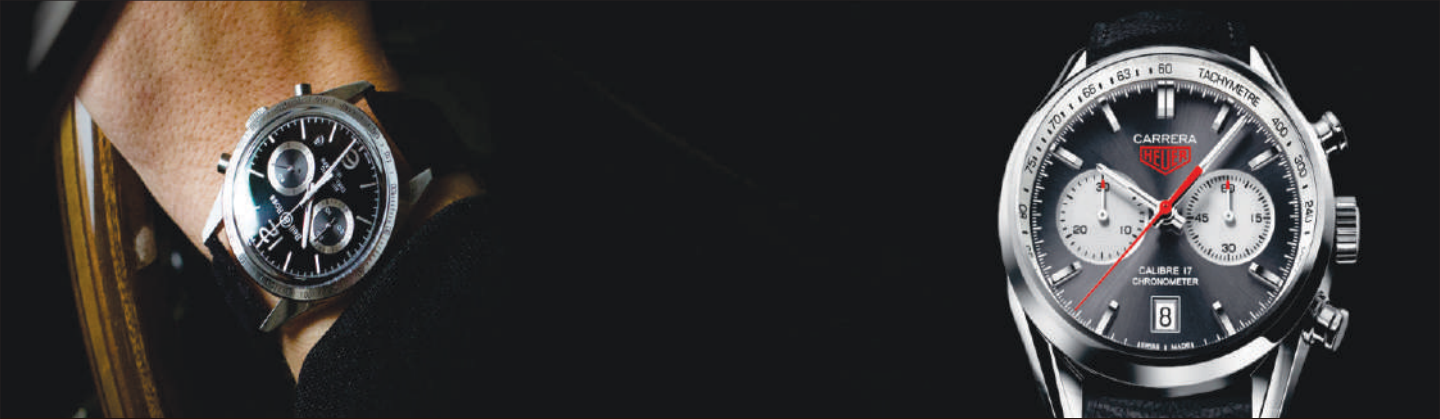
## Program Objectives

- Thoughtfully designed for the fresh talent just graduated out of college or for professionals with some experience in any sector, willing to move to luxury.
- Program is based on an industry-specific perspective and designed to give future graduates a leading edge in the booming luxury market.
- The student not only understands the nuances of handling luxury in India, but is also able to achieve an international perspective through the joint track with the [Accademia del Lusso](#).
- The program prepares a student to manage and lead a luxury brand across emerging markets by focusing on these regions.

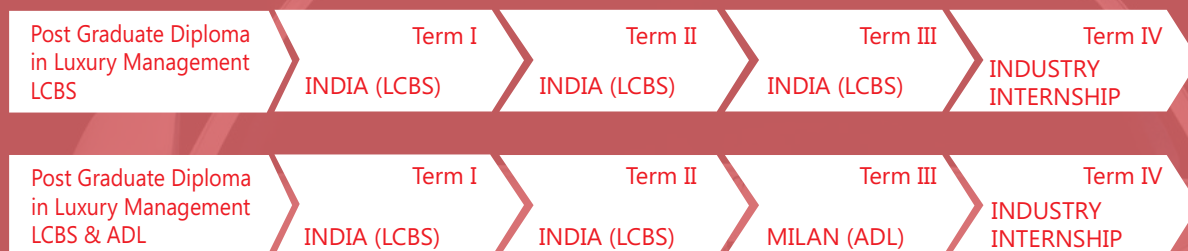
## Program Highlights

- Introduction to luxury
- Luxury Business Foundations
- Fashion Market Segmentation
- Insights on different Indus tries
- EGM markets
- Marketing and Communication Strategies
- Branding Strategies
- Retail Operations Management
- Buying & Merchandising
- Visual Merchandising
- Luxury Business Financials
- Management Skills
- BM Strategies & Innovation
- Luxury Legal Environment
- E- luxury
- Luxury Distribution
- CRM & Client Data
- Management
- Development & Production





**Duration :** 16 Months



## Learning Outcomes

- Prepares students with required skills and knowledge of managing a luxury brand-creating and maintaining brand's position in different markets.
- Takes students through a journey of know-how of luxury business management subjects enabling students to face and solve different issues of strategic planning, buying, merchandising, marketing strategies, brand management and more.
- The program prepares students to take their first steps into an international career through a mix of academics and practical exposure on different industry segments.
- Continuous exposure from professionals of Luxury Industry via our 'Industry Connect initiative' ; visits to luxury conferences, fashion shows etc gives our students edge over other management graduates.
- Live and industry projects prepare the students for an accelerated career in Luxury.





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