



FASHION & LUXURY GOODS  
MANAGEMENT  
SHORT COURSE PROGRAMME

2018



## ABOUT ESE

The European School of Economics, founded by a man with a dream, now has centers over three continents and in the world's major cities: London, Rome, Milan, Florence and Madrid.

The College is a privately funded institution, providing Undergraduate, Post-graduate and Executive programmes focused on guiding students towards self-discovery, and bringing them to the realization of their own innate qualities and uniqueness, developing each of them as leaders regardless of the field they choose to pursue.

Education today seems to be the antithesis to the classical models laid out by the ancient Greeks, in which schools encouraged the pupils to question, to participate, and before all else - to know themselves. The European School of Economics believes that the world one lives in is none other than a reflection of the inner states he lives, and that the more one knows and therefore masters himself, the more he can create a world that is pleasing for himself and others. All courses at the European School of Economics are concentrated on the individual as the most vital element.

## ESE PHILOSOPHY

*The world is a mere reflection of the world we live and dream internally. An individual whose aim is order and beauty cannot help but manifest this integrity in the external world. A man who loves himself and so, the world around him cannot help but create, emanate and instill order wherever he goes.*

*“For a man of Integrity manifestation takes place simultaneously with his Dream. Reality is whatever he dreams of, manifesting instantly before him. Without integrity, reality is also whatever you think or feel or say, but there is an apparent time lag for its manifestation. From a higher dimensional level of existence every thought is instantly manifested into reality, and polarity is just an illusion. You have to see everything as a whole - complete and perfect and know that there is nothing wrong no matter how bad or how good it may seem. Unity is your very nature and you are the very reason for everything that happens. Everything you think, feel and do is creating your whole world up to the most distant stars...”*

**Elio D'Anna**

Founder and President  
European School of Economics

FASHION  
& LUXURY  
GOODS  
MANAGEMENT





## FASHION & LUXURY GOODS MANAGEMENT

Brilliant and successful managers across the world devote their time, knowledge and creativity to what is coined as the fashion and luxury industry. It is now your turn to join a timeless and innovative sector, filled with the very means to bring you unyielding success.

As a course grounded in the intrinsic values of the European School of Economics, a high-level of educational excellence, combined with the specific skills necessary to enter an already thriving and relentlessly growing field, will ensure your success and preferential advancement amongst peers with like-minded goals.

The aim of the Fashion & Luxury Goods Management programme is to produce professionals in Fashion Management able to face the new challenges of the fashion market. Through the strategic

course loads involving the necessary knowledge-base and tactics pertaining to the fashion and luxury industry and its counterparts, in combination with our highly valuable connections with key figures in the fashion industry whom are known to frequent our campuses, providing expert knowledge to our students, will help your progression within junior to senior-level positions.

The European School of Economics prides itself in the assurance that our students will gain insider knowledge of industry strategies on a global level, in addition to a strong grasp of key business skills within the magic world of fashion and luxury.

Only the European School of Economics is able to unite fundamental business skills crucial to success, with key modules within the fashion and luxury sector such as

marketing and trend forecasting, fashion buying, brand management, and retail management, to name a few.

Through our expert team of instructors, you will be encouraged to develop a unique entrepreneurial vision, enabling you to take only the most productive steps amidst emerging global issues and changes within consumer demand.

In addition to our extensive and valuable module list, we offer our students the ability to solidify their curriculum through firsthand work experience with some of the companies of key players in the field.

The European School of Economics now invites you to take a deeper glance at the details of this programme and the various modules we have thoroughly prepared and tailored in aspiration to pave your way to a flourishing career.



## AT A GLANCE: ESE IN FASHION

The programme comprises 4 modules.  
Each module entails one 3-Hrs session per week over 11 weeks, plus an optional 3-month internship programme upon completion of the 4 modules.

Next Starting Dates:  
January / April / September

The course is made up of 4 modules (modules may be subject to change and may vary according to the ESE center):

- Fashion Research, Marketing and Trend Forecasting
- Brand Management
- Retail Management
- E-Business and E-Commerce

Internship: Available

Language used: English

Course Duration:

- 3 months = 120 in-class hours + revision/reading week + exam week
- Internship (optional): 3 months

Internship (optional)

Students who intend to participate in an internship must first undergo an assessment by the ESE Placement Officer.

Upon being deemed eligible, host companies will be decided together with the Placement Officer who will assist the student in obtaining an internship at the company of choice. Candidates must submit a CV and undergo a successful interview for their acceptance.

Course structure

Each module holds a weekly 3-hour class (total 12 hours per week, Monday to Friday)

Assessment

Mid Term Assessment (30%)  
Final Assessment (70%)

Course level: Undergraduate

Entry requirements:

High school diploma or equivalent

Professional opportunities:

This course is aimed at students interested in careers in the fashion and luxury industry. On completion of the course, participants will be prepared for careers in fashion magazines, show rooms, buying offices, press offices, fashion houses and as freelance professionals for styling agencies.

The course's luxury component provides students with concrete knowledge of a vast variety of goods and services, such as jewellery, hotels, concierge services, real estate and so forth.



MODULE I

# FASHION RESEARCH, MARKETING & TREND FORECASTING

## AIMS OF THE MODULE



The capacity of predicting fashion trends and forecasting where and how they will appear has proved to be an invaluable talent in these days of economic uncertainty. The ability to distinguish fashion hype from true directional signals is an essential skill for those keen on entering the world of fashion. This module will develop your skills in the

area of fashion forecasting. You will be guided to appreciate the importance of market intelligence, to observe cultural influences and to develop your own fashion instinct and intuition, being exposed to a variety of forecasting publications and media. Having acquired the ability of identifying emerging trends, you will then learn how to

transform this trend into a globally successful product by means of traditional and digital forms of marketing, communication and promotion. You will explore the fascinating path of past and present fashion icons alongside all components of a marketing plan, from advertising to retail to the new social media.





# BRAND MANAGEMENT

## AIMS OF THE MODULE

This module analyses the different aspects of brand building and management in the fashion industry.

It focus specifically on how a brand gets built or refreshed in different markets' segments. Students will explore how different resources and a company's capabilities are organised and leveraged to get a specific positioning.

Participants will gain a clear understanding of the intrinsic nature of the multitude of relationships which characterise the fashion industry and how companies might leverage these important bonds.





# RETAIL MANAGEMENT

## AIMS OF THE MODULE



Stores have become the most effective channel of promoting brands and supporting emerging trends, therefore, this module will provide you with the multi-disciplinary skills necessary to deal with the distribution process in the fashion retail business. Students will become familiar with visual merchandising and category management

techniques, the rational organisation of the sales area and the psychology applied to the display. Focusing on how fashion is promoted through the different distribution channels, participants will examine concept stores, department stores, flagships and the Internet. An important aim of this course is to provide

the knowledge of evolutionary processes in fashion distribution on an international level, while examining how to design the "ideal" fashion store, promoting brands locally and internationally. Retail Management is a very "hands on" module, providing indispensable practical knowledge.





# E-BUSINESS AND E-COMMERCE

## AIMS OF THE MODULE



This module will enable students to understand the complex and powerful technological blend and planning that facilitates E-commerce, give them the skills to evaluate new E-business initiatives and assess the risks associated with this, together with acquiring an understanding of business-to-consumer as well as business-to-business markets, and emphasise legal and ethical issues.



## ADMISSION INFORMATION

### Entry requirements:

Entrance to the ESE Short Course programmes requires the Completion of the Online Application form at ([apply.europeanschoolofeconomics.com](http://apply.europeanschoolofeconomics.com)), and submission of the following documents to the Admissions Office at the ESE centre of interest:

- Last academic certificate
- Resume' / CV (including reference to all previous education)
- Personal Statement if not attached to the application form
- Good command of the English language (IELTS/TOEFL scores are a plus)
- Photocopy of Passport/ ID document
- Four photographs (passport-sized)

Maximum number of admittance: 30 (in order to provide a unique learning experience with a ratio between Professor to students, no more than 30 students will be admitted into this programme).

### Internship programme:

Students will undergo an assessment with the ESE Placement Officer, so as to determine their eligibility for an internship placement. The placement office will assist eligible students in obtaining an internship fitting their profile and career objectives.

### Credits & Recognition:

No ECTS credits awarded. Upon completion of the programme, students receive a Certificate of Attendance awarded by the European School of Economics.

### Programme Fees

Please refer to:  
[www.europeanschoolofeconomics.com](http://www.europeanschoolofeconomics.com)

### Application Deadline

Admissions at ESE are carried out on a rolling basis process and as such there is no deadline for applications for a particular intake. However, given the limited number of places on the programme, we recommend that you present your application as soon as possible.

The Course online application form is available online at  
[apply.europeanschoolofeconomics.com](http://apply.europeanschoolofeconomics.com)

[www.europeanschoolofeconomics.com](http://www.europeanschoolofeconomics.com)  
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