

Academic Master's Programme
and Dual Award Master's Programme in

LUXURY BRAND MANAGEMENT

September 1th 2025

November 6th 2025

February 1th 2026

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

The Dual Award Master's Programme path includes additional dedicated modules, as the 4th module related to the Final Major Project.

THEORETICAL COURSES

Strategic Branding
Integrated Communication Strategy
Advanced Business for Design
Professional Accelerator Activities

CORE WORKSHOPS

Strategic Brand Management
Digital Communication

ELECTIVE WORKSHOP

One to be chosen among:
Fashion Merchandising & Buying
Entrepreneurship through Design
Retail & Visual Merchandising
Product Strategy
Identity Design
Fashion Styling

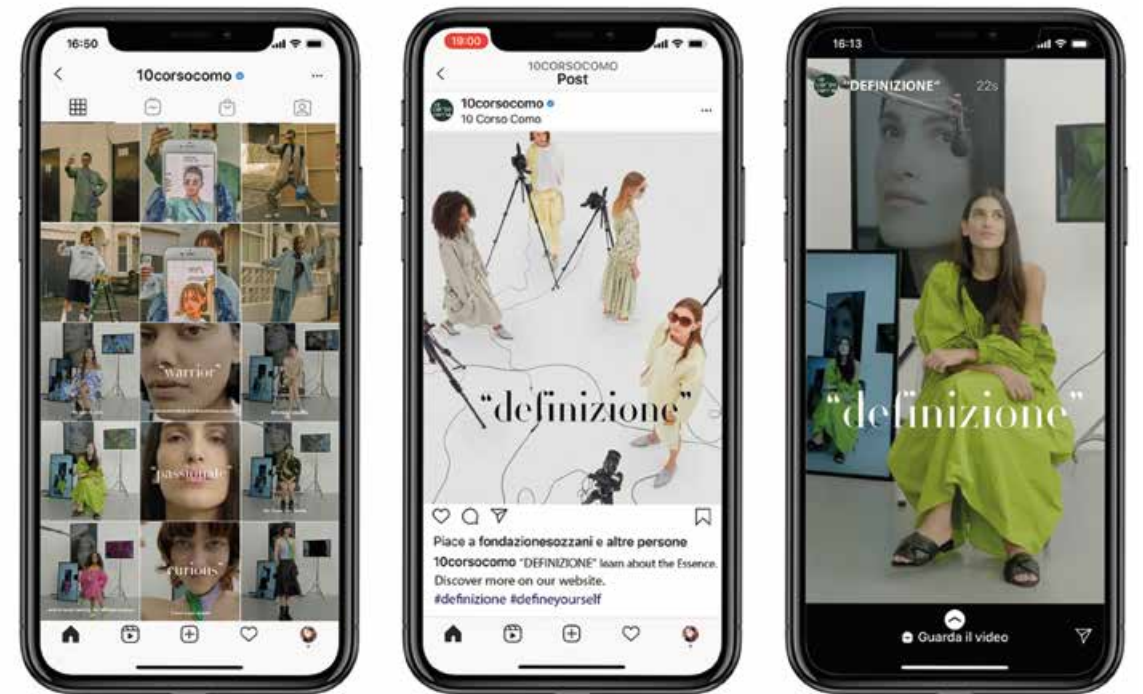
Luxury goes beyond consumption: it is the narrative that surrounds the brand - its heritage, story and excellence.

Luxury brands have their raison d'être in creativity. They add value to their products and services by offering their target audience deeper meaning and intangible value. Luxury has always been associated with the desire to express one's status. While in the past this was expressed through physical goods, today it is increasingly conveyed through unique experiences.

The Master in Luxury Brand Management prepares students to manage the delicate balance between creativity and business for luxury brands.

Students will learn how a brand's purpose and range fits within a broader demographic, social and cultural landscape. Tomorrow's luxury brand managers will explore the emerging values attached to the concept of luxury. Students will come to understand that branding is a mix of science and art, rationale and emotion. They will practice how to identify individual customer behaviours and social patterns and uncover powerful insights that will allow them to support luxury brands in developing unique points of view, meaningful values and strong emotional connections through engaging and memorable experiences.

DOMUS ACADEMY MILANO **design** mundo afora



DEFINIZIONE
By Ankita, Alice
Grammatica, Eleonora
Picardi, Maksim Pigolev

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AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in art and design. Furthermore, the programme is also open to candidates with a background in economics, management, the humanities or equivalent fields provided they demonstrate adequate interest in the programme's subject area.

LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Gain a broad understanding of the luxury market through industry-based projects and interaction with professionals.
 - Design omni-channel strategies to narrate a brand's heritage, story, excellence and innovation in unique ways.
 - Recognise customer behaviours and social patterns and uncover powerful insights to help luxury brands grow their influence through engaging and memorable experiences.
- The programme ensures students will gain the skills and attributes to:
- Implement creatively innovative luxury brand concepts, scenarios, and solutions using cross-disciplinary creative and business approaches.
 - Acquire critical thinking to evaluate branding decisions and develop innovative strategic plans.
 - Pursue creative business solutions that respond to contemporary and future needs of consumers and brands.

CAREER OPPORTUNITIES

Students will get a broad view of the luxury market to select their future career path. They will understand the culture and practices of international luxury businesses and learn the key skills that all brand managers need. Students will be able to pursue a management career and consider a wide range of related roles, including:

- LUXURY BRAND MANAGER
- PRODUCT MANAGER
- MARKETING MANAGER
- DIGITAL COMMUNICATION EXPERT
- COMMUNICATION AND PR MANAGER
- BRANDING AND MARKETING CONSULTANT

COMPANIES

The Master in Luxury Brand Management has worked with: 10 Corso Como, Artemest, Bulgari, Christie's, De Beer's - Forevermark, Dodo, Italian Hospitality Collection, Krizia, L'Officiel Magazine, Moncler, Park Hyatt, Peck Milano, Salvatore Ferragamo Museum, See Me, Sergio Rossi, Slowear, Stone Island, Toscano Resort Castelfalfi, Trussardi, Vhernier, Yoox Net-A-Porter.

DUALISM by Selin Kasa, Hantian Li, Pitch Phoomsawat, Richa Shah, Ishita Tewari in collaboration with Bulgari