



## THE SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

BUS 307

3 credits (45 contact hours)

### **LUXURY MARKETING AND SUSTAINABLE FASHION MANAGEMENT**

#### **DESCRIPTION**

The course will introduce students to luxury marketing with prime focus on the creation of case studies for luxury brands, professional seminars and educational trips in luxury and fashion capitals that include Paris and London. The aim of this high-level course is to expose the students in the world of luxury and sustainable fashion and how to manage brands and companies in this domain, attaining key knowledge in essential areas in luxury marketing, sustainable fashion, sales, e-commerce, legal affairs and branding.

#### **COURSE OBJECTIVES**

Whether it's about a concept store, luxury boutique, a multi brand store or a bespoke service, this course aims to provide the complete toolbox of techniques needed in managing and marketing luxury and learning about an important current trend, sustainable fashion.

The course further aims to provide the students different case studies of luxury and sustainable fashion brands globally and have topics reviewed and debated in class discussions. Seminars from industry professionals will serve as a window for the students to peek in and choose which segment in the luxury and or fashion domain they plan to embark their careers upon. Planned educational trips are included in order for the students to experience luxury and fashion and meet important designers.

#### **LEARNING OUTCOMES**

Upon successful completion of this course, students will gain knowledge and experience in the luxury and fashion domain which includes history, different categories, products, insights, brands, drivers of consumption, operations and forms of distribution, marketing basics, business management and commercial direction. This is essential for the students who are planning on entering the luxury industry.

Furthermore, students will be able to learn store formats, store management, e-commerce, sensorial communication which will all lead to a final project that will have the students create a strategy plan for the redistribution and relaunching of their chosen luxury brand or fashion product. This will give the students a professional project that they can publish in their respective portfolios and can boost their competence.

#### **INSTRUCTIONAL METHODS AND ACTIVITIES**

The course is organized into parts, each focused on a specific topic:

1. Luxury Heritage (History in France, EU, USA and Asia)  
Instructor: Vanessa Liwanag, Founder of CTW Creative Talents Worldwide

2. Luxury Retail Management and Business Administration  
Instructor: Vanessa Liwanag, Founder of CTW Creative Talents Worldwide

3. Sustainable Fashion Management  
Instructor: Samantha Mureau, Director of Trendline Europe

4. Luxury Retail Buying  
Instructor: Yochen Huang, Co-Founder of Maimana Luxury Textiles

5. Luxury E-Commerce  
Instructor: Guillaume Vandevoorde, Founder of My Tailor is Free

6. Luxury Retail Trends  
Instructor: Vanessa Liwanag, Founder of CTW Creative Talents Worldwide

7. Luxury and Design Content Marketing  
Instructor: Erin Tallman, Senior Editor, Archiexpo Magazine

8. Luxury Marketing and PR relations  
Instructor: Vanessa Liwanag, Founder of CTW Creative Talents Worldwide

11. Final Project  
Present a case study on the revival of different luxury brands in the US or EU that needs to be rebranded and launched in the market. Project will consist of 3 people in a team, with a dissertation paper to be submitted and a class presentation via Power Point or other media in business attire. This is good for students as they include it in their portfolio and experience.

12. Field Trip to Paris Fashion Week  
Website: <http://www.vendomeluxury-paris.com/>  
Description: Vendôme Luxury is the premium fashion tradeshow for luxury and high-end women's collections during Paris Fashion Week since 2003

Objective: To expose the students of the course in the luxury world of fashion and haute couture and see the luxury venues such as the Vendome and Rue Saint Honore (high end luxury street in Paris)

13. Field Trip to London  
Description: A field trip to London, UK to visit the leading sustainable and Luxury fashion designers and retailers, visit key eco-stores, see eco-labels in the world renowned High-End department stores such as Selfridges and Liberty and visit the Fashion and Textiles Museum, which was established by eco-Brit designer Zandra Rhodes.

Objective: To see, touch and experience sustainable fashion and Luxury collections at first hand and from the global eco-fashion leaders and influencers

## **PRIMARY TEXTBOOKS**

1. Chevalier & Mazalovo (Revised Edition,2012), Luxury Brand Management: A World of Privilege
2. Kapferer & Bastien (2<sup>nd</sup> edition, 2012) The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands
3. Okonkwo (2010) Luxury Online: Styles, Systems, Strategies

## CASE STUDIES AND ONLINE SITES

### A. LUXURY MARKETING AND MANAGEMENT

1. Fashion and Luxury Lookbook  
<http://www2.deloitte.com/content/dam/Deloitte/uk/Documents/consumer-business/fashion-and-luxury-goods-autumn-winter-2014.pdf>
2. Agence Luxury : [www.agenceluxury.com](http://www.agenceluxury.com)
3. Luxe In A City : [www.luxeinacity.com](http://www.luxeinacity.com)
4. Business of Fashion: <http://www.businessoffashion.com/>
5. Luxury Goods in France: <http://www.euromonitor.com/luxury-goods-in-france/report>
6. Luxury Society : <http://luxurysociety.com/>

### B. SUSTAINABLE FASHION MANAGEMENT

1. Slow Fashion, Aesthetics meet Ethics, Safia Minney
2. Slave to Fashion, Safia Minney
3. Centre for Sustainable Fashion - <http://sustainable-fashion.com>
4. Ethical Fashion Initiative - [www.ethicalfashioninitiative.org](http://www.ethicalfashioninitiative.org)
5. Fashion Revolution - [www.fashionrevolution.org](http://www.fashionrevolution.org)
6. Sustainable Apparel Coalition - [www.apparelcoalition.org](http://www.apparelcoalition.org)
7. Patagonia - [www.patagonia.com](http://www.patagonia.com)
8. Eileen Fisher - <http://www.eileenfisher.com/behind-the-label-overview/>
9. People Tree - <http://www.peopletree.co.uk>
10. Fair Trade - <http://www.fairtrade.net>

## COURSE GRADING

Attendance and participation	20%
Daily articles and discussion	5%
Individual case study and analysis	15%
Paris and London field study report	30%
Final paper and group presentation	30%

## **ATTENDANCE AND PARTICIPATION**

One of the primary requirements this semester is that you attend class and participate in the planned trips in Paris and London. The success of this class depends very much on your arriving **on time**, prepared for the lesson, and ready to participate in discussion and activities. Attendance and participation will be part of your final grade.

Students are required to read the various books and articles recommended in class. Submitting material that in part or whole is not entirely one's own work without attributing those same portions to their correct source (Plagiarism) is prohibited.

## **SCHEDULE**

### **WEEK 1**

#### **Introduction to Luxury and Fashion Management and Marketing**

### **WEEK 2**

#### **Introduction and context of the The Slow Fashion Revolution**

Exploring the importance of being socially responsible, how to be transparent and build a sustainable future within the fashion industry. Define "The New Luxury" in fashion through to other leading industries.

### **WEEK 3**

#### **Campaigning for Change**

The Designers, the Fashion Houses and the influencers and their marketing and agendas.

### **WEEK 4**

#### **Luxury and Design Online Content Marketing**

Archiexpo Emag Managing Online Editor Erin Tallman will come exclusively to discuss about online content marketing through emagazines in design and luxury

### **WEEK 5**

#### **From Field to End Product**

Worker empowerment, responsible manufacturing, closed loop sourcing through to creating a business that defines and actions Corporate Social Responsibility.

### **WEEK 6**

#### **Paris Trip to Fashion Week**

### **WEEK 7**

#### **Luxury Marketing and PR relations**

Trends, strategies and online case studies

### **WEEK 8**

#### **Luxury Retail Buying**

### **WEEK 9**

#### **Digital E-Commerce for Luxury Brands**

### **WEEK 10**

#### **London TRIP**

### **WEEK 11**

#### **Luxury Store Concept & Design**

### **WEEK 11**

#### **Trends in Luxury and Retail**

**WEEK 12****Luxury Products and Brands: Debates and Case Studies**

Students will choose a major luxury brand and it will be analyzed during class; This will be the start for the students to form their respective teams and start a strategy for the final project on the redistribution and rebranding of existing luxury brands.

**WEEK 13****Final Project – Report Submission and Class Presentation**

Presentation of case study on the revival of a chosen luxury brand that needs to be rebranded and relaunched in the market. Project will consist of 3 people in a team, with a dissertation paper to be submitted and a class presentation via Power Point or other media in business attire. This is good for students as they include it in their portfolio and experience.

A one-on-one meeting with students to guide them in their luxury portfolios and CVS.

**MAKE-UP CLASS**

In case of a professor's absence for personal or professional reasons, it may be necessary to make-up lost class time in the evening. "Make-up" classes will be announced at least one week in advance.