



An introduction to luxury brand management and to London's fashion scene.

The Course

The Luxury Brand Management course offers an introduction to the basics of marketing and communication strategies for the fashion industry.

Learn about the importance of social digital platforms in the formation of successful branding and how to approach the concept of luxurious branding in the heart of a world fashion capital.

Who is it for?

This course is designed for anyone from a beginner to a fashion professional, who wishes to enhance their fashion awareness in an important fashion capital, or pursue a degree or career in luxury brand management.

Key Facts:

4 weeks, 60-hour course

Luxury Brand Management lectures (9 hours per week)

Group projects (3 hours per week)

Workshops and industry visits (3 hours per week)

Final presentation & end-of-course ceremony

Upper Intermediate English level

Start dates: 3 Feb, 4 May, 3 Aug, 2 Nov

Luxury Brand Management Certificate from Bayswater College

Sample timetable

| Time | Monday | Tuesday | Wednesday | Thursday | Friday |
|------------------------------|------------------------------|--|--|--|---|
| 9:00 - 12:20 | English Course | English Course | English Course | English Course | English Course |
| 12:20 - 13:00 | Lunch | | | | |
| 13:00 - 16:00 | The history of luxury brands | Luxury fashion products and audiences | Group project e.g. plan a luxury brand campaign | How to generate a luxury brand concept | Visits/ Workshops/ Guest Speakers e.g. behind the scenes at Victoria Beckham's Flagship Store |
| Extra Curricular suggestions | Visit London Design Museum | Visit the V&A Alexander McQueen Collection | Visit Selfridges for London's best fashion window dressing | Dover Street Market - the ultimate in luxury brand show room | |

Combine your course with:

English language lessons

Professional Diploma in Digital Marketing

Other Fashion Certificates*

*Combine 3 Fashion Certificates for a Fashion Diploma

Visit bayswater.ac/fashion for more information

Course Syllabus

The History of Luxury Brands

The Fashion Market

Consumerism and customer psychology

Luxury fashion products and audiences

Business logic and the product development process

What is a luxury brand concept?
How to generate luxury

Creating a new brand concept

Applications of luxury marketing in shows and events

Public Relations and social networking

Marketing planning

Course features

Lecture style classes taught by industry professionals, academics and highly qualified creatives

Case study: Louis Vuitton –
Use of exclusivity in marketing

Workshops, industry visits, and guest speakers from the fashion industry

Group project culminating in an end-of-course presentation

Career advice

Benefits

Be introduced to the city's main fashion spots and luxurious brand venues

Learn how to stay relevant and how to create new luxury fashion concepts

Experience established luxurious brand houses and PR offices

Gain access to exclusive PR and fashion events in the city for insights to the world of fashion and a chance to meet and collaborate with other industry professionals



Why Bayswater College

With great proximity to London's important fashion areas, Knightsbridge, Oxford Street, and Bond Street, Bayswater College brings together fashion professionals specializing in international education, a beautifully stylish location, supportive staff and a social programme.

Central London location

Combine with English Language and Digital Marketing courses

Supportive, friendly staff



London Fashion Weeks 2020: 14-18 February, 18-22 September

Education for good:

For every student taught at Bayswater College, we will teach another from a disadvantaged background, in their country. On a one-for-one basis.

Find out more at bayswater.ac/giving



bayswater.ac/fashion

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Agent Enquiries

Our Agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an Agent in your area.

For agent sales enquiries

please contact us at agents@bayswater.ac

