



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: 1 Feb, 3 May, 2 Aug, 1 Nov

Luxury Brand Management Certificate from Bayswater College

## Sample timetable

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 12:20	Combine with English Language lessons				
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](http://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



### 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](https://bayswater.ac/giving)

London Fashion Weeks 2021: 09-11 January, 19-23 February, 17-21 September



[bayswater.ac/fashion](https://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](mailto:agents@bayswater.ac)

