

**Course title:**

Fashion and Luxury Goods Marketing

**Staff responsible for the course:**

Gwarlann de KERVILER

**Lecturers:**

Gwarlann de KERVILER

**1) COURSE PRESENTATION****Aims:**

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course. You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... (*This description should not take more than ten lines*)

**At the end of the course, the student should be able to:**

- Determine an efficient Luxury Branding Strategy and Marketing Mix to compete in a demanding area
- Understand the specific role of marketers and creative designers in High Fashion, finding a balance between the vision, the storytelling and customers' desires
- Learn the key tools to communicate an aspirational message, aimed at sustaining and consolidating a strong luxury brand image, using traditional and digital marketing communication.
- Manage Customers' quest for Experience; Rarity; Heritage & Originality
- Understand main current challenges for Fashion & Luxury with new consumers' profiles, the pressure for being more sustainable and Digital

**Prerequisites:**

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). (*This description should not take more than five lines*)

N/A

**Course contents:**

Here, an abstract of the course can be given or the different chapters of the course can be simply written down. (*The description should not take more than ten lines*)

- Introduction to the world of High-end Fashion & Luxury: Definition, specificities, trends and challenges
- Luxury Marketing and High-End Fashion Unique approach to Marketing Strategy and Mix
- Luxury Consumer Profiles and Desires
- Customer Experience Management in Fashion and Luxury
- Luxury Brand development from Identity to Image and opportunities for Extension

We will discuss the examples of well-known brands, such as: DIOR / GUCCI / LOUIS VUITTON / CHANEL / KENZO / GUERLAIN

We will do individual and group assignments in class

## 2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Book' and Case' readings</i>	10	
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	4	
- <i>Individual Projects</i>	4	
- <i>Personal work</i>		
<b>Total working time for the student</b>	<b>34</b>	

## 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- ☐ Coaching
- ☒ Case Study
- ☐ E-Learning and/or Self-learning
- ☒ Interactive courses Presentations
- ☒ Projects
- ☒ Research
- ☐ Seminars
- ☐ Tutorials
- ☐ Visits
- ☐

#### 4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2)

*The assessment will consist in assignments to be done in class, such as case or article questions based on a reading and/or a group presentation to apply the theory.*

*You must also define clearly how feedback will be given to students (in accordance with the feedback policy).*

Feedback will be given for all assignments orally and in a written form

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment		1	30
	Mid-term exam			
	Participation			
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam		1	30
<u>Others</u>	Case study			
	Group Project		2	40
	Individual Project			
	Written assignment			
	Exercises			
<b>Total</b>				<b>100%</b>

#### 5) RECOMMENDED READING

Name of books (indicate only three or four must-read references) / Name of reviews:

<b>Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):</b>

<b>Class books:</b>
De Kerviler G. (2023) "Luxury Fashion Brands' Quest for Authenticity and Ethicality: Expressing One's True Self", in: BLOOMSBURY "Luxury Fashion and Media Communication: Between the Material and Immaterial."

<b>Cases:</b>
Gucci: Staying Relevant in Luxury over a Century / Product #: SMU954-PDF-ENG
Farfetch: Digital Transformation for Luxury Brands / Product #: 522051-PDF-ENG

