

Course form to fill in (STP 2025)

Course title:

FASHION AND LUXURY MARKETING

Staff responsible for the course:

Farah HEFIED

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, 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)*

Understand Brand through business or personal experience and have a basic understanding of human behavior and/or management. A collaborative spirit and a strong sense of curiosity is essential!

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 / work on cases about well-known brands, such as: DIOR / GUCCI / LOUIS VUITTON / CHANEL / KENZO / GUERLAIN

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>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>		
- <i>E-learning</i>		
- <i>Research</i>	10	
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	10	
- <i>Individual Projects</i>		
- <i>Personal work</i>	4	
Total working time for the student	40	

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).

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

Case studies and group projects will receive timely feedbacks for improvement

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)			
	Mid-term exam (MIDT)			
	Participation (PARTN)			20
	MCQ			
<u>Final exam</u>	Oral final exam/Presentation (ORAL)			50
	Written final exam (ENDT)			
<u>Others</u>	Case study (CASE)			
	Group Project (GPROJ)			30
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
Total				100%

5) RECOMMENDED READING

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

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

Class books :

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."

Reviews :

- Growing Luxury Healing at ORA By: Sheri Lambert
- Gravity-defying fashion By: Anne Michaut
- Santiago Artemis: Growing a Luxury Brand and Business By: Nader Tavassoli, Diego Aparicio, Carolina Ines Pan
- Ferrari's Lifestyle Gambit: Balancing Exclusivity and Accessibility By: Julia Lee Cunningham