ACADEMIA CEREBRA

Success Starts Here

Micro-Masters in Fashion and Luxury Entrepreneurship

January 2025

Photo: Courtesy Valentino

Welcome

How can one start with nothing and become the president of a sapphire company?

When young professionals and graduates look for exciting career prospects in the luxury fashion industry, they often find out -the hard way- that generic qualifications even if they come from respected institutions are of limited help.

Academia Cerebra is the only European Academy specialising in Luxury Fashion where 2 presidents, 6 CEOs, 11 Board Directors and dozens of analysts from the luxury and Fashion industry teach and network with the course participants.

The School was the first to introduce Virtual Internships in the Micro-Masters curricula offering real employment experience.

It is still the only Academy where each student has their own senior industry mentor parallel to their academic mentor.

For these reasons, -and for standout quality- it is the **only** Academy in Europe specialising in Fashion and Luxury recognised by the British Accreditation Council (BAC).

Honorary Course Director
Sheahan Stephen
President, Sheahan Stephen Sapphires

Course Advisor
Mirko Giuri
Senior Legal Counsel, Dolce & Gabbana

Micro-Masters in Fashion and Luxury Entrepreneurship

Participant profile

The program is ideal for both professionals and recent graduates from relevant disciplines -Business, Management, Marketing, Law, Art, Creative Industries, Design- with some or limited fashion experience who are highly motivated to

Career Outcomes

With a strong foundation in entrepreneurship and an in-depth understanding of fashion and luxury markets, graduates of the Micro-Masters in Fashion and Luxury Entrepreneurship are well-equipped to launch and lead successful ventures in the fashion and luxury sectors. Graduates have pursued a variety of exciting roles, such as:

Fashion Entrepreneurs
Luxury Brand Founders
E-commerce Directors
Fashion Consultants
Product Development Managers
Retail Innovation Strategists
Creative Directors
Fashion Marketing Executives

The right Program for your needs

We offer **two tailored programs for entrepreneurs** to suit the different stages of their journey.

Our **Launch Program** is designed for aspiring and dynamic entrepreneurs who want to develop a robust business plan ready for financial backing and the successful launch of their venture.

For entrepreneurs who have already launched their company and are about or over the $1 million turnover threshold, we offer the **Founders Program** | Powered by Fixer®—in collaboration with the renowned Fixer Advisory in New York—focused on scaling up and expanding the business to reach new heights*.

Modality

Micro-Masters are ideal for starting your own business if you have to work around a career or family commitments. They are also ideal for achieving industry specialisation not offered by a generic MBA. In comparison to a traditional UG or PG degree our Micro-Masters are

a) Fashion and luxury industry-focused (including networking)
b) Fit in easily with existing commitments, and
c) Can be completed over a shorter time frame.

*For curriculum and tuition fees on the Founders Program please enquire with our Admissions team.

Launch Program - Modules

January

Module 1 — Foundations of Entrepreneurship in Fashion and Luxury: Concepts, Models, and Key Success Factors

February

Module 2 — Creating Your Business Model: Finding Your Niche in the Global Fashion and Luxury Landscape

March

Module 3 — Strategic Marketing and Brand Positioning in the Fashion and Luxury Sectors

April

Module 4 — Collection Design and Customer Psychology: From Concept to Creation

May

Module 5 — Resource Management for Start-ups: Human, Financial, and Technological Resources

June

Module 6 — Sustainability, Ethical and Legal Best Practice: Getting Ready for Everything

July

Module 7 — **Immersive Learning Week** (ILW): Putting it all together - this is a full face-to-face week in Milan, Italy

Smart Learning for the 21st Century Professional

"I loved the seminar environment of the program. I have never had an educational experience like that, where everyone understands that they're among serious professionals."

Manvinder Singh
Court Attorney, USA

#1 Follow live seminars one weekend per month

#2 Have a dedicated industry mentor

#3 Learn with our digital self-study guide and monthly tutorials

#4 Compose your Business Plan and network in Milan

FAQ

Micro-Masters in Fashion and Luxury Entrepreneurship

Q1 Is the course online or face-to-face (F2F)?

A: The first 6 modules are online, the 7th module is F2F. That way, you have the best of both worlds. The convenience of following a course from the comfort of your home one weekend per month and then the opportunity to fly to Milan for your Immersive Learning Week (7th module) and finalise your Business Plan while networking.

Q2 Do I study for all 7 modules at the same time?

A: Each module is taught sequentially, one per month.

Q3 I saw somewhere that the course may incorporate a Virtual Internship. Is that true?

A: Yes. You can choose to do a Virtual Internship (VI) at the end of the course if you need extra experience. The minimum VI duration is 2 months and may extend up to 5. If you decide to do the VI, you will work remotely with a real company in the fashion industry that can be based anywhere in the world.

Q4 Is the course difficult?

A: The course is especially designed for professionals and graduates with some or limited knowledge of the industry. If you are already studying for a degree or are in employment, the same set of skills that got you there will also lead you to a successful completion. During the interview and the application process we will tell you if we think the course is not right for you and recommend a suitable alternative.

Q5 Are there any assessments?

A: Yes, the modules are assessed, which means that at the end of each month you will submit a piece of coursework. The level of difficulty is appropriate and monitored annually to ensure that it is totally manageable.

BAC
BRITISH ACCREDITATION COUNCIL

FAQ

Micro-Masters in Luxury Brand Management

Q6 Are the online Modules live?

A: Our modules are live and transmission times are tailored to suit participants in the Americas, Europe and Middle East. We do not believe in the Netflix approach to teaching.

Q7 How much does the course cost? Do I pay per module or all upfront?

A: We are proud to have the most egalitarian admissions fee standards in the UK. The tuition fee for the Launch Program is 10,500 Euros payable upfront and it is the same for both domestic and international students. In-house payment plan facilities exists for students requiring financial assistance so that they do not need to apply for external credit. The Virtual Internship module is charged separately (2,000 Euros), if you choose to follow it. For the Founders Program, which is offered in collaboration with Fixer Advisory in New York, please enquire with our Admissions team.

Q8 What are the entry requirements?

A: You must be over 18, have an undergraduate degree or relevant experience, speak English and attend an online interview with the course director. We will also ask you for 2 references (work, study or a character reference).

Q9 How do I apply?

A: Follow the link at the end of the digital brochure and submit your application together with the standard application fee (50 Euros). A few days later you will be invited to an online interview. Once you are offered a place, you can start getting ready for one of the most rewarding educational experiences you've ever had.

Europe's Top course in Fashion and Luxury Entrepreneurship for Business and Design professionals

What does the Immersive Learning Week in Milan feel like?

Imagine a Monday morning starting with a breakfast presentation by a Marketing strategist sharing with you the inner workings of the latest campaign for a well-known brand.

You continue with a seminar on a hot fashion luxury industry topic and a panel conversation with industry experts with which you can interact.

A case study immerses you in the industry and you problem-solve playing out alternative scenarios.

After lunch you continue with a guided exploration of Milan's famous Fashion district where you visit some of the world's top flagship stores and have some of the latest collections presented to you by a merchandising director.

The day ends with a Milanese aperitif and you exchange your impressions and network with fellow participants.

Learn, Debate, Network, Repeat.

The most strongly endorsed course by senior Luxury Industry Leaders

"I'm honoured to collaborate with Academia Cerebra on their excellent courses. We never stop learning, and choosing to continue one's education with a tailored programme that combines academic and industry teaching along with practical experience is an ideal choice."

Hadrian Beltrametti-Walker
Senior Vice-President and General Counsel,
Kempinski Hotels

"Sometimes being an in-house lawyer in the luxury sector means being… a bespoke tailor. Therefore, I am very flattered to work with Academia Cerebra on its professional learning courses."

Mirko Giuri
Senior Legal Counsel
Dolce & Gabbana

"I am looking forward to working with such an excellent team at Academia Cerebra. An accelerated program helps adult learners take their career to the next level by building on their current knowledge and experiences."

Laura Crane
Director of Academic Affairs
York University

Academia Cerebra Scientific Committee:

BARBARA KOLSUN (USA)
Chair of Luxury Law Summit &
Co-founder / Director of FAME CARDOZO SCHOOL

JULIE VERLINDEN (BELGIUM)
Global Merchandising and Visual Merchandising Director
DELVAUX, Richemont Group

GORDON RITCHIE (UK)
Managing Director
CROMBIE

LAURA CRANE (CANADA)
Director of Academic Affairs & Operations
YORK UNIVERSITY, Toronto

SHEAHAN STEPHEN (SRI LANKA / USA)
President
STEPHEN SHEAHAN SAPPHIRES, San Francisco

SILVIA BARISIONE (ITALY)
Chief Curator, THE WOLFSONIAN, Miami &
Cavaliere dell'Ordine della Stella d'Italia

Europe's most endorsed course in Fashion and Luxury for Law and Business professionals

What Course Participants Say…

"I loved the seminar environment of the program. I have never had an educational experience like that, where everyone understands that they're among serious professionals."

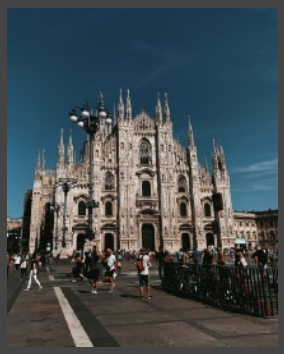
Manvinder Singh
Court Attorney, USA

"Inspiring, self-reflective, hands-on. The perfect blend regarding topics as well as speakers."

Durk Terpstra
Business Executive, Holland

'The course will have a significant impact on my future career. It was amazing to be able to connect with top people from the industry.'

Mathisse V.
Manager, Belgium



"The course has been super-useful for my professional development."

Sebastiano di Stefano
Senior Marketing & Business Development Manager, Italy

"I've expanded my professional network, made new friends and gained deep knowledge of the fashion industry which I will use in my legal career."

Gabriela Kaganovich
JD Candidate, USA

ACADEMIA
CEREBRA

Make Your Business Dream Real

Apply **NOW**

www.academiacerebra.com