ACADEMIA CEREBRA

Success Starts Here

Micro-Masters in Fashion and Luxury Entrepreneurship

May 2025

Photo: Courtesy Valentino

Welcome

It is a great honour and pleasure to be Academia Cerebra's Honorary Course Director for the Micro-Masters in Fashion and Luxury Entrepreneurship.

Nineteen years ago, I took a risk - leaving behind a stable life to pursue entrepreneurship, with the sole purpose of creating opportunities both in work and education, for those hungry to learn.

My country of birth, Sri Lanka, had endured a long and devastating civil war and my vision was to build a business around a world-renowned natural resource while employing and educating local talent that would drive both financial and social progress.

"I started with $8,000 and a dream."

Fast forward to 2025, and Sheahan Stephen Sapphires is recognised globally for its customisable, vertically integrated business model. Our sapphires are used in high jewellery and luxury watches, each piece crafted to the client's exact specifications—down to 1/100th of a millimetre—within a sustainable and transparent framework.

Success in entrepreneurship isn't reserved for a chosen few—it's within reach for any visionary willing to take the leap. By daring to be different, learning from failures, and continually innovating, you can carve out your own unique path. Remember, every great enterprise begins as a bold idea, fuelled by persistence and passion.

Your education is only the first step.This must be followed closely by real life practical application and for that, you need the right mentors. The talented leaders and visionaries who can help guide you along the way.

I started with $8,000 and a dream. No matter the obstacles or failures, resilience and focus on your passion will carry you forward. So, commit seriously to your vision and open the door to your dream taking shape.

This program can help you take the necessary steps in the right direction.

Honorary Course Director
Sheahan Stephen
President, Sheahan Stephen Sapphires

Contributors

Sheahan Stephen, President, SS Sapphires

Gordon Ritchie, CEO, Crombie

Bruno Conterno, CEO, Nice Footwear / Prada

Giovanni Baldi, Commercial Director, Dolce & Gabbana

Julie Verlinden, Chief Commercial Officer, Delvaux

Niccolò Pallesi, General Counsel, Ferretti Yachts Group

Felix Wigand, CPO, Virtuall

Giuseppe Tartaglia, Senior Vice-President Finance & HR, Markwins Beauty Brands

Hadrian Beltrametti-Walker, Vice-President and Legal Counsel, Rosewood Hotels

Lena Santos, Deputy General Counsel, MOMA New York

Tom Pike, Creative (Design) Director, Adidas

Mirko Giuri, Senior Legal Counsel, Dolce & Gabbana

Ariane Silva-Coronel, Head of Product Development, Acqua di Parma

Maria Cecilia Pepponi, Senior Consultant, Armani Interiors

The only Academy in Europe where each student has a dedicated fashion/luxury industry mentor.

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 can also pursue a variety of alternative 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

A competences-centred approach

You may be a talented and dynamic business graduate who wants to refine their business idea, put together a robust business model, and start getting ready to launch their venture but needs to know where to start.

You may be a law student that wants to work with small businesses in the creative industries or aspires to starting your own practice someday.

Or you may be a talented designer that has mastered their craft and are good at product creation but lacks the business fundamentals and industry network to transform their vision into a thriving brand.

This program bridges these gaps—offering essential knowledge in business strategy, financial planning, branding, and market positioning, all within the unique context of fashion and luxury.

Modality

Micro-Masters are perfect for starting your own business if you have to work around a career or family commitments. It is 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 more cost-effectively.

Launch Program - Modules

May

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

June

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

July

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

August

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

September

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

October

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

November

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

Designed 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 Live seminars one weekend per month

#2 A dedicated industry mentor

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

#4 Compose your Business Plan and network in Milan

Endorsed by Academic and Luxury Industry's Business 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,
Rosewood 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

Academia Cerebra is the only specialist luxury fashion institution accredited by the British Accreditation Council

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 that actually forms part of your business plan. The level of difficulty is appropriate and monitored annually to ensure that it is totally manageable.

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FAQ

Micro-Masters in Fashion and Luxury Entrepreneurship

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: The tuition fee for the Micro-Masters program in Fashion and Luxury Entrepreneurship is 10,500 Euros (both for domestic and international students). Payment plans exists for students requiring additional financial assistance at 0% interest so that they do not need to apply for external credit or bank loans. The Virtual Internship module is charged separately (2,000 Euros), if you choose to follow it.

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). If you are a student from a partner institution let us know; you will be eligible for entry through a dedicated fast-track admissions channel and some of the entry requirements may not apply to you.

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.

From Europe's only BAC-accredited Academy in fashion and luxury comes the No.1

Micro-Masters in Fashion and Luxury Entrepreneurship

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.

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."

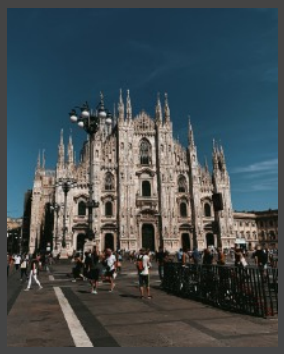
Manvinder Singh
Court Attorney, USA

"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

Invest in Your Career

Apply **NOW**

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