

ACADEMIA CEREBRA

SUCCESS STARTS HERE

Luxury Real Estate, Hospitality & Retail:
Brand Expression & Business

23rd - 27th February 2026

Welcome

“As Honorary Director of the Luxury Real Estate, Hospitality & Retail Program, it is my distinct pleasure to introduce you to this immersive journey through the heart of luxury in Milan and Rome.

This course stands at the intersection of architecture, interior design, branding, and hospitality, offering participants an inside look at how the world’s most prestigious brands shape spaces into unforgettable experiences.

Guided by leading industry experts, this program combines site visits, exclusive lectures, and real-world encounters with those who define contemporary luxury.

You will not only explore exceptional spaces, but also understand the commercial logic, governance, and brand strategy behind them.”

HADRIAN BELTRAMETTI-WALKER
Vice-President - Legal EMEA & Caribbean,
Rosewood Hotels

Discover the Spaces Where Luxury Lives

Academia Cerebra is Europe's premier boutique academy dedicated exclusively to luxury, fashion, and the creative industries. Established in the UK and accredited by the British Accreditation Council (BAC), the Academy's flagship programs and short courses are created with and taught by industry CEOs, brand directors, and global thought leaders.

Designed for the next generation of internationally minded professionals, Academia Cerebra blends academic rigour with immersive, global learning to provide a distinct competitive edge in the fashion and luxury sectors.

In February 2026, Academia Cerebra proudly introduces Europe's first one-week immersive journey into Luxury Real Estate, Interiors, and Hospitality. Held across Milan and Rome, the program explores how the world's most prestigious brands transform properties into emotionally resonant experiences through design excellence, craftsmanship, and brand storytelling.

Today, luxury spaces are no longer passive environments. They are strategic assets that communicate brand value, shape global perception, and generate long-term returns. This program is designed to equip participants with the insight, language, and perspective required to lead at the intersection of luxury, space, and strategy.

Why this Program Matters?

Luxury brands today are creators of environments, destinations, and experiences.

From branded residences to fashion-led hotels and flagship retail spaces, real estate and hospitality have become central to brand strategy and value creation.

This program offers a rare opportunity to understand how these spaces are conceived, financed, developed, and managed – directly from the professionals behind them.

Learning Outcomes

By the end of the program, participants will be able to:

- Analyse luxury spaces as strategic brand and business assets.
- Understand investment logic, value creation, and long-term brand impact.
- Decode how design, craftsmanship, and spatial identity support commercial objectives.
- Navigate professional conversations across luxury, real estate, hospitality, and advisory roles.



Maria Cecilia Pepponi

Program Leader

Maria Cecilia Pepponi is an accomplished author and lecturer specialising on Image, Visual & Interior Design for luxury brands.

After graduating summa cum laude in architecture, she pursued an international career, including 12 years in Germany as art director for interior and corporate design projects, and over 19 years as Global Head of Visual & Image for the Interior Design Studio of Armani Casa, collaborating directly with Giorgio Armani.

With a strategic vision and engaging leadership, Maria Cecilia combines technical expertise with a keen entrepreneurial sensibility and holistic project management skills. She is passionate about inspiring projects that bring added value to the brands and their users, applying her expertise to an identity-building vision of shared intent and values.

She has been awarded the “Grand Prix” of the Deutscher Designer Club for the Corporate Design of Allianz and continues to distinguish herself in the design and lifestyle sector with her creativity and intuitive sensitivity.

What will you Explore?

Luxury Real Estate - evolution of branded residences, investments, returns, and image value for brands.

Luxury Real Estate - branded developments as long-term value and brand equity drivers.

Luxury Interiors - how craftsmanship, materiality, and design identity define timeless prestige.

Retail Architecture - flagship spaces as experiential, strategic, and commercial assets.

Luxury Hospitality - branded hotels and resorts by fashion houses such as Armani, Bulgari, and Fendi.

Participant Profile

Ideal for professionals and graduates in architecture, design, business, marketing, or law, as well as early-career individuals seeking to understand how luxury is conceived, built, and experienced.

No prior design background is required – only curiosity, motivation, and a passion for the world of luxury.

Programme Details

Location: Milan & Rome

Duration: 1 Week (Face-to-Face)

Dates: 23rd - 27th February 2026

Tuition Fee: €2,600*

(Covers tuition, lunches, coffee breaks, site visits, museum entries, train travel between Milan & Rome, and graduation aperitif.)

*10% Early-Bird Discount for enrolment before 31 January 2026.

Certifications

Participants will receive an Academia Cerebra Certificate in Luxury Real Estate, Hospitality & Retail, equivalent to 3 micro-credits. Academia Cerebra is the only European academy specialising in luxury and fashion recognised by the British Accreditation



A Week in Milan & Rome

Monday 23rd - Milan

Welcome & introductions. Luxury Real Estate: The rise of branded developments and new luxury Speed networking and orientation walk through Milan's design district.

Tuesday 24th - Milan

Luxury Residences & Interiors: typologies, craftsmanship, and detail. Visit to a boutique interior design studio and meeting with founders.

Wednesday 25th - Milan

Luxury Retail: expressing brand DNA through architecture and visual design. Visits to Hermès, Louis Vuitton, and other maisons in the Quadrilatero della Moda.

Thursday 26th - Rome

Field day in the Eternal City. Visit to branded hotels and flagship stores. Guided visit to the Bulgari Hotel and Palazzo Fendi, with talks by hotel and retail directors.

Friday 27th - Milan

Luxury Hospitality & The Business of Space: the economics of branded real estate, flipping, and project value. Round-table discussion and certificate ceremony.

Frequently Asked Questions

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

The course is face-to-face in downtown Milan, one of the most glamorous fashion capitals.

Who are the program contributors?

The course features contributions from senior executives, designers, developers, and hospitality professionals actively shaping the global luxury landscape. Final guest contributors will be confirmed closer to the program start date.

Who can apply?

Applicants must be 18 years or older, speak English, and complete a brief online interview with the Course Director.

How much does the course cost?

We are proud to have the most egalitarian admissions fee standards in the UK. The tuition fee is 2,600 Euros and it is the same for both domestic and international students.

How do I apply?

Submit your application via the link in this brochure and pay the standard application fee (€50). Successful applicants will be invited for an interview before formal acceptance.

Student Voice

“ 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

“ Being part of the Micro Masters in Luxury Brand Management has been an incredibly enriching journey. The knowledge, the people, and the experiences I’ve gained through Academia Cerebra have left a lasting impact on me, both professionally and personally.”



JESSICA O.
Business Student, Thailand

“ 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

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Invest In Your Career

Places are limited to preserve the quality of the experience and exclusive access.

APPLY NOW

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