ACADEMIA CEREBRA

SUCCESS STARTS HERE

Micro-Masters in Fashion & Luxury Entrepreneurship

January 2027

Loewe Fall 2024
Credit Vogue Runway

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.

Today, 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, fueled 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.

SHEAHAN STEPHEN
Honorary Course Director
President
SHEAHAN STEPHEN SAPPHIRES

Contributors

Academia Cerebra is the only Academy in Europe where each student has a dedicated luxury industry mentor

SHEAHAN STEPHEN
President SHEAHAN STEPHEN SAPPHIRES

HADRIAN BELTRAMETTI - WALKER
Vice-President & Legal Counsel ROSEWOOD HOTELS

GORDON RITCHIE
Managing Director CROMBIE

GIOVANNI BALDI
Commercial Director DOLCE & GABBANA

JULIE VERLINDEN
CCO DELVAUX

ARIANE SILVE-CORONEL
Head of Product Development, ACQUA DI PARMA

NICCOLÒ PALLESI
General Counsel FERRETTI YACHTS GROUP

MARIA CECILIA PEPPONI
Senior Consultant, ARMANI INTERIORS

FELIX WIGAND
CPO VIRTUALL

GIUSEPPE TARTAGLIA
Senior Vice-President Finance & HR MARKWINS BEAUTY BRANDS

BRUNO CONTERNO
CEO NICE FOOTWEAR / PRADA

LENA SANTOS
Deputy General Counsel MOMA New York

TOM PIKE
Design Director ADIDAS

MIRKO GIURI
Legal Director DOLCE & GABBANA

Designed for the 21st Century Professional

Weekend seminars online

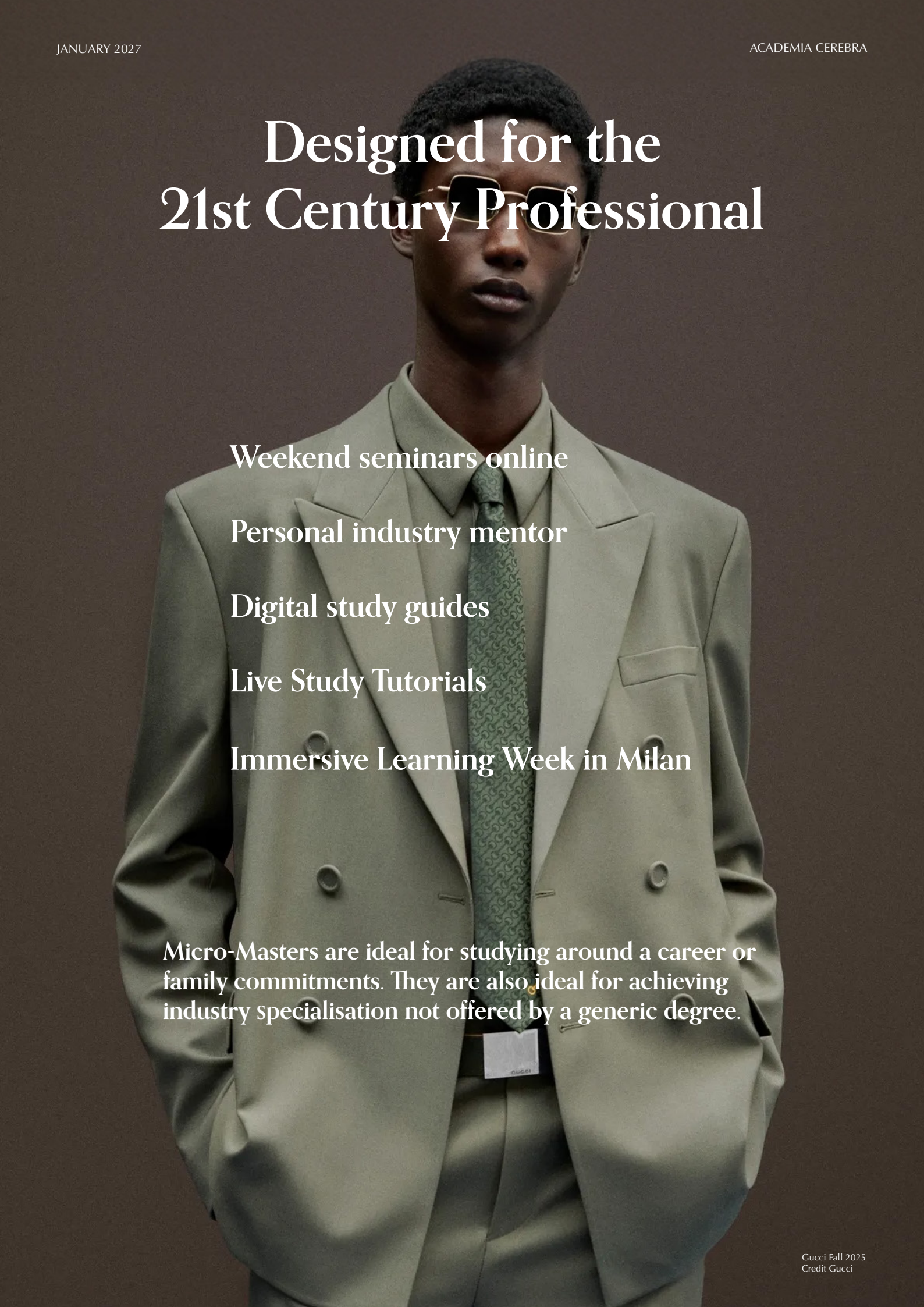
Personal industry mentor

Digital study guides

Live Study Tutorials

Immersive Learning Week in Milan

Micro-Masters are ideal for studying around a career or family commitments. They are also ideal for achieving industry specialisation not offered by a generic degree.



Gucci Fall 2025
Credit Gucci

Fashion & Luxury Entrepreneurship is the dynamic process of conceiving, launching, and growing new ventures within the fashion and luxury sectors. These ventures blend creative design, cultural storytelling, and strategic business innovation. Entrepreneurs identify unmet needs, develop a compelling brand identity, and oversee the end-to-end operation - often from product conception to market launch.

Core Principles

Creative Innovation & Market Fit

Entrepreneurs must translate fashion ideas into marketable products by identifying authentic consumer needs and gaps - and delivering well-crafted, differentiated offerings.

Distinctive Brand Identity & Storytelling

A strong entrepreneurial brand communicates values, aesthetic, and purpose. It connects emotionally with customers through compelling narratives and consistent visual identity.

Quality, Craftsmanship & Sustainability

Excellence in materials and workmanship earns credibility, while transparency and ethical practices - especially in luxury markets - are increasingly essential.

Smart Pricing & Scalability

Pricing strategy should reflect real value - balancing premium positioning with market research. Sustainable brands often adopt scalable models, like made-to-order or limited editions, to control costs and waste.

Adaptability & Innovation

The fashion ecosystem moves fast. Successful entrepreneurs stay agile - embracing digital technologies, evolving consumer trends, and shifting supply chains. Networking & Ecosystem Building From mentors and manufacturing partners to press and influencers, entrepreneurs rely on networks to access resources, markets, and visibility.

What Do Entrepreneurs Actually Do?

Identify Niche Opportunities: They observe unmet demand in areas like sustainability, inclusivity, or creative culture, and carve a targeted brand proposition.

Design and Prototype Products: They blend design with business insight, sometimes working with partners or manufacturers to develop lines aligned with their vision.

Develop a Business Plan & Secure Funding: Entrepreneurs craft strategic plans, secure capital (self-funded, VC, or angel), and manage finances through early-stage risk.

Build a Brand Narrative: They establish visual identity, craft communication strategies, and launch digital presence - leveraging influencers, events, or storytelling campaigns.

Manage Production & Supply Chain: Especially in luxury and sustainable contexts, they oversee sourcing, quality control, and inventory strategy - often adopting made-to-order or transparent supply chains.

Launch & Grow the Venture: This includes distribution planning (online, pop-ups, retail), customer engagement, feedback loops, and scaling operations responsibly.

Why Does Entrepreneurship Matter?

Drives Innovation & Cultural Expression: Entrepreneurs push boundaries - introducing new aesthetics, sustainable production methods, or inclusive designs that redefine fashion norms.

Creates Economic & Social Value: From small-scale artisans and atelier partnerships to job creation across production, retail, and creative networks, entrepreneurs generate wide-ranging impact.

Builds Purpose-Led Luxury: Consumers increasingly demand transparency and ethics. Mission-driven entrepreneurs who prioritize sustainability and social responsibility foster deeper loyalty and brand equity.

Offers Inclusive Market Access: By targeting underserved segments (e.g. gender-neutral fashion, cultural heritage, sustainable basics), these ventures diversify luxury landscapes.

Seizes Cultural & Financial Scalability: Emerging luxury labels demonstrate how creative entrepreneurial efforts can become global brands with strong heritage and financial growth.

Modules & Immersive Learning Week

The first four modules are shared across the Luxury Brand Management and Fashion & Luxury Entrepreneurship pathways. Modules Five and Six provide specialist teaching for each pathway. Both programmes conclude with the Immersive Learning Week in Milan.

Module One - January:
Luxury Markets and Brand Management
Explore the structure of global luxury markets and the principles behind building, positioning and managing successful luxury brands.

Module Two - February:
Psychology of Luxury Consumption
Examine the psychological, social and cultural forces that influence luxury consumption.

Module Three - March:
Digital Transformation in Fashion and Luxury
Discover how digital technologies, artificial intelligence, data and new platforms are reshaping luxury business models and customer journeys.

Module Four - April:
Luxury Marketing and Communications
Develop a strategic understanding of luxury marketing, including positioning, storytelling, communications and customer experience.

Module Five - May:
Business Models and Financial Management
Learn how to transform an entrepreneurial idea into a viable and sustainable business model.

Module Six - June:
Business Plan Development
Bring the entrepreneurial journey together through the development of a coherent and persuasive business plan.

Module Seven - July
Immersive Learning Week (ILW): a full face-to-face week in Milan, Italy

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 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

Participant profile

The program is ideal for both professionals and graduates from relevant disciplines. Business, Management, Marketing, Law, Art, Creative Industries, Design- with little fashion industry experience who are highly motivated to work in Fashion and Luxury.

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:

- Fashion and luxury industry-focused, including networking
- Fit in easily with existing commitments, and
- Can be completed over a shorter time frame more cost-effectively.

What does the Immersive Learning Week 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.

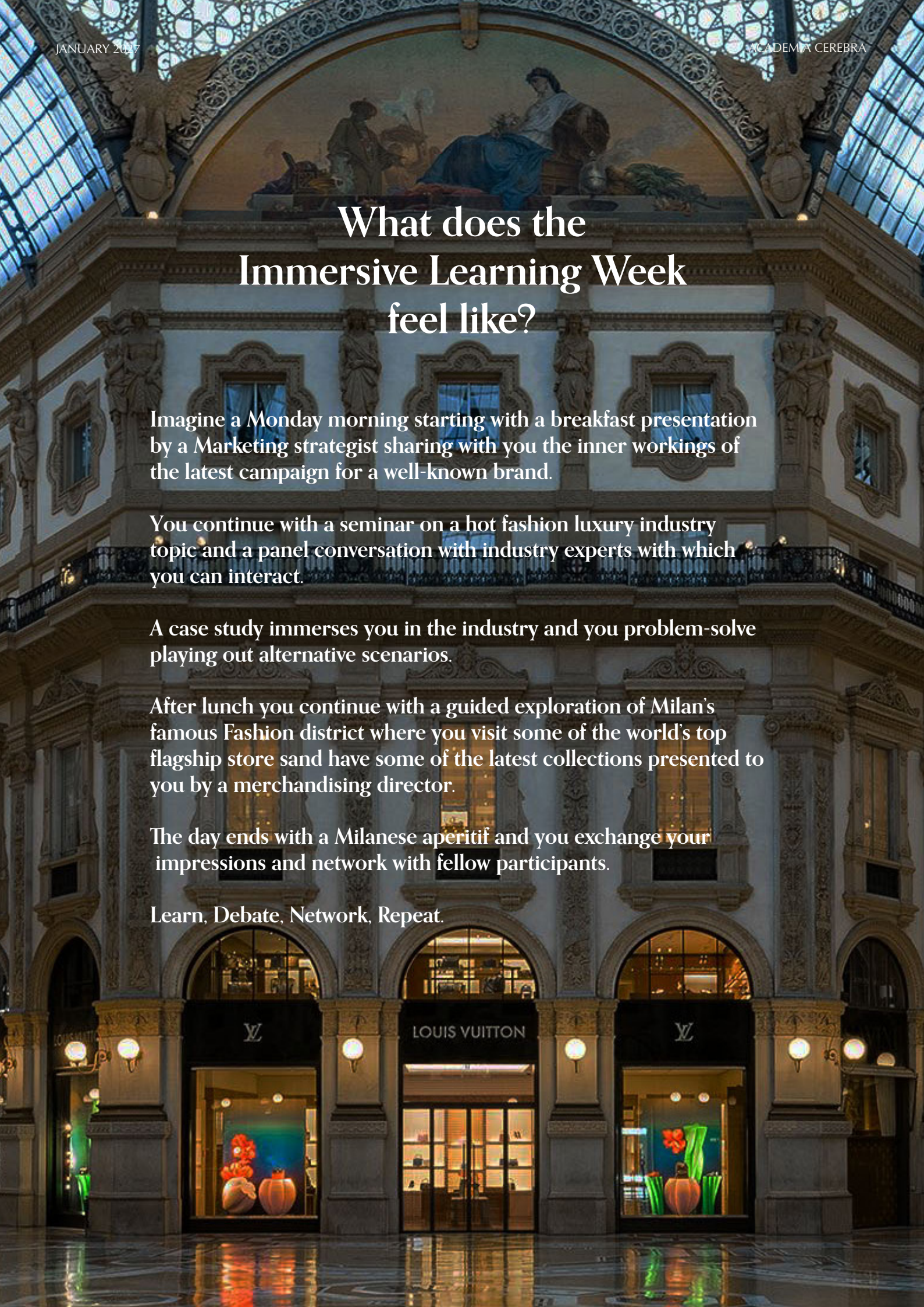
You continue with a seminar on a hot fashion luxury industry topic and a panel conversation with industry experts with which you can interact.

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 store sand 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.



Frequently Asked Questions

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

Career development is central to the programme.
97% of Academia Cerebra graduates are employed within nine months of graduation.
Participants gain specialist industry knowledge, personal mentoring, direct access to senior luxury professionals and an international network, all designed to strengthen their professional profile and accelerate their career progression.

Will I have a personal industry mentor?

Yes. Every participant is matched with a senior industry professional who provides individual guidance throughout the programme. Participants also receive live study tutorials following each academic module, ensuring that they are fully supported academically and tprofessionally.

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

The six academic modules are delivered live online, one weekend per month. They are fol-lowed by a full face-to-face Immersive Learning Week in Milan. This gives participants the flexibility of online study together with direct industry access and learning in Milan.

Are the online Modules live?

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

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

No. Each module is taught sequentially, one per month, before the Immersive Learning Week.

Frequently Asked Questions

Is the course difficult?

The course is especially designed for professionals and graduates with some 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 you might find the course tough and recommend a suitable alternative for you.

Are there any assessments?

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.

How much does the course cost, and when are payments due?

The tuition fee is €12,500 and is the same for domestic and international students. A €2,500 enrolment deposit is payable within 14 days of receiving an offer and is credited towards the tuition fee. The remaining balance, after any scholarship has been deducted, is payable in two equal instalments: 50% by 15 December 2026 and 50% by 1 April 2027.

Participants who pay the full outstanding balance by 15 December 2026 receive a 5% early-payment discount on that balance. A 0% extended payment plan may also be available for students experiencing financial difficulty, subject to a fixed administrative fee.

What are the entry requirements?

You must be over 18, have an undergraduate degree or relevant experience, speak English, have 2 supporting references (work, study or character reference) and pass an online interview

How do I apply?

Write to us or follow the link at the end of the digital brochure and submit your application together with the standard application fee. A few days later you will be invited to an online interview. If successful, you will be offered a place and then you start getting ready for one of the most rewarding educational experiences you've had.

The most strongly endorsed course by Luxury Industry Leaders

Academia Cerebra Scientific Committee Members

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

GORDON RITCHIE
Managing Director
CROMBIE

JULIE VERLINDEN
Global Merchandising &
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Miami & Cavaliere dell'Ordine
della Stella d'Italia

SHEAHAN STEPHEN
President
STEPHEN SHEAHAN SAPPHIRES,
San Francisco

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

“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
Legal Director
Dolce & Gabbana

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

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

“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

Student Testimonials

“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.
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

ACADEMIA CEREBRA

INVEST IN YOUR CAREER

APPLY NOW

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info@academiacerebra.com

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