ACADEMIA CEREBRA

SUCCESS STARTS HERE

Micro-Masters in Fashion & Luxury Brand Management

January 2027

Valentino Fall 2023
Credit Vogue Runway

Welcome

When young professionals and graduates from business, law, or the creative industries look for exciting career prospects in the luxury fashion industry, they often find out the hard way that generic qualifications even from greatly respected institutions are of limited help.

Industry Know-how -the kind that doesn't come from books and classrooms- is irreplaceable and highly valued.

Academia Cerebra is Europe's leading British-accredited academy for the Fashion and Luxury industries, offering flexible Micro-Masters designed to accelerate your career - without pausing your job or degree.

Through live online modules taught over the weekend and an immersive learning week in Milan, you will be personally mentored and taught by C-suite executives, brand directors, and leading industry experts.

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

BAC
BRITISH ACCREDITATION COUNCIL

Career Outcomes

With a deep understanding of luxury markets and consumer behavior, graduates are well-prepared to lead in sectors such as fashion, hospitality, beauty, and high-end consumer goods.

Graduates of the Micro-Masters in Luxury Brand Management program have successfully transitioned into diverse and rewarding roles across the luxury industry.

Career outcomes include positions as:

In-house Legal Advisers
Senior Marketing
Executives
Brand Consultants
Product Managers
Retail Buyers
Luxury Brand Strategists
Visual Merchandising Managers
Public Relations Specialists
Store Directors

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.

The beauty of a Micro-Masters

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.

Jacquemus 2026
Credit Vogue

Luxury Brand Management is the strategic, creative, and operational practice of crafting, positioning, and sustaining high-end brands that evoke prestige, emotion, and exclusivity. This discipline goes beyond standard brand management by focusing on the art of storytelling, heritage preservation, experiential marketing, and exceptional customer service.

Core Principles & Strategic Pillars

Brand Identity and Narrative
Luxury brands are built on heritage, craftsmanship, rarity, and emotion. Brands like Hermès, Chanel, and Loro Piana cultivate legacy and authenticity through carefully curated narratives and symbolic codes. Managers must harness these intangible elements to create brand equity - and fiercely protect it through consistent storytelling and intellectual property strategy.

Premium Pricing & Exclusivity
Pricing serves not only commercial objectives but also symbolic status. Luxury margins reinforce perceived quality and exclusivity, while scarcity - via limited production, waiting lists, or secret brand strategies - amplifies desirability.

Unforgettable Brand Experiences
From personalized clienteling and in-store ambiance to curated events and immersive workshops, luxury consumption is experiential. Brands must deliver emotional resonance at each customer touchpoint - from retail to digital.

Consumer Psychology & Emotional Bonds
Understanding high-net-worth-individual and aspirational consumers is essential. Luxury brand managers probe symbolic consumption, social signaling, pricing psychology, and identity alignment, nurturing both status and emotional attachment.

Balancing Tradition & Innovation
The successful luxury manager walks a tightrope between preserving legacy and embracing change - blending heritage craftsmanship with digital innovation like AR/VR, Generative AI, and immersive online platforms.

Global Expansion & Cultural Sensitivity
Luxury brands operate internationally - especially in emerging markets like China and Latin America. Brand managers must tailor messaging and retail strategies to local cultural contexts, while maintaining an overarching brand ethos.

ESG, Sustainability & Ethical Practices
Today's luxury consumption demands transparency and responsibility. Brands are expected to integrate sustainability, ethical sourcing, and ESG frameworks into operations - from production to storytelling.

What Do Luxury Brand Managers Actually Do?

Develop brand architecture and positioning to ensure consistency across origin, product, and experience.

Conduct market research and segmentation to identify high-potential luxury clients and evolving trends.

Plan and execute premium marketing strategies, ranging from exclusive events to strategic media collaborations and influencer campaigns.

Oversee channel management and merchandising, ensuring in-store and online environments reflect brand values.

Protect the brand through IP enforcement, digital rights strategy, and maintaining wait-lists or controlled production to deter imitation.

Launch and support innovation initiatives, such as limited edition collections, collaboration capsules, or secondhand/resale strategies.

Why Luxury Brand Management Matters?

The luxury market continues to grow - valued at over €1 trillion globally and expanding across sectors like fashion, beauty, hospitality, automotive, and bespoke travel. Brands that master luxury management are able to:

- Command premium margins and elevate brand desirability
- Sustain long-term equity despite economic volatility
- Connect with new generations through personalized, purpose-driven narratives.

From mastering intangible storytelling to navigating digital disruption, luxury brand management is as much a strategic art as it is a science - uniting emotion, heritage, values, and high-impact execution in service of timeless prestige.

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, story-telling, communications and customer experience.

Module Five - May:

Sustainability and Responsible Luxury Management

Examine how sustainability, ESG and changing ethical expectations are transforming luxury management.

Module Six - June:

Luxury Brand Expansion: Collections, Hospitality and Real Estate

Explore how luxury brands expand beyond their core products into new collections, hospitality, interiors, retail and real estate.

Module Seven - July:

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

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.

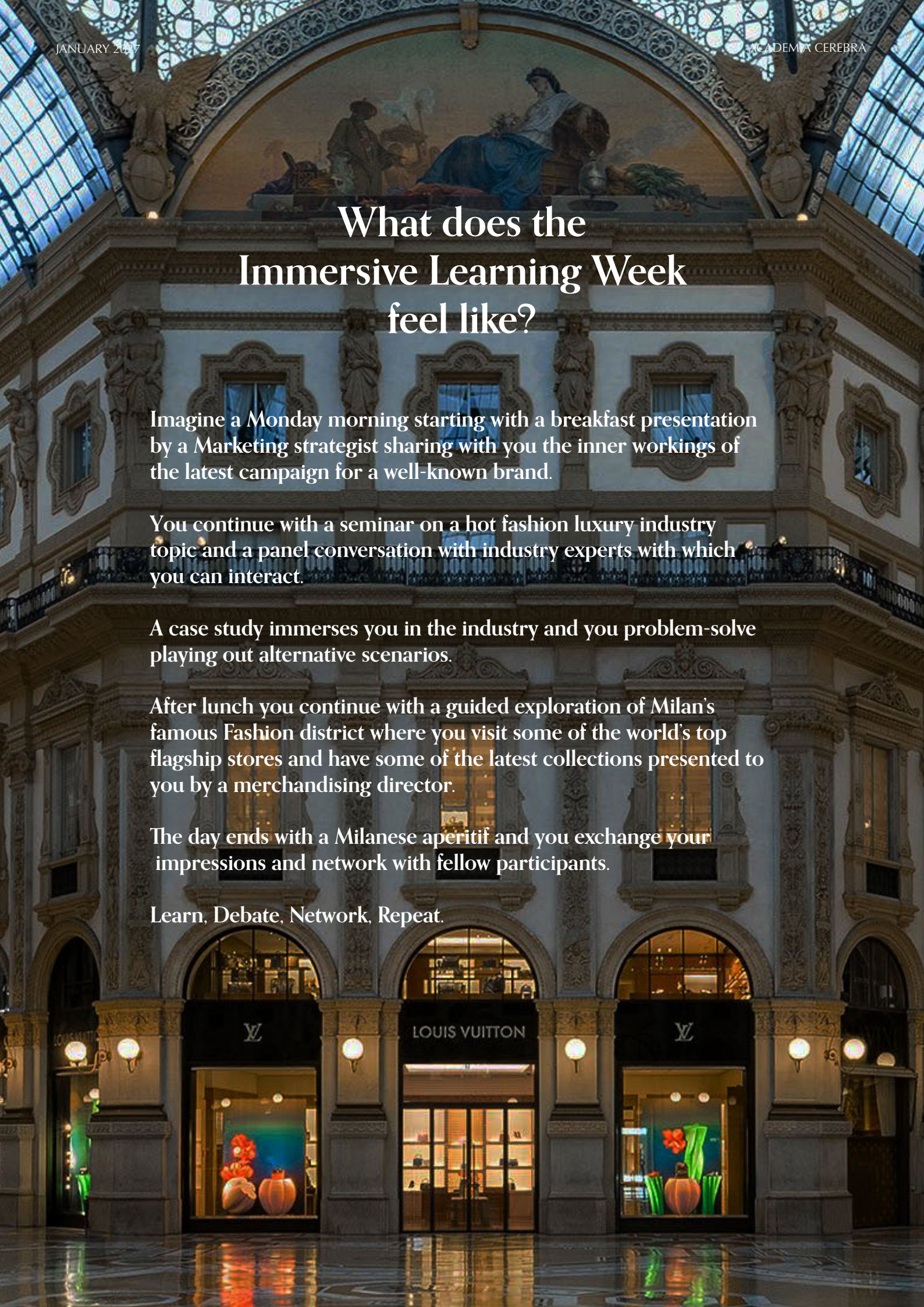
You continue with a seminar on a hot fashion luxury industry topic and a panel conversation with industry experts with which you can interact.

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 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.



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.

An Extraordinary Curriculum for Extraordinary Individuals

LUXURY MARKETS AND BRAND MANAGEMENT

PSYCHOLOGY OF LUXURY CONSUMPTION

DIGITAL TRANSFORMATION IN FASHION

LUXURY MARKETING AND COMMUNICATIONS

SUSTAINABILITY AND RESPONSIBLE LUXURY MANAGEMENT

LUXURY BRAND EXPANSION: COLLECTIONS, HOSPITALITY AND REAL ESTATE

Course Leadership

Course Curation: **GEORGE BOUVIER**
Chair - Fashion, Luxury & Education Summit

Course Director (Hon): **HADRIAN BELTRAMETTI-WALKER**
Vice-President - Legal EMEA & Caribbean, Rosewood Hotels

Course Advisor (Hon): **MIRKO GIURI**
Legal Director
Dolce & Gabbana

Senior Fellow (Hon): **ARMANDO BRANCHINI**
President (Hon) of Altagamma

Course Participants

24
Participants
Average Age

1:15
Average Class to Tutor Ratio

93
Graduates coming from Top 100 Universities

Valentino Fall 2022
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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 &
Visual Merchandising Director
DELVAUX, Richemont Group

SILVIA BARISIONE
Chief Curator,
THE WOLFSONIAN,
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 programme 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.
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

ACADEMIA CEREBRA

Invest In Your Career

APPLY NOW

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