



BUILDING & MANAGING A LUXURY BRAND

CURRICULUM

PART 1: UNDERSTANDING LUXURY – WEEK 1

SESSION 1: **UNDERSTANDING THE TRILOGY OF LUXURY**

Concept of Luxury – Why is Luxury subjective?
Trilogy of Luxury – What are the main characteristics of luxury?

SESSION EXERCISE: Mind map of Luxury and creation of a visual storyboard to explain how luxury can be subjective.

SESSION 2: **UNDERSTANDING LUXURY BRANDS: THE ICONS**

Iconic Brands – Why is storytelling important?
Examples with real brand cases like Dior, Chanel, Rolls Royce, Macallan, Cartier, to name a few.
Categorisation of luxury brands by strategy and history. What makes each of them unique?

***PRE-SESSION EXERCISE:** In-depth analysis of 3 iconic luxury brands.

SESSION EXERCISE: Define which of the brands analysed fall in which category, how is their roadmap different and hence brand perception is unique.

SESSION 3: **HISTORY & LUXURY BRANDS**

History & Luxury brands, importance of the connection of luxury to royalty. Luxury is deep-rooted in history, brands like Hermès, who made the first saddlery for the military, brands who were part of World War I & II.

***PRE-SESSION EXERCISE:** Documentary on Vacheron Constantin to understand the importance of brand history and emotional connect.

SESSION EXERCISE: Understanding the importance of real history and brand history, creating a brand timeline, and brand origin chart of brands. Discussion and Summary points will be exchanged.

SESSION 4: **CHARACTERISTICS OF LUXURY**

Luxury is Relative, Subjective, Universal & Eternal. How does one define each characteristic? Why are these characteristics vital to the existence of luxury? (Then and now)

SESSION EXERCISE: Creation of a table to define the characteristics of luxury, keeping in mind the past and comparing it to the present.

SESSION 5: **GLOBAL LUXURY – IMPORTANCE OF REGIONS**

Every luxury brand has a village, every luxury concept relates to a particular culture, why is there an importance of 'Swiss made' when we talk about luxury timepieces, or why is German automotive industry globally recognised?

SESSION EXERCISE: Creation of luxury map, region-wise representation of how culture plays an important role in defining the flavour and enhances the essence of luxury.

PART 2: LUXURY: BRAND BUILDING & EVOLUTION – WEEK 2

SESSION 6:

THE ART OF BRANDING:

Why is there power and meaning behind a name? What is the success to the art of branding?

***PRE-SESSION EXERCISE:** Reading material on Psychology of colours and packaging in branding.

SESSION EXERCISE: Questionnaire and Quiz on colour psychology and recall of logos.

SESSION 7:

BRAND STRATEGY – AN INTRODUCTION:

Brand Architecture with examples of brands like Armani, Rolex, etc. What is brand architecture?

***PRE-SESSION EXERCISE:** Hugo Boss & Armani Case Study to understand the importance of brand architecture.

SESSION EXERCISE: Brand Architecture Activity on the global brand extension of an actual brand. Define Umbrella Branding as a conclusion.

SESSION 8:

BRAND STRATEGY & ARCHITECTURE:

Defining brand architecture. How do brands create Luxury Maison's and become mega brands, example of companies like LVMH & Kering. How are they different from independently operated brands like Hermès.

SESSION EXERCISE: Comparison diagram and chart of two different brands, houses with different growth strategies resulting in different architecture and brand structure. Inclusion of branding tools such as brand CV.

SESSION 9:

THE EVOLUTION OF LUXURY BRANDS:

Define Evolution, what does it mean in luxury? How does brand evolution become the very foundation of democratisation and globalisation of luxury?

***PRE-SESSION EXERCISE:** Practise Brand stretching matrix

SESSION EXERCISE: Characterise democratisation and globalisation of luxury through brand stretching matrix.

SESSION 10:

ELEMENTS OF BRAND HIERARCHY:

Flowchart on brand hierarchy. Different sectors in luxury with brand hierarchy explained. Top to bottom model is different from bottom to top.

SESSION EXERCISE: Describe and explain with the help of a chart brand hierarchy within different sectors of luxury, and how they are different from one another.

PART 3: LUXURY BUSINESS & MANAGEMENT – WEEK 3

SESSION 11:

MANAGING A LUXURY BRAND:

Importance of a Luxury Brand Manager. Traits of a brand manager, what does brand management in the luxury sector entail? Critical factors of brand management.

SESSION EXERCISE: Questionnaire on Brand Management.

SESSION 12:

LUXURY BRAND OPERATIONS:

Brand Operations, Offline and Online operations, omnichannel approach in luxury. Activities across different regions, sectors and divisions within a luxury brand.

***PRE-SESSION EXERCISE:** Analysis on Cartier vs Tiffany website & Brick & Mortar Ops

SESSION EXERCISE: Comparative analysis and table of Old school vs Modern Luxury brand

SESSION 13:

LUXURY BRANDS & GLOBAL EXPANSION:

Brand expansion framework. Key pricing strategies and cultural dynamics observed during global expansion of luxury brands.

SESSION EXERCISE: Summarising report on different expansion models explaining adaptation and non-adaptations.

SESSION 14:

LUXURY BRAND EQUITY MANAGEMENT:

What is luxury brand equity? How to manage equity using different tools?

***PRE-SESSION EXERCISE:** Brand affinity octagon tool sample

SESSION EXERCISE: Create Brand equity affinity octagon tools using 4 luxury brands.

SESSION 15:

BRAND IDENTITY & IMAGE MAPPING:

Creating the brand positioning map, making the POS/POD axes using brand alignment methods

SESSION EXERCISE: Mapping exercises.

BUILDING & MANAGING A LUXURY BRAND: CAPSTONE PROJECT

The final project will require the learners to put together a luxury brand and business plan using their creative ideas with the help of the tools and methods learnt during the 15 sessions. Each session helps the learners to use different tools and techniques to understand brand creation and development models in different markets with different target groups.

The project includes a written report plan with defined goals, and a visual presentation explaining their understanding of all the checklists required to execute the creation of a luxury brand within diverse regions.

Participants doing the projects reflect on what they have learnt on understanding luxury and showcase their application of brand management abilities.

THE CAPSTONE PROJECT WOULD ENCOMPASS THE FOLLOWING AREAS OF LEARNING:

- Understanding the concept of luxury
- Understanding Luxury Brands: The Icons
- Importance of History in the Luxury Goods Industry
- Characteristics of Luxury
- Luxury Brand Universe
- The Art of Branding
- Brand Strategy and Brand Architecture
- Evolution of luxury brands
- Brand Hierarchy
- Luxury Brand Management
- Luxury Brands & Global Expansion
- Luxury Brand Equity Management
- Brand Identity & Image Mapping