



# POLIMI GRADUATE SCHOOL OF MANAGEMENT

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## MASTER IN GLOBAL LUXURY MANAGEMENT FOR BUSINESS PROFESSIONALS

A JOINT PROGRAM WITH

**istitutomarangoni**   
enhancing talent since 1935

# WELCOME TO THE MASTER IN GLOBAL LUXURY MANAGE- MENT FOR BUSINESS PROFESSIONALS

The luxury market has undergone a fundamental transformation in response to the changing dynamics of the global retail environment, digital transformation, and an ever-changing economic sentiment. Experimental retail has disrupted traditional luxury business models, and raising serious questions about retailment, E-Commerce, the future of physical stores, and the right balance of digital and physical in the fashion industry. Luxury brands have been consistently revisiting their supply chain strategies acknowledging that consumer journeys are becoming longer, fashion buying cycles shorter, and that social responsibility / sustainability are now key factors for a brand's success.

Luxury brands have been very slow in imbedding digital strategies into their business models and value chains. To generate value for both customers and stakeholders, however, it is pivotal to engage in a digital transformation that includes successful and visionary management strategies.

It is vital that luxury managers are equipped with the right skills to manage a brand in a booming economy and during downturns. This exclusive course is targeted at Professionals that are not yet working within the luxury sector and are interested in starting their way for a career in this industry - as well as at those who are already employed within luxury Brands (for example in creative areas), and wish to update or revolutionize their professional pathway by challenging themselves in more management-oriented roles.

With the aim of fulfilling this growing need in the Luxury Business Management scenario, POLIMI Graduate School of Management and Istituto Marangoni have partnered to develop a Master in Global Luxury Management for Business Professionals - a 12-month modular programme - which will award participants with a diploma certificate issued by both POLIMI GSoM and Istituto Marangoni. Furthermore, participants who hold a recognised Bachelor's Degree and are eligible, can obtain the 1st Level University Specialising Master Degree (60 ECTS) from Politecnico di Milano.



## MASTER IN GLOBAL LUXURY MANAGEMENT FOR BUSINESS PROFESSIONALS

Participants to the POLIMI Graduate School of Management and Istituto Marangoni programme will explore a range of subjects and topics such as management, digital transformation, marketing, sustainability, finance, and supply chain. The programme aims to equip luxury professionals with the essential skills needed to manage a brand, through an in-depth integrated focus on the topics that bridge the gap between creative and business areas:

- Managing a luxury brand under different scenarios, focusing on strategic, managerial, and social areas of luxury retail and industry dynamics.
- Designing innovative strategies that capitalize on the dynamic nature of the luxury industry, to meet the current and future needs of stakeholders.
- Transforming luxury business models and value chains through a deep understanding of the complex relationships between supply chain management, disruptive innovation, pricing, experiential marketing, and digital transformation.
- Adopting data-driven strategies to rethink the approaches and frameworks around value creation, sustainable luxury, leadership, and performance management.

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# POLIMI GRADUATE SCHOOL OF MANAGEMENT

At POLIMI Graduate School of Management, we inspire tomorrow's business leaders and the companies in which they work, knowing that we can play a crucial role in creating a better future for all. We believe that education is of fundamental importance, as it provides the leaders of tomorrow with the skills and experience they will need to face our society's most important challenges.

Our School, which was founded over 40 years ago in Milan as MIP Politecnico di Milano, is today a non-profit joint-stock consortium company, made up of the University and a group of leading Italian and international businesses.



We offer more than 50 masters, including MBAs and Executive MBAs, a catalogue of over 250 Management Academy programmes, as well as training courses tailored for companies. We are innovative and we intend to be increasingly so.

This is why today, our Online MBA is recognised as one of the best in the world, and its digital component is featured throughout our range of courses. As part of the School of Management, we are among the few schools in the world to have achieved "Triple Crown" accreditation.

With over 20,000 alumni and 3,000 students each year, we are a large, innovative and entrepreneurial community made up of people and partners. For us, relationships represent a source of constant enrichment, innovation and inspiration, in both personal and professional terms.

For us, relationships represent a source of constant enrichment, innovation and inspiration, in both personal and professional terms. The issue of sustainability is truly important to us, and that is why we are committed to building a better, fairer, more inclusive and informed future. We do this with projects and initiatives that maximise our positive impact on society. We have been a Benefit Company since 2023 and have therefore integrated the aim of having a positive impact on society and the biosphere into our corporate purpose.



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# ISTITUTO MARANGONI

Founded in Milano in 1935 by Giulio Marangoni, Istituto Marangoni is internationally recognised as one of the leading players offering higher education in the fields of fashion, design and art.

For more than eight decades, it has witnessed the flourishing of Italian fashion and the birth of ready-to-wear, accompanying their development and educating young fashion talent.

While staying true to its distinctive identity and educational method, with the international expansion of Italian fashion, Istituto Marangoni has reconciled business dynamism with academic culture by opening new schools in Firenze, Paris, London, Mumbai, Shanghai, Shenzhen and Miami for a constantly expanding network that welcomes over 4,500 students hailing from more than 100 countries every year.





### Istituto Marangoni London

Radical creativity merging with responsible luxury.

London embodies business excellence, creativity, and innovative thinking, all of which attract a uniquely driven and pioneering elite. Participants at the London School therefore find their own creative voice in this cosmopolitan trend capital, defining their counterculture creativity in luxury. In each programme, the curriculum places an emphasis on avant-garde ethics, design research and business innovation, exploring experimental silhouettes and contemporary streetstyle. In London, the future is on display, to stand out and make a difference. Beauty also comes from the inside, from how and why things are made, from responsible design and business innovation. In other words, how well they incorporate the cardinal concept of the current times: sustainability.



## STUDY LOCATIONS

3 international weeks designed to integrate and enhance students' learning experience. These study tours allow participants to experience first-hand the vibrant environment of 3 of the main world capitals of luxury and fashion: Milan, Paris and London. Through a well-balanced mix of onsite visits and in-School classes, they get the unique opportunity to further enrich their knowledge of business practices and strategic approaches in Luxury - all linked to specific countries and their markets. These 3 weeks are designed to give participants a good grasp of the reality and environment of each city, and experience how luxury businesses are managed, also through Masterclasses and lectures by local professionals.

### Istituto Marangoni Milano

Italian heritage meets contemporary fashion.

Studying fashion at Istituto Marangoni Milano is an immersive journey through the heritage of Istituto Marangoni's very first school, surrounded by Italian contemporary fashion. Students will engage with the 'Made-in-Italy' culture and the latest fashion trends, inspired by experimental design and research, combined with traditional Italian craftsmanship and a forward-thinking attitude towards both design and business. The distinctive approach to research and experimentation is also part of the Milano Design School DNA – in the forms of a modern aesthetic perspective and cross-pollination with fashion and luxury. Design culture is closely linked with the city's design district and its community of creative designers, uniquely pairing cutting-edge design with new technologies and an eye for business.



### Istituto Marangoni Paris

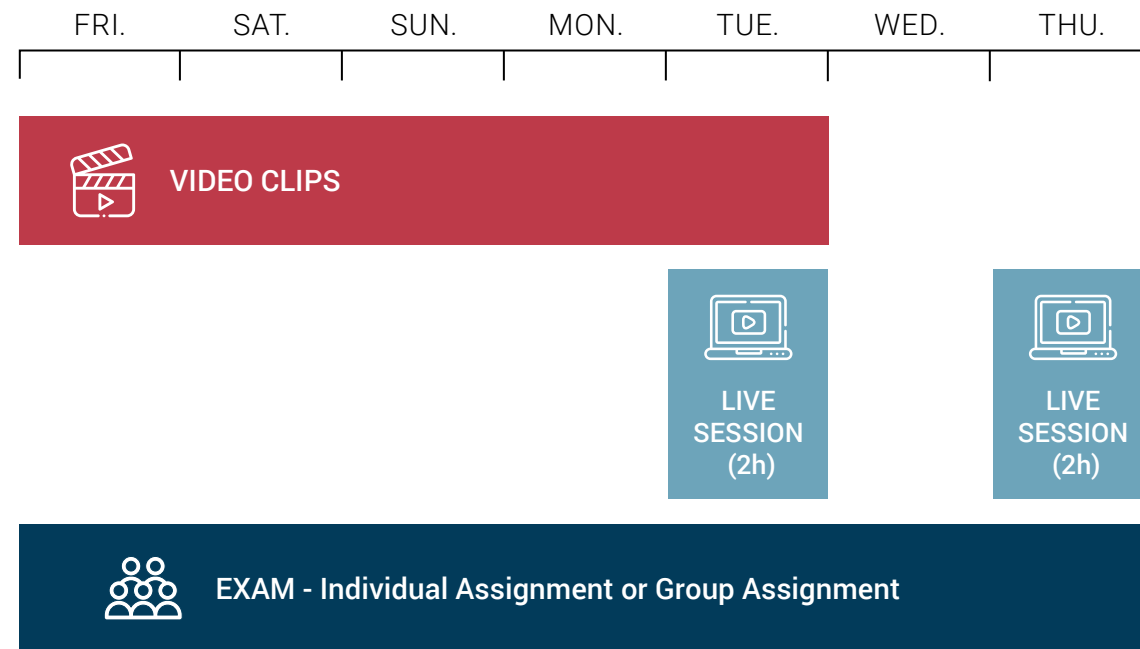
The essence of luxury in an exclusive atelier.

Paris, the luxury hub for **fashion, couture** and culture, is also home to some of the most important fashion businesses, and that is because the fashion houses in this city are nothing short of forward-looking. That same progressive attitude is baked into the DNA of the Paris School, where participants will not only learn about the elegance and savoir-faire so closely associated with French fashion and luxury, but also about the fashion branding and business management that have made those businesses the powerhouses they are today.

Also, inextricably linked to Paris is the school's emphasis on teaching the haute-couture sartorial approach of ateliers, passing along those skills to the future creators of high contemporary luxury. Students in Paris will enjoy a unique fashion experience and what begins here goes on to have global significance - that's just a fait accompli of fashion.

# THE JOURNEY

The Master in Global Luxury Management for Business Professionals is a **12-month part-time programme, starting in September**. The academic structure of this master adopts advanced teaching methods based on a smart-learning model involving remote live sessions, content that can be used asynchronously on the digital platform and some face-to-face learning.



Teaching activities are organised as follows:

- > **3 FULL WEEKS:** in **Italy** (Milan), **France** (Paris), **UK** (London). These International weeks are spread throughout the duration of the master.
- > **DIGITAL LEARNING:** both in synchronous mode with live sessions and in asynchronous mode (viewing of clips and recording of live sessions for absent students).

It will be possible to **choose whether to join the international weeks online** (if the activity can be streamed) **or in person** (if permitted) without any limitation, in order to manage your time in the most efficient and serene way.

# PROGRAMME STRUCTURE

## Core courses in General Management

- > Strategy
- > Financial Accounting
- > Corporate Finance
- > Organization Structure
- > Business Planning

## The international meaning of luxury

- > Introduction to luxury sector
- > Contemporary european luxury
- > The new american luxury
- > Emerging markets

## Luxury Value Chain

- > Design management and collection development
- > Supply chain and operations management
- > Marketing and brand management

## Trends in the new Luxury Industry

- > Technology - The luxury digital experience
- > Consumers - The new meaning of innovation for luxury
- > ESG - Responsible luxury

## Study Tour for the luxury experience

- > Italy: Luxury DNA, Heritage of Craftsmanship
- > France: Branding, conglomerates, couture&provocation
- > UK: Technology, Innovation for luxury, Responsible luxury

## Final project work

During the second half of the Master, participants are required to carry out a Project Work, which will be discussed at the end of the course. The objective of the Project Work is to develop a consultancy project with the support of the Faculty. Working closely with professors and researchers, participants in the programme will have the opportunity to apply the tools and methods learned during the Master to tackle issues of interest for the industry and build valuable relationships for their professional careers.

*POLIMI Graduate School of Management reserves the right to change the titles and content of the courses before the start of the programme, ensuring the same level of quality. Students already enrolled in the programme will be informed promptly.*



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# INTERNATIONAL EXPERIENTIAL WEEKS

POLIMI GSoM and Istituto Marangoni have combined their expertise in higher education to develop a Master's programme for professionals who wish to acquire the critical skills required to face the challenges and constant innovation of the luxury market.

In addition to online learning, the Master in Global Luxury Management for Business Professionals also provides 'experiences' in the world's leading luxury capitals - **Milan, Paris** and **London** - where Istituto Marangoni schools are located.

For each one of the 3 scheduled experiential weeks exclusive and innovative Companies operating in the luxury field will be involved, through an exclusive partnership that will provide Students with the chance to enrich their learning experience - through specifically selected activities aimed at consolidating their grasp of business-related practices in the Luxury Industries.

Specific Companies have been selected as didactic partners of the Master programme, having in mind the local contexts and business environment of each of the 3 cities that will welcome students – as well as being deeply linked with course themes and topics that are covered throughout the course.



Key professionals working for these successful Brands will meet participants to challenge them with a specifically designed Project Work, allowing them to leverage right away the notions, practices and tools learned during their lessons.

It will be a unique opportunity to liaise with renowned professionals working in the field, acquiring valuable insights on how Brands are implementing ever-transforming business models.

At the same time, participants will be attending as well special Masterclasses delivered by key industry players, receiving first-hand testimony on actual case-histories; these Masterclasses, or Workshops, may be delivered either onsite at the Istituto Marangoni School locations - or by visiting Company Headquarters.

Their study weeks will also include on-site visits to Companies and Showrooms, offering students a closer look at the daily management of fashion/design/luxury businesses, as well as visits to Museums, Cultural Events and/or Exhibitions to further expand their cultural horizons and stimulate their out-of-the-box thinking.



## Milan Study Tour

This week provides an immersive experience for participants, focusing on the international meaning of luxury, from both a brand and a consumer perspective. This luxury experience study tour offers first-hand insights into the Italian Luxury DNA and the value of traditional craftsmanship.



## Paris Study Tour

The Parisian week gives participants an opportunity to learn more about the evolving Value in luxury brands, with a specific focus on focus on couture, but also about the reality of big luxury conglomerates.



## London Study Tour

During their week in London, participants will get to explore the dynamic environment of the new luxury industry, shaped by disruptive innovation, as well as by sustainability. They will get a closer look at topics and practices linked to responsible luxury and the challenges ahead of the industry.

# INDUSTRY PARTNERSHIPS

The Master in Global Luxury Management for Business Professionals will provide participants the exclusive opportunity to liaise and work along with some of the most relevant and recognized Companies operating in the Luxury industry.

The Sponsorship provided by partner Brands will take many forms and will provide participants with both professional and academic advantages, such as:

- > Partner Companies will be closely involved in the academic development for this Master programme, and in the definition of contents of the course modules, acting as didactic advisors;
- > They will collaborate in designing specific project briefs aimed at Students - as referents of a specific market; they will also be directly involved in launching these briefs to participants, challenging them with a dedicated project Work;
- > An amazing opportunity to network among the professionals participating in the course to consolidate their career paths and build new work relationships;
- > Opportunities to participate to dedicated Company Visits;
- > External testimonies that will intervene during specific training modules to deepen themes and topics covered by professors: stimulating Masterclasses and Workshops will be delivered by professionals operating at top-management level within these organizations.



Born of the spirit of racing, Ferrari epitomises the power of a lifelong passion and the beauty of limitless human achievement, creating timeless icons for a changing world.

Ferrari's story officially began in 1947 when its first road car, the 125 S, emerged from the gate of no. 4 Via Abetone Inferiore in Maranello. The iconic two-seater went on to win the Rome Grand Prix later that year and shortly thereafter was developed into a refined GT roadster. The company has travelled a long way since then, but its mission has remained unaltered: to make unique sports cars that represent the finest in Italian design and craftsmanship, both on the track and on the road. In June 2021 Ferrari launched its first ever luxury fashion collection for men, women and children.



## INTERNATIONAL WEEK IN MILAN

During the first international week in Milan, Ferrari will contribute to ensure participants of this Master a full immersion in the reality of the luxury world giving them an enriching experience.

The secrets of the sector of the luxury industry will be investigated with a practical and experiential approach by challenging students with a specifically designed Project Work.

Furthermore, students will explore the ability of Ferrari to combine revolutionary technological solutions with exceptional artisanal craftsmanship, which enables our company to create icons that stay timeless in a fast-changing world.

[www.ferrari.com](http://www.ferrari.com)



# CAREER SERVICES & INTERNATIONAL COMMUNITY

## CAREERS CONSULTING

You'll have up to 3 individual meetings with a careers consultant who will guide you in designing the best strategy to discover your own purposeful career and reinforce your individual career management skills, essential for charting your professional path.

During your journey, you will also be able to take advantage of a one-to-one meeting with a headhunter, to gain insights into the job market and enhance your employability, thanks to our collaboration with important headhunting companies.

## NETWORKING EVENTS

Networking events provide you with the chance to get to know, interact, and build meaningful connections with other professionals, companies, and executive search firms. These occasions are unique opportunities for expanding your network and sharing experiences and best practices.

## INDUSTRY NETWORK

Participants will have access to the global Network of both Institutions made by over 4,500 leading brands and companies around the world, providing students and alumni a vast array of opportunities for interaction, including projects, interviews and valuable exchanges.

## DIGITAL TOOLS

You'll have access to cutting-edge AI platforms and major international career resources such as HigherEd, JobTeaser, MBA-Exchange.com and Firsthand. This will allow you to expand your global network, enhance your personal branding, and continually develop your career management skills through dedicated workshops.

## TRAINING

Workshops and seminars are designed to develop career management skills and abilities essential for navigating today's job market. These sessions equip you with tools and knowledge to enhance your professional profile, master job interview techniques, conduct effective job market searches, and negotiate salaries.



## ALUMNI COMMUNITY

Participants will also have access to the ALUMNI COMMUNITY of both Institutions: an international, multicultural Community of over 20,000 Alumni for POLIMI GSoM and 40,000 Istituto Marangoni students and alumni who share the values and skills learned while studying at Istituto Marangoni. By joining I'M Alumni Community participants can stay in touch with the School and with their former classmates, take part in exclusive events, seminars and conferences, find new job opportunities and enhance their social and professional network.





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# ADMISSIONS

Admission to the Master in Global Luxury Management for Business Professionals takes place on a rolling basis.

The admission requirements are **working experience in the luxury field or a strong motivation in starting this career path, to be assessed in the selection process, and a Bachelor's Degree** in any discipline.

Enrolment is once a year with the program beginning in September. Applicants will be invited to an online video interview.

## HOW TO APPLY

- > Application form  
(<https://apply.gsom.polimi.it/signup>)
- > Application fee (€ 100)
- > CV or resume in English
- > University degrees and transcripts
- > Motivational letter
- > Reference letter/s (not mandatory)
- > Copy of valid passport
- > Digital passport-sized picture

## FEES

The tuition fee for the Global Master's for Luxury Business Professionals is **€26.000**.

Contributions are available.

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## CONTACT

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