COURSE DETAILS

Milano School

AI Strategies for Luxury Beauty Brand Management

OVERVIEW

The course AI Strategies for Luxury Beauty Brand Management explores **how AI is redefining the global luxury beauty industry**, with a dual focus on fragrance creation and cosmetic innovation. The course bridges creative intelligence, data analytics, and sensorial expertise, guiding participants to **implement AI ethically and effectively** across the beauty value chain — from product conceptualization and personalization to retail and strategic leadership.

The course is delivered with ***Heuritech***, a cutting-edge fashion technology company leveraging advanced artificial intelligence to deliver predictive analytics on trends and products. Founded in 2013 by PhDs, it transforms social media imagery into actionable insights, enabling fashion brands to forecast demand, enhance sustainability and gain a strong competitive advantage.

By the end of the program, you will have developed a **dual professional portfolio**—including one fragrance concept and one cosmetic innovation—powered by AI insight and sustainability strategy along side advanced proficiency in AI tools applied across R&D, marketing, and consumer analytics. You will also unlock a **leadership framework** for implementing ethical, creative, and data informed innovation combined with a professional network connecting Milan's luxury, tech, and beauty innovation communities.

PRICING

1000 €

ENROLLMENT FEE

8500 €

TUITION FEE

For course dates and further detailed description of the study modules, kindly refer to www.istitutomarangoni.com

Upon completion of the course, participants will receive an **Istituto Marangoni Certificate**.

VIRTUAL LEARNING EXPERIENCE

From Virtual Labs to interactive classes, every **learning moment** is designed to be **dynamic and engaging**: concise, targeted content alternates with virtual experiences that faithfully replicate real creative environments, ensuring **total immersive experience**.

AI STRATEGIES FOR LUXURY BEAUTY BRAND MANAGEMENT

COURSE STRUCTURE

DURATION
16 Weeks

HOURS
130

14 weeks online
2 Experiential Weeks

EXPERIENTIAL LOCATIONS
Milano

FORMAT
Hybrid

Online
+ Onsite Production

CORE FOCUS
Exploring how AI is redefining the global luxury beauty industry, with a dual focus on fragrance creation and cosmetic innovation.

The course bridges creative intelligence, data analytics, and sensorial expertise, guiding participants to implement AI ethically and effectively across the beauty value chain — from product conceptualization and personalization to retail and strategic leadership.

LEVEL
Professional Postgraduate Executive

SOFTWARE INSIGHTS
Predictive intelligence for market and trend analysis, Machine learning for skin diagnostics and customization, Predictive olfactory algorithms and sensorial modeling, Predictive retail and emotional data mapping, AR/VR beauty experiences and digital twins in retail

DESIGNED FOR

— Luxury beauty brand managers and innovation leaders seeking to leverage AI in product and marketing strategy.

— Perfumers, R&D experts, and cosmetic formulators integrating AI tools into creative and technical processes.

— Fashion Managers, strategists, and consultants overseeing digital transformation within global beauty corporations.

— Postgraduate students and professionals in luxury management, design, or technology-driven beauty sectors.

— Freelancers.

PROFESSIONAL OUTCOMES

By completing this course, participants will have developed:

— A dual professional portfolio—one fragrance concept and one cosmetic innovation—powered by AI insight and sustainability strategy.

— Advanced proficiency in AI tools for R&D, marketing, and consumer analytics.

— A leadership framework for implementing ethical, creative, and data-driven innovation.

— A professional network connecting Milan's luxury, tech, and beauty innovation communities.

MILAN

THEME

Production Process, Industry Field Immersion
& Strategic Innovation

WEEK 11 / 30 HOURS

Fragrance Intelligence & Heritage Innovation

OUTPUT

An AI-augmented fragrance innovation concept merging heritage artistry with predictive analytics.

— Participants explore how data science enhances perfumery while preserving artistic integrity.
— Workshops and field visits highlight how traditional craftsmanship and advanced algorithms converge in scent design.
— Visit to luxury fragrance houses and olfactory innovation labs in Milan and Florence.
— Workshop on AI-assisted scent composition and heritage digitalization.
— Collaboration with Intercos Group and Givaudan Innovation Centers on predictive olfactory modeling.
— Masterclass: “From Emotion to Algorithm: Designing Tomorrow’s Fragrances.”

WEEK 12 / 30 HOURS

Cosmetic Design, Sustainability & Market Strategy

— Immersion into Italy’s ecosystem of beauty innovation, sustainability, and AI-enhanced branding strategies.
— Visits to beauty R&D and sustainable packaging laboratories.
— Workshop on AI for eco-design, material forecasting, and circular supply chains.
— Industry roundtables with executives from L’Oréal Luxe Italia, Shiseido EMEA, and Prada Beauty.
— Final presentation before a panel of experts: “AI as Catalyst for Conscious Beauty Futures.”

FACULTY

PROGRAMME LEADER / MILANO

Carolina Guajana

Carolina Guajana is Programme Leader in Fashion Business at *Istituto Marangoni Milano* and luxury brand management Expert.

She brings over 15 years of industry experience with key marketing roles in luxury brands such as *Bottega Veneta* and *Versace*, and 10 years of teaching experience as lecturer for the Fashion Business division.

Guajana is currently pursuing a PhD in Strategic Technology Management at *International School of Management* in Paris with a research focus on AI Ethics and creative intelligence.

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FOR PROFESSIONALS

ADVANCED UPSKILLING
FOR A CHANGING INDUSTRY