

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Diploma in Global Luxury Strategy

Executive Level



LAPT — London Academy of Professional Training

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Reference FS-LBM-E • Fashion Centres

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AT A GLANCE

REFERENCE	FS-LBM-E
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Brand Strategy and Development

5 chapters · 30 classes65 marks

• 1 Understanding the Global Luxury Fashion Market — 6 classes

› 1.1 Define Key Characteristics of the Luxury Fashion Market

› 1.2 Explore Global Economic Influences on Luxury Fashion

› 1.3 Analyze Consumer Behavior in Luxury Fashion

› 1.4 Identify Key Players and Brands in the Luxury Sector

› 1.5 Examine Trends in Global Luxury Fashion

› 1.6 Apply Strategies to Address Market Challenges

• 2 Defining and Building a Luxury Brand Identity — 6 classes

› 2.1 Understanding Luxury Brand Identity: Core Concepts

› 2.2 Analyzing Market Position: The Role of Prestige

› 2.3 Crafting Unique Value: Developing Brand Differentiators

› 2.4 Aligning Brand Values: Consistency in Luxury Branding

› 2.5 Exploring Consumer Perception: Emotional Engagement

› 2.6 Applying Identity Principles: Building a Luxury Brand Narrative

• 3 Strategic Positioning of Luxury Brands — 6 classes

› 3.1 Understanding Strategic Positioning in the Luxury Market

› 3.2 Identifying Key Differentiators for Luxury Brands

› 3.3 Analyzing Competitor Positioning Strategies in Luxury

› 3.4 Crafting Unique Value Propositions for Luxury Brands

› 3.5 Aligning Brand Identity with Market Position

› 3.6 Evaluating Success in Luxury Brand Positioning

• 4 Innovative Brand Communication and Storytelling — 6 classes

› 4.1 Explore the Foundations of Innovative Communication

› 4.2 Analyze the Role of Storytelling in Brand Strategy

› 4.3 Identify Key Components of Compelling Brand Narratives

› 4.4 Examine Case Studies in Effective Brand Storytelling

› 4.5 Develop Skills for Crafting and Sharing Brand Stories

› 4.6 Apply Innovative Storytelling Techniques to Real-World Scenarios

• 5 Sustainability and Ethical Practices in Luxury Branding — 6 classes

› 5.1 Exploring Sustainability in Luxury Branding

› 5.2 Understanding Ethical Practices in the Luxury Sector

› 5.3 Examining Case Studies on Sustainable Luxury Brands

› 5.4 Analyzing Ethical Supply Chains in Luxury Goods

› 5.5 Developing Sustainable Brand Strategies for Luxury

› 5.6 Implementing Ethics and Sustainability in Luxury Brand Management

• 1 Digital Disruption and the Luxury Market — 6 classes

- › 1.1 Understanding Digital Disruption in the Luxury Sector
- › 1.2 Analyzing Impact of E-commerce on Luxury Brands
- › 1.3 Exploring Social Media as a Catalyst for Change
- › 1.4 Investigating Technological Innovations in Luxury Retail
- › 1.5 Evaluating Consumer Behavior in the Digital Age
- › 1.6 Applying Digital Strategies for Sustaining Luxury Brand Value

• 2 E-commerce Strategies for Luxury Brands — 6 classes

- › 2.1 Understanding the Unique Challenges of Luxury E-commerce
- › 2.2 Analyzing Consumer Behavior in the Luxury Market Online
- › 2.3 Crafting a Compelling Luxury Brand Story Through Digital Platforms
- › 2.4 Leveraging Cutting-edge Technologies to Enhance Luxury Buying Experience
- › 2.5 Developing Personalized E-commerce Experiences for Luxury Consumers
- › 2.6 Evaluating the Impact of E-commerce Strategies on Luxury Brand Equity

• 3 Personalization and Customer Experience in the Digital Age — 6 classes

- › 3.1 Understanding Personalization in Luxury Markets
- › 3.2 Analyzing Customer Experience in the Digital Era
- › 3.3 Exploring Digital Tools for Customer Personalization
- › 3.4 Implementing Data-Driven Personalization Strategies
- › 3.5 Enhancing Customer Journey with Digital Experiences
- › 3.6 Evaluating the Impact of Personalization on Brand Loyalty

• 4 Digital Storytelling and Content Creation — 6 classes

- › 4.1 Understanding the Role of Digital Storytelling in Luxury Brands
- › 4.2 Identifying Key Elements of Compelling Luxury Content
- › 4.3 Crafting Brand Narratives for a Global Luxury Audience
- › 4.4 Exploring Digital Platforms for Effective Luxury Storytelling
- › 4.5 Analyzing Case Studies of Successful Luxury Content Campaigns
- › 4.6 Implementing Best Practices for Luxury Content Creation

• 5 Innovation and Technology Integration in Luxury Brands — 6 classes

- › 5.1 Exploring the Role of Innovation in Luxury Branding
- › 5.2 Identifying Key Technologies in Modern Luxury Markets
- › 5.3 Analyzing Case Studies of Technology Integration in Luxury
- › 5.4 Evaluating Consumer Expectations in the Digital Age
- › 5.5 Implementing Digital Tools for Enhanced Customer Engagement
- › 5.6 Developing Strategies for Sustainable Tech Integration in Luxury

• 1 Understanding Financial Principles in Luxury Brand Management — 6 classes

- › 1.1 Analyzing Financial Statements in Luxury Brands
- › 1.2 Identifying Key Financial Metrics for Luxury Markets
- › 1.3 Exploring Revenue Streams in the Luxury Sector
- › 1.4 Evaluating Cost Structures Unique to Luxury Brands
- › 1.5 Assessing Investment Strategies for Luxury Growth
- › 1.6 Applying Financial Principles in Luxury Brand Management

• 2 Revenue and Cost Structures of Luxury Fashion Brands — 6 classes

- › 2.1 Understanding Revenue Streams in Luxury Fashion
- › 2.2 Analyzing Cost Structures in High-End Apparel
- › 2.3 Differentiating Between Fixed and Variable Costs in Luxury Brands
- › 2.4 Exploring the Impact of Pricing Strategies on Revenue
- › 2.5 Examining the Role of Brand Value in Financial Planning
- › 2.6 Applying Breakeven Analysis in Luxury Fashion Finance

• 3 Luxury Brand Valuation and Financial Metrics — 6 classes

- › 3.1 Understanding Luxury Brand Value: Concepts and Principles
- › 3.2 Analyzing Financial Metrics in the Luxury Sector
- › 3.3 Evaluating Market Position and Brand Equity in Luxury
- › 3.4 Assessing Luxury Brand Valuation Methods
- › 3.5 Applying Discounted Cash Flow to Luxury Brands
- › 3.6 Interpreting Financial Reports for Luxury Brand Performance

• 4 Investment Strategies in the Luxury Fashion Sector — 6 classes

- › 4.1 Understanding Luxury Fashion Market Dynamics
- › 4.2 Exploring Investment Vehicles in Luxury Fashion
- › 4.3 Analyzing Risk Management in Luxury Investments
- › 4.4 Evaluating Portfolio Diversification in Fashion Sector
- › 4.5 Applying Financial Metrics to Luxury Brands
- › 4.6 Developing Strategic Investment Plans for Luxury Fashion

• 5 Risk Management and Financial Sustainability in Luxury Brands — 6 classes

- › 5.1 Understanding Risk in the Luxury Industry
- › 5.2 Identifying Financial Threats to Luxury Brands
- › 5.3 Assessing Impact: Quantifying Risks in Luxury Markets
- › 5.4 Mitigating Financial Risks with Strategic Planning
- › 5.5 Ensuring Financial Sustainability in Luxury Brands
- › 5.6 Applying Risk Management Strategies to Real-World Scenarios

• 1 Understanding the Global Luxury Market Landscape — 6 classes

- › 1.1 Define Luxury: Concepts and Characteristics
- › 1.2 Examine Key Global Luxury Markets
- › 1.3 Analyze Consumer Behavior in Luxury Markets
- › 1.4 Identify Emerging Trends in the Luxury Sector
- › 1.5 Compare Luxury Market Dynamics Across Regions
- › 1.6 Apply Market Analysis Tools to Luxury Strategy

• 2 Consumer Behavior and Segmentation in Luxury Fashion — 6 classes

- › 2.1 Understanding the Psychology of Luxury Consumers
- › 2.2 Analyzing Consumer Motivations in Luxury Fashion
- › 2.3 Identifying Key Segments in the Luxury Fashion Market
- › 2.4 Exploring Regional Differences in Luxury Consumer Behavior
- › 2.5 Examining the Role of Cultural Influences on Luxury Segmentation
- › 2.6 Applying Consumer Insights to Luxury Market Strategy

• 3 Competitive Analysis and Strategic Positioning in Global Luxury Markets — 6 classes

- › 3.1 Understanding Competitive Landscapes in Luxury Markets
- › 3.2 Identifying Key Competitors and Market Leaders
- › 3.3 Analyzing Competitive Strategies in Global Luxury
- › 3.4 Evaluating Strategic Positioning of Luxury Brands
- › 3.5 Differentiating Brand Offerings through Unique Value Propositions
- › 3.6 Developing Strategic Advantages in Global Luxury Markets

• 4 Impact of Economic and Cultural Factors on Luxury Fashion Markets — 6 classes

- › 4.1 Exploring Global Economic Trends in Luxury Fashion
- › 4.2 Analyzing Cultural Influences on Consumer Behavior
- › 4.3 Evaluating the Role of Emerging Markets
- › 4.4 Identifying Challenges and Opportunities in Cultural Diversity
- › 4.5 Examining the Impact of Economic Policies on Luxury Brands
- › 4.6 Applying Market Analysis to Strategic Decisions in Luxury Fashion

• 5 Future Trends and Technologies Shaping the Luxury Fashion Market — 6 classes

- › 5.1 Exploring Emerging Technologies in Luxury Fashion
- › 5.2 Analyzing Consumer Behavior Trends in Luxury Markets
- › 5.3 Investigating Sustainable Innovations Impacting Luxury Brands
- › 5.4 Assessing the Role of Digital Transformation in Fashion
- › 5.5 Evaluating the Influence of AI and Big Data on Consumer Experiences
- › 5.6 Strategizing Future Success in a Dynamic Luxury Landscape

• 1 Understanding Leadership Dynamics in Luxury Markets — 6 classes

- › 1.1 Defining Leadership Dynamics in Luxury Markets
- › 1.2 Exploring Key Leadership Qualities in Luxury Enterprises
- › 1.3 Analyzing Cultural Influences on Luxury Market Leadership
- › 1.4 Identifying Challenges in Leading Luxury Brands Globally
- › 1.5 Developing Adaptive Leadership Strategies for Luxury Markets
- › 1.6 Applying Leadership Principles to Drive Success in Luxury

• 2 Strategic Vision and Innovation in Luxury Leadership — 6 classes

- › 2.1 Exploring Strategic Vision in Luxury
- › 2.2 Understanding Market Trends and Innovations
- › 2.3 Defining the Role of Innovation in Leadership
- › 2.4 Cultivating an Innovative Organizational Culture
- › 2.5 Integrating Strategic Vision with Innovation
- › 2.6 Applying Strategic Vision to Real-World Scenarios

• 3 Building and Leading High-performance Luxury Teams — 6 classes

- › 3.1 Defining High-performance in Luxury Teams
- › 3.2 Identifying Key Roles in Luxury Team Dynamics
- › 3.3 Cultivating Collaboration and Trust in Teams
- › 3.4 Enhancing Communication Skills for Effective Leadership
- › 3.5 Implementing Strategies for Motivating Luxury Teams
- › 3.6 Evaluating Team Performance and Driving Continuous Improvement

• 4 Navigating Cross-cultural and Ethical Challenges — 6 classes

- › 4.1 Understanding Cultural Dimensions in Luxury Leadership
- › 4.2 Identifying and Respecting Cultural Norms in Global Luxury Markets
- › 4.3 Evaluating Ethical Dilemmas in Luxury Enterprises
- › 4.4 Analyzing Cross-Cultural Communication Strategies
- › 4.5 Implementing Ethical Leadership Practices in Luxury Brands
- › 4.6 Integrating Cultural Sensitivity into Decision-Making Processes

• 5 Sustainability and Future-oriented Leadership in Luxury — 6 classes

- › 5.1 Understanding Sustainability in Luxury: Concepts and Definitions
- › 5.2 Analyzing Case Studies: Sustainable Practices in Leading Luxury Brands
- › 5.3 Exploring Eco-Innovation: Future Trends in Luxury Goods
- › 5.4 Developing Leadership Skills for Sustainable Transformation
- › 5.5 Implementing Circular Economy Principles in Luxury Enterprises
- › 5.6 Creating a Strategic Vision: Leading Luxury into a Sustainable Future

• 1 Understanding Sustainability in Luxury Fashion — 6 classes

- › 1.1 Exploring the Intersection of Luxury Fashion and Sustainability
- › 1.2 Assessing the Environmental Impact of Luxury Fashion
- › 1.3 Evaluating Ethical Sourcing and Fair Trade Practices
- › 1.4 Analyzing Sustainable Design and Innovation in Fashion
- › 1.5 Applying Circular Economy Principles in Luxury Fashion
- › 1.6 Implementing Sustainability Strategies in Fashion Brands

• 2 Ethical Practices in Luxury Brand Management — 6 classes

- › 2.1 Understanding Ethical Concepts in Luxury
- › 2.2 Analyzing the Impact of Sustainability on Luxury Brands
- › 2.3 Exploring Fair Trade Practices in Luxury Goods
- › 2.4 Evaluating Corporate Social Responsibility in High-End Fashion
- › 2.5 Implementing Eco-Friendly Practices in Luxury Brand Management
- › 2.6 Case Studies: Successful Ethical Practices in Luxury Brands

• 3 Sustainable Supply Chain Innovations — 6 classes

- › 3.1 Understanding Sustainable Supply Chain Basics
- › 3.2 Identifying Key Ethical Challenges in Global Supply Chains
- › 3.3 Exploring Innovations in Eco-Friendly Materials Sourcing
- › 3.4 Analyzing Technological Advancements in Supply Chain Sustainability
- › 3.5 Integrating Circular Economy Principles into Supply Chains
- › 3.6 Evaluating Case Studies on Sustainable Supply Chain Successes

• 4 Integrating Circular Economy Concepts — 6 classes

- › 4.1 Understanding Circular Economy Principles
- › 4.2 Exploring the Benefits of Circularity
- › 4.3 Analyzing Case Studies of Circular Economy in Luxury
- › 4.4 Identifying Challenges in Implementing Circular Models
- › 4.5 Strategizing for Circular Economy Integration
- › 4.6 Evaluating Success in Circular Economy Initiatives

• 5 Evaluating and Communicating Sustainability Performance — 6 classes

- › 5.1 Understanding Sustainability Metrics
- › 5.2 Analyzing Tools for Sustainability Assessment
- › 5.3 Identifying Key Performance Indicators in Sustainability
- › 5.4 Evaluating Ethical Impacts in Luxury Strategies
- › 5.5 Communicating Sustainability Performance to Stakeholders
- › 5.6 Integrating Sustainability into Business Narratives